

Informatica B2B Data Transformation

Unlock Complex Data to Drive Business Growth

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“Informatica has allowed us to get in complete control of our inventory and has radically changed the level of contact we have with our customers. The accuracy of data we provide to the customer has improved dramatically and that in itself has improved our business.”

BENEFITS

- Boost operational efficiency and speed time to revenue by streamlining development, deployment, and maintenance
- Improve decision making with a complete and accurate view of all your data
- Ensure full, timely compliance with regulations and industry standards

To stay competitive and grow, your company needs to effectively leverage its data—including the data locked in complex files, documents, and messages. However, the number and size of these data sources are expanding, complexity is increasing, formats are constantly evolving, and customization is the norm.

Informatica® B2B Data Transformation™ simplifies and automates management of this diversity of data. It extracts data from any file, document, or message—regardless of format, complexity, or size—and transforms it into a usable form. With the most comprehensive out-of-the-box support for industry standards, it provides a codeless visual design and test environment that improves time to integration by up to 80 percent.

B2B Data Transformation includes tools for analysts, an Excel-based mapping tool, and an easy-to-use library customization user interface. These features streamline gathering requirements, jump-start development by creating actionable specifications, ease the back-and-forth between analysts and IT development, and reduce costly errors.

With B2B Data Transformation, the specifications that analysts create can be run as transformation services—leaving IT organizations more time to focus on more technical challenges and make better use of limited IT resources.



Informatica B2B Data Transformation provides the industry's broadest coverage for file and message formats.

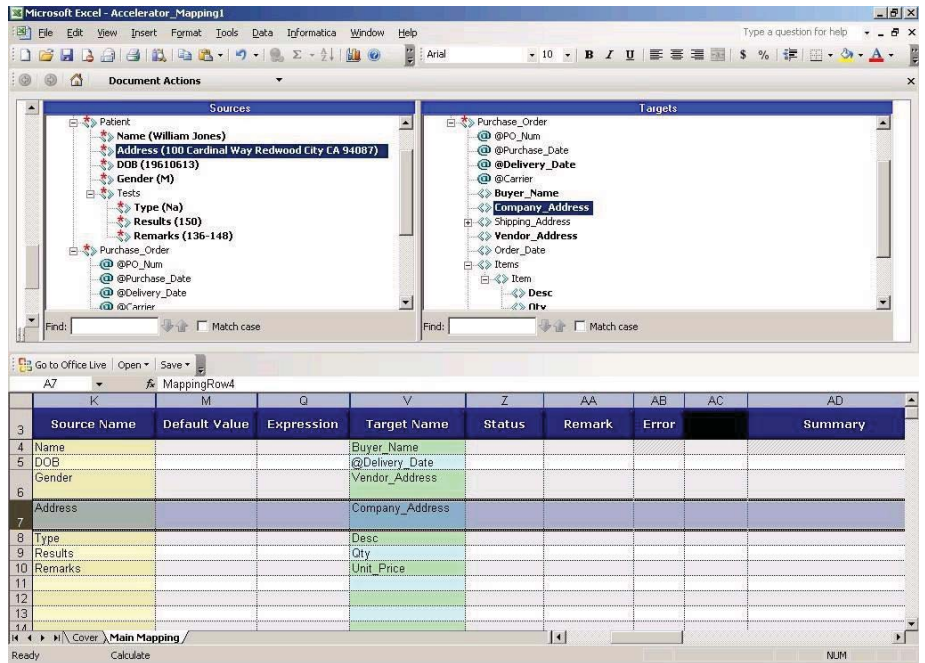
Key Features

Data Transformation Studio

- Use this Eclipse-based, wizard-driven, interactive tool to dramatically simplify the data transformation design process and create dynamic, rules-driven transformations between any two data formats
- Take advantage of a simple point-and-click, mark-and-map process—defining a transformation is as easy as marking relevant data directly on a sample of the source data and then mapping that data to a chosen XML schema
- Import and easily customize prebuilt transformations for industry standards such as EDI, SWIFT, and HIPAA
- Leverage document preprocessors to extract the data locked in PDF files, Microsoft Word and Excel documents
- Generate a flexible transformation framework from message specifications authored in Microsoft Word or Excel

Data Transformation Accelerator

- Leverage the familiar Excel environment to design transformation specifications
- Test specifications with real data
- Rapidly generate data transformation services



Informatica B2B Data Transformation makes it easy to extract data from all file, document, and message-based data, including Microsoft Word and Excel documents.

Key Features (continued)

Data Format Transformation Libraries

- Leverage the broadest set of prebuilt transformations on the market, including a wide variety of:
 - Industry-standard formats – SWIFT, NACHA, HIPAA, HL7, ACORD, EDI X12, EDIFACT, and others
 - Document formats – Word, Excel, PDF, Star Office, AFP, PostScript, PCL, HTML
 - Flat files – positional, nonpositional, variant files, undocumented binaries
 - Legacy formats – COBOL

Data Transformation Engine

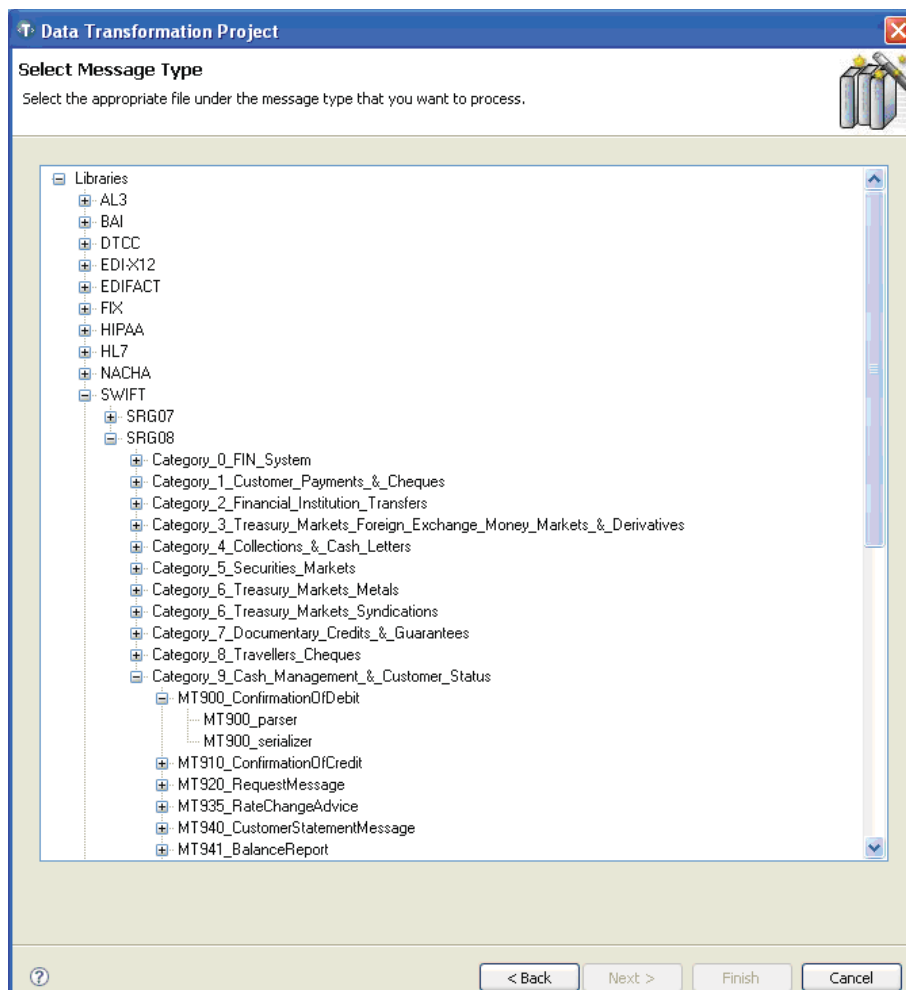
- Execute real-time and batch transformations with an embeddable, high-performance engine
- Provide common data services in a service-oriented architecture
- Provide access from any software component on all major distributed hardware and operating system platforms

Full Integration with Informatica Platform

- Deploy transformation services anywhere in the Informatica Platform
- Complement the flow mapping features of Informatica PowerCenter®

“Informatica enables us to achieve automated transformations across data of all types, including both structured data and highly complex SWIFT messages, within a single environment. B2B Data Transformation extends the utility of our existing PowerCenter implementation, while speeding the introduction of new applications at a much lower cost than before.”

Avram Kornberg
CIO, Natixis USA



Informatica B2B Data Transformation provides rich data format transformation libraries for converting a wide variety of file formats, including industry-specific formats.

Benefits

Boost Operational Efficiency

Informatica B2B Data Transformation eliminates laborious, error-prone hand coding, cutting development and deployment time in half while shrinking IT maintenance costs by up to 70 percent and streamlining the customer onboarding process. As a result, your supply chain and business processes are more efficient, and your time to revenue is faster.

Improve Decision Making

Informatica B2B Data Transformation lets you make faster, better business decisions based on a complete view of all your data, regardless of format, type, or where it resides—inside your corporate firewall or with your trading partners. This full, accurate view of corporate performance lets you respond more quickly and effectively to changing business needs.

Ensure Compliance

With a complete and regularly updated library of industry-specific data format standards for banking, insurance, healthcare, and manufacturing, Informatica B2B Data Transformation helps you ensure compliance with the most current industry and regulatory standards. Frequent updates allow you to adapt to new requirements as soon as they emerge, avoiding regulatory penalties and loss of data.

LEARN MORE

Learn more about Informatica B2B Data Transformation and the entire Informatica Platform. Visit us at www.informatica.com or call (800) 653-3871.

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent leader in data integration software. The Informatica Platform provides corporations with a comprehensive, unified, open, and economical approach to lower IT costs and gain competitive advantage from their information assets. More than 3,600 companies worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise and in the Internet cloud.



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