

# Informatica Velocity

## A Proven Methodology for Integrating the Enterprise

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“Chesapeake Energy is in the first stages of using Velocity to help fast track our Informatica [software] implementation. Already it has provided our program team with a common terminology, a common semantic model, and a set of best practices for accelerating our large-scale migration project and reducing its risk. Essentially, Velocity is helping to keep us all on the same page and on the right track.”

While IT projects promise big rewards, they can also pose some big risks—such as exceeding budget or schedule, or being cancelled altogether.

Your IT organization needs expert guidance to avoid these risks. You need field-tested tips, best practice techniques, and comprehensive tracking capabilities to keep your projects within scope, on schedule, and on budget. Informatica can help.

### Accelerating Business Value Through Best Practices

Informatica has developed a proprietary implementation methodology called **Informatica® Velocity®**. This methodology guides your IT organization in implementing a world-class enterprise data management infrastructure to support your company's business imperatives.

Much more than just another project methodology, Informatica Velocity includes:

- **Enterprise strategy best practices.** Velocity offers best practices and guidance on deploying such enterprise-level IT strategies as Integration Competency Centers (ICCs), service-oriented architecture (SOA), and data governance.
- **Project-level best practices.** Velocity provides best practices and guidance on executing such data management projects as data warehousing, data migration, data quality, master data management, data synchronization, and B2B data exchange.
- **Comprehensive set of practical tools.** Velocity makes available a library of tools, resource materials, and templates to eliminate rework and redesign and accelerate project delivery.

Developed from the real-world experience of hundreds of data management projects, Velocity represents the collective knowledge of experienced consultants who have worked with hundreds of organizations to plan, develop, deploy, and maintain successful data management projects.

Reflecting a wide range of system environments and user needs, Velocity guides your project team through the entire project life cycle so that you avoid common pitfalls and achieve predictable, timely results.

### BENEFITS

- Minimize risk by delivering projects within scope, on time, and on budget
- Realize ROI on technology investments sooner
- Build a world-class enterprise data management infrastructure

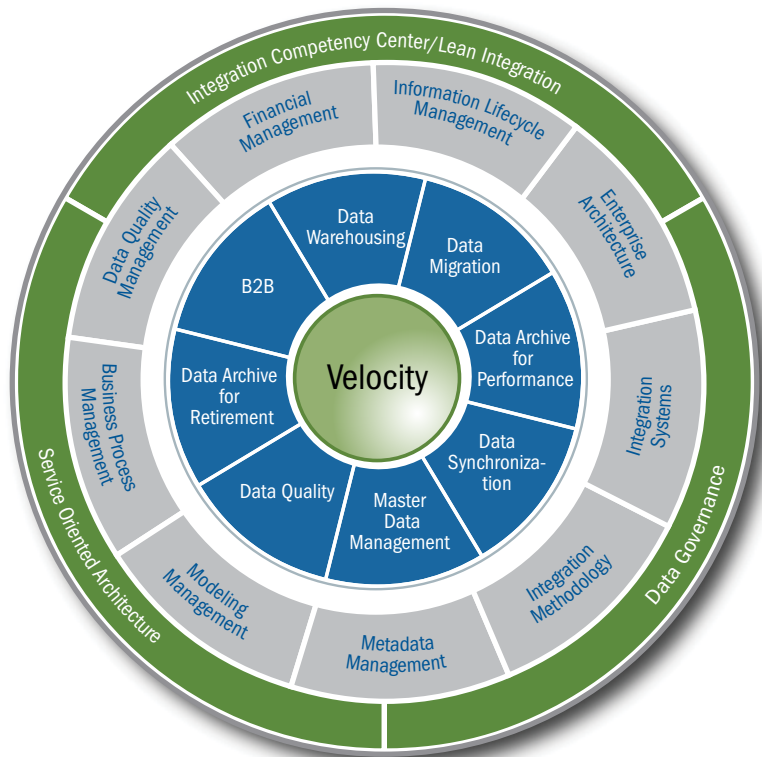
## Enterprise Strategies View

Velocity includes three enterprise-level IT strategies—ICC/Lean Integration, SOA, and Data Governance—that govern individual data management projects. This view provides relevant content for CIOs and IT executives to set IT strategy for the enterprise.

## Enterprise Competencies View

Velocity contains nine enterprise competencies, which detail the disciplines that govern data management projects to ensure consistency in approach across the enterprise. The enterprise competencies are intended for line-of-business and IT directors who must collaborate to design the data management competencies that support enterprise-level business and IT strategies. The nine enterprise competencies are:

1. Business Process Management
2. Data Quality Management
3. Enterprise Architecture
4. Financial Management
5. Information Lifecycle Management
6. Integration Methodology
7. Integration Systems
8. Metadata Management
9. Modeling Management



Informatica Velocity is a role-based methodology that enables all project team members—from the CIO to the individual developer—to see content that is relevant to them. Velocity filters the methodology content that is appropriate for each role on the project team.

## Project Management View

Velocity defines eight data management project types:

1. B2B Data Exchange
2. Data Archive for Performance
3. Data Archive for Retirement
4. Data Migration
5. Data Quality
6. Data Synchronization
7. Data Warehousing
8. Master Data Management

Velocity enables project managers and their teams to view project road maps for individual project types. The enterprise competencies and strategies govern each of the eight project types.

## Comprehensive Set of Methodology Elements

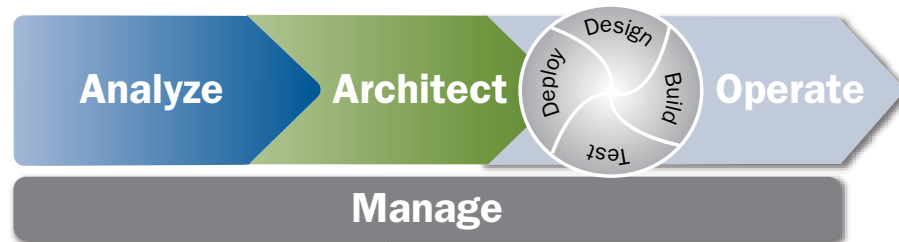
Velocity provides all the elements your IT organization needs to guide successful implementations:

- **Work breakdown structures** outline all activities—including project phases, subphases, and tasks—for each type of data management project.
- **Role definitions** help all team members focus on the appropriate tasks for their function.
- **Best practices** guide both individual project types (e.g., data warehousing, data quality) and technology types (e.g., databases, applications).
- **Sample deliverables** furnish practical examples of requirement specifications, test plans, and development schedules—all the deliverables your team needs to produce.

## Guiding Projects from Start to Finish

Velocity provides detailed, project-specific guidance through each project phase:

- **Analyze.** Each project begins with planning based on a thorough understanding of business requirements.
- **Architect.** The analysis serves as the basis for defining the technical architecture and environmental strategy.
- **Design-Build-Test-Deploy.** Each iteration of this phase supplies a piece of the overall solution until the solution is complete.
- **Operate.** The system faces new challenges as it moves into day-to-day operation.
- **Manage.** Continuous tracking and measurement activities span the full project life cycle.



Combining the best of both classic waterfall and spiral methodologies, Velocity provides detailed, project-specific guidance through each phase for complete project life cycle support.

## INFORMATICA VELOCITY HELPS YOUR TEAM AVOID COMMON IT PROJECT RISKS

- Only 15 percent of IT projects are completed on time and on budget
- 50 percent of IT projects are delivered late, over budget, or short of original scope
- 35 percent of IT projects are cancelled altogether

Source: "CHAOS Chronicles," industry analyst Standish Group International's 2003 research study

## Informatica Velocity

### Enterprise Data Management Strategies

More than just another project methodology, Velocity provides the strategies and competencies to guide your organization in developing a world-class enterprise data management platform.

### Full Project Life Cycle Support

Velocity supports the full life cycle of your data management projects, from planning and management through go-live and support.

### Field Tested in the Real World

Velocity is not the product of an ivory tower theorist. Velocity was developed by practicing Informatica consultants who work on site every day with hundreds of customers on a wide variety of data management projects. Our consultants review and test the methodology in the real world, and technical writers make it easy to understand.

### Continuous Cycle of Improvement

Velocity is continuously upgraded and refined based on new customer challenges and new technology innovations.

## LEARN MORE

Learn more about Informatica Velocity and the Informatica Professional Services.

Visit us at [www.informatica.com](http://www.informatica.com) or call (800) 653-3871.

## ABOUT INFORMATICA

Informatica is a leading provider of enterprise data integration software and services. With Informatica, organizations can gain greater business value by integrating and cleansing all their information assets from across the enterprise. Thousands of companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.



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