

Informatica PowerCenter Real Time Edition

Integrate and Provision Operational Data in Real Time

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“By leveraging the flexible and scalable data services capabilities of the Informatica PowerCenter Real Time Edition, LinkShare will be able to consistently roll out new products faster than before, meet customer demands for reporting and analysis, and grow our business by supplying its customers and partners with the real-time delivery of holistic, accurate, and secure data.”

Maximize Business Value Through Real-Time Information

Informatica® PowerCenter® Real Time Edition™ extends the capabilities of PowerCenter Standard Edition™ with the ability to integrate and provision operational data in real time. Packaged for simplicity and flexibility, this edition provides comprehensive data integration capabilities for supporting operational data integration projects that require the exchange of data among operational applications. It also enables the development and delivery of sophisticated data services to provide a complementary data services layer in a service-oriented architecture (SOA).

Key features of PowerCenter Real Time Edition include:

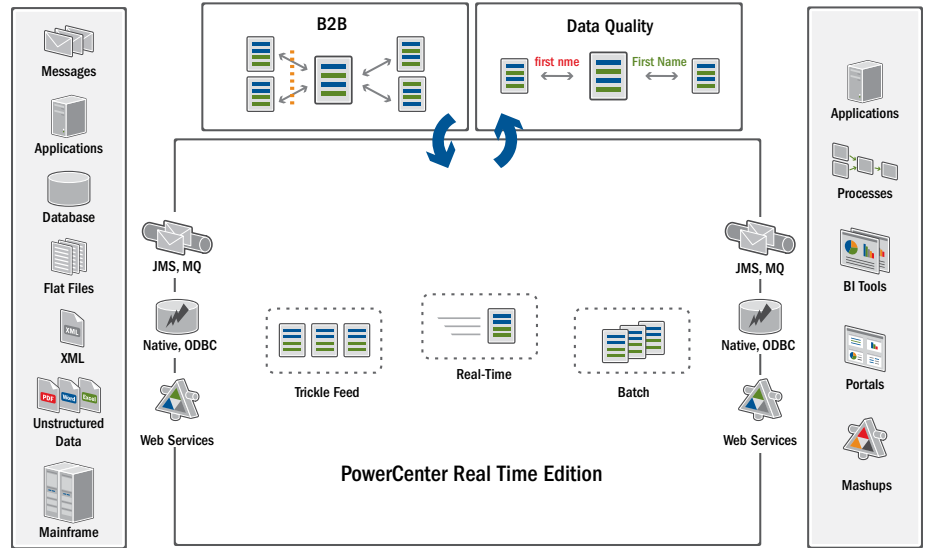
- Change data capture for relational data sources
- Integration with messaging systems
- Built-in support for rapidly creating scalable and secure data services
- Advanced XML capabilities to generate and parse complex XML
- Dynamic partitioning for high-performance, highly scalable concurrent data processing

PowerCenter Real Time Edition is broadly used across a wide spectrum of data integration projects, such as:

- Data synchronization and replication
- Data warehousing and operational data stores
- Master data management
- Data migration and consolidation
- B2B data exchange

BENEFITS

- Cost-effectively scale IT operations with a single, flexible, and optimized environment
- Reduce risk by ensuring the reliability of real-time data even in failure conditions
- Increase business agility with right-time data integration and reuse
- Improve business performance with continuous capture of data changes that yield timelier decisions



PowerCenter Real Time Edition combines powerful batch data processing with real-time data integration capabilities on its scalable and reliable zero-latency engine.

Key Features

Zero Latency Processing and Real-Time Change Data Capture

PowerCenter Real Time Edition supports batch, trickle-feed, and real-time data integration latencies in one integrated product. A zero-latency engine enables continuous data processing. Changes in data sources can be captured as they happen for processing and routing to multiple target applications. This edition reliably supports reading from and writing to such messaging systems as JMS, MSMQ, TIBCO, webMethods Broker, and IBM WebSphere MQ.

Reliable, Scalable Data Processing and Delivery

PowerCenter Real Time Edition handles massive real-time data volumes by enabling horizontal scalability of message processing and delivery. IT organizations can prevent data loss and data duplication by ensuring real-time data integrity, even in system failure scenarios. With support for message ordering, exactly once semantics, and transactional consistency, this edition ensures referential data integrity for real-time change data streams.

Dynamic Partitioning with Data Smart Parallelism

With PowerCenter Real Time Edition, IT organizations can divide data processing into subsets, which run in parallel and are spread among available CPUs in a multiprocessor system. Such partitioning ensures high performance and unlimited linear scalability. This edition provides visual controls for a wide range of partition schemes.

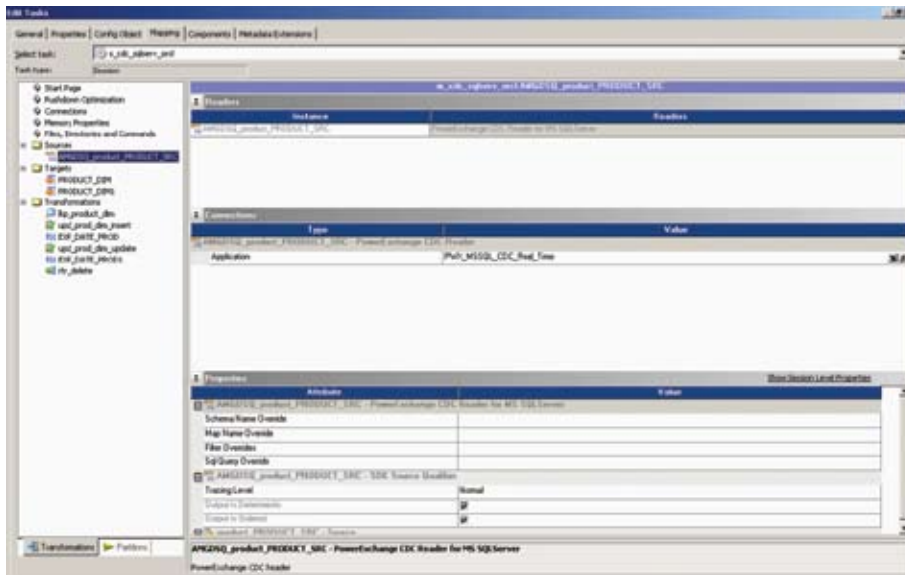
Key Features (continued)

Built-In Web Services Support

With this edition, IT organizations can access data, metadata, and PowerCenter workflows within an SOA through Web services protocols, including XML, WSDL, and SOAP. Data is delivered to consuming applications in the correct form, with the appropriate semantics, through the PowerCenter Web services hub. Built-in support for WS-Security protects data services. A built-in WSDL editor and a Web services testing tool shorten delivery time. Centralized monitoring and reporting reduce administrative overhead.

Dynamically Scalable Data Services

PowerCenter Real Time Edition ensures that Web services deployments can automatically scale to support a large number of concurrent workloads typical of a shared services Integration Competency Center (ICC) environment. Multiple Web services hubs can be deployed for additional scalability. IT organizations can easily expose and reuse existing batch and real-time data transformation logic as data services. Concurrent, re-entrant data integration workflows can be dynamically scaled across multiple hubs for enterprise-grade deployments.



PowerCenter Real Time Edition supports the noninvasive capture of database changes as they occur, providing real-time access to significant business events.

Benefits

Cost-Effectively Scale IT Operations

PowerCenter Real Time Edition enables your IT organization to intelligently scale operational scenarios to meet not only increasing data volumes but also growing numbers of concurrent requests. You can support the large number of concurrent users typical in an ICC environment. You can quickly and easily deploy real-time data integration solutions and develop reusable data services to provision data in an SOA. Providing a single environment for both operational and analytical data integration, PowerCenter Real Time Edition enables your team to accelerate development cycles and reduce IT costs.

Ensure Reliability and Reduce Risk

PowerCenter Real Time Edition ensures the integrity of real-time data even in failure conditions. You can avoid duplicate records when resolving partially completed processing. You can guarantee that messages are read, processed, and delivered only once and in order, even in system failure scenarios. PowerCenter Real Time Edition reduces the risk of inaccurate, inconsistent, or out-of-date data populating business systems and applications and helps your IT organization maintain real-time, 24x7, mission-critical operations.

Increase Business Agility

With PowerCenter Real Time Edition, your IT organization can make any data available whenever it is desired, in whatever form necessary, regardless of where it resides. You can synchronize all operational and transactional systems with consistent and accurate information and supply the business with the data it needs to make better, timelier business decisions.

Improve Business Performance

Using PowerCenter Real Time Edition, you can ensure that data changes are captured and processed in true real time. Your IT organization can help the business take advantage of the timeliest information to accelerate businesses processes, resolve issues, support approvals, and make better decisions more quickly. By processing and delivering data at the right time, PowerCenter Real Time Edition helps you improve business performance.

LEARN MORE

Learn more about Informatica PowerCenter 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 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 4,000 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the cloud.



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