

Informatica Data Services

Deliver Trusted Data up to Five Times Faster at a Third of the Cost

Robert B. Myers

Manager, BI Architecture and
EDW Solution Architect
HealthNow New York

“Informatica Data Services is clearly the next-generation data virtualization technology. It lets the business finally own its data, overcomes limitations of traditional data federation, and delivers many unique capabilities.”

Business needs accurate data much faster than before—but faced with a huge backlog of requests, IT struggles to deliver. As a result, both business and IT often take shortcuts that create more complexity, additional infrastructure and storage costs, compliance issues, and most critically, multiple versions of the truth.

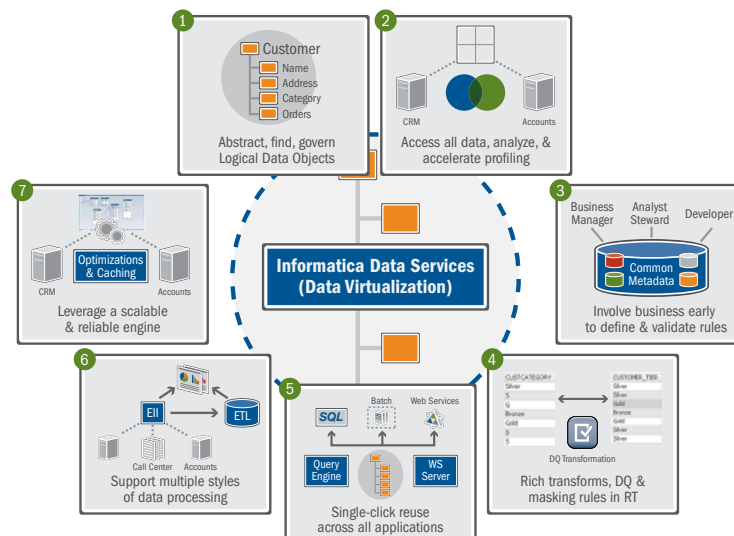
Informatica® Data Services, the industry’s next-generation data virtualization technology, provides the most optimal solution to these problems. It enables true data virtualization by allowing companies to directly access and merge data across systems, delivering trusted data up to five times faster and at one-third the cost. It hides the complexity of delivering a single view of data while insulating applications from source changes. While providing a single, flexible environment for both virtual and physical data integration, Informatica Data Services ensures high-performance with support for typical optimizations and caching for data federation.

Informatica Data Services allows business users to access data directly across systems. Analysts and developers can collaborate on sophisticated business rules and create data services that can be seamlessly reused for all projects—including BI, MDM, and SOA—without any rework.

With Informatica Data Services, your company can speed decision making, deliver a complete view of the business, and simplify data architecture by helping business and IT work together better to shorten project delivery times.

BENEFITS

- Increase business agility by delivering data to analysts up to five times faster
- Improve efficiency by cutting development and maintenance costs as much as 66 percent
- Boost productivity at lower risk with powerful, easy-to-use tools, policies, and capabilities
- Support a full range of data initiatives by reusing data services seamlessly across projects without any rework



Informatica Data Services delivers the industry’s next-generation data virtualization with a single high-performance environment for data integration and data federation. It enables business and IT to collaborate to deliver data five times faster and at a third of the cost.

Key Features

Role-Based Tools for Business-IT Collaboration

- Allow analysts to access data directly without IT intervention using Informatica Analyst
- Enable IT developers to leverage prebuilt application accelerators and access, profile, cleanse, transform, and deliver data with Informatica Developer
- Give IT administrators centralized control over data services configuration, deployment, monitoring, and management
- Share logical data objects, profiles, and data quality rules across roles

Combined Data Integration and Data Federation

- Leverage a single, optimized high-performance engine with support for all major standards
- Obtain and combine data from multiple heterogeneous sources as a single virtualized view
- Deliver accurate data at any speed, using any protocol, in any format
- Reuse data integration logic for SQL data federation, Web services, or batch, without any rework

Integrated Any-Stage Data Profiling

- Use data profiling services to understand and document the structure and quality of all data
- Share profiling results easily and regularly to ensure that business users' requirements are met

Integrated on-the-Fly Data Quality

- Reuse data quality rules for cleansing, enrichment, matching, and standardization across projects without rework
- Apply data quality rules to federated data in real time without preprocessing, staging, or physical consolidation

Reusable Data Services for BI, SOA, and MDM

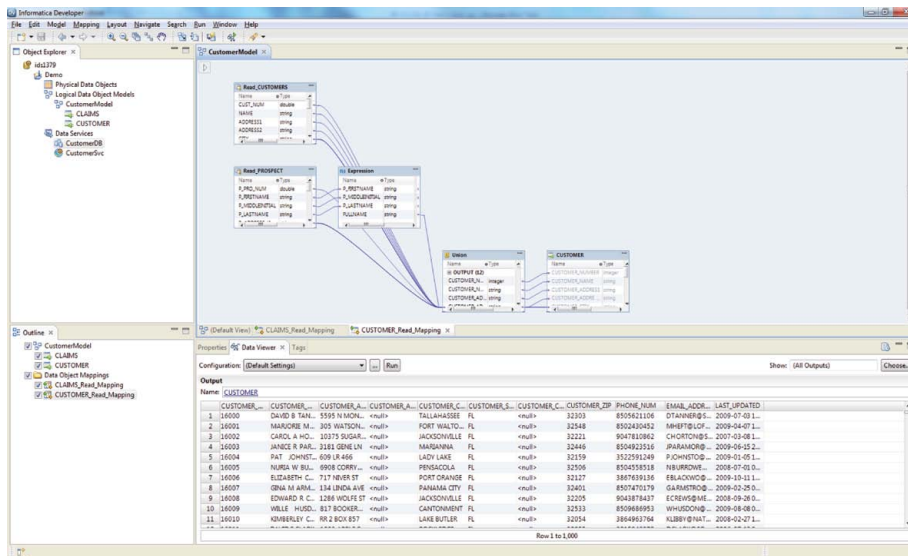
- Build reusable logical data objects based on business entities (e.g., CUSTOMER, PRODUCT, ORDER)
- Insulate applications from changes in data sources with a model-driven, standards-based data abstraction layer
- Employ a top-down and bottom-up approach to developing standards-based Web services with native WSDL processing
- Leverage an eclipse-based development environment and use existing data integration logic to quickly deliver and reuse data services

Centralized Data Security and Governance

- Manage and monitor data services in a single unified environment
- Set central policies and rules for data security, privacy, quality, and data freshness
- Leverage a prebuilt library of rules for in-line dynamic data masking of sensitive fields
- Enforce and manage policies and rules across federated data for all data services

“Informatica Data Services provides the ideal service-oriented data integration platform to fit our enterprise architecture strategy by delivering data as a service. We can also leverage a data abstraction layer to eliminate point-to-point integrations, which can result in significant cost savings through better management and control.”

Jeffrey Gheen
Senior Manager, Business Analytics
BMC Software



Informatica Data Services allows developers and architects to graphically build reusable data services for all projects, leveraging data virtualization best practices.

Benefits

Increase Business Agility

Informatica Data Services allows your analysts to access data quickly and directly, without IT involvement or endless searches for the right data. It rapidly discovers and analyzes all relevant data to create a virtual view without physical data movement. By delivering a single view of the business up to five times faster, it makes your BI, MDM, and SOA initiatives more agile.

Improve Efficiency

With Informatica Data Services, your IT organization can reuse existing Informatica skills and data integration logic for all data access across all projects. By combining data integration, federation, transformation, profiling, cleansing, and management on a single integrated platform, you cut development and maintenance costs by 50 percent or more. And because Informatica Data Services insulates applications from underlying data changes, it dramatically reduces the cost of change.

Boost Productivity at Lower Risk

Informatica Data Services involves business users early in the data integration process, for faster project rollouts, early validation, and minimal rework. Prebuilt components, a zero-code model-driven environment, and fully reusable data integration and data quality logic save developers from redundant work across projects. Integrated data management capabilities ensure that your data complies with all relevant policies and keep dirty data out of downstream applications and systems. Built on the proven, powerful Informatica Platform, Informatica Data Services provides a strong structure to resist outages, minimize costs, and meet SLAs and compliance requirements.

Seamless Cross-Project Reuse of Data Services

Informatica Data Services enables reuse of data integration logic and data services without any rework, across all applications and for all types of data access—Web services, SQL, or batch. As a result, your company can seamlessly reuse data integration logic and data services across a full range of data integration projects and use cases, including data warehouse augmentation, data warehouse consolidation, MDM hub extension, data migration, and data services for SOA.

LEARN MORE

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,200 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.



Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informatica.com