

# Informatica RulePoint

## Complex Event Processing Delivers Operational Intelligence

Informatica RulePoint is complex event processing software that helps companies and government organizations of all sizes gain operational intelligence: real-time insight into the pertinent information they need to operate smarter, faster, more efficiently, and more competitively.

### BENEFITS

- Make smarter, faster, better business decisions by relying on real-time operational intelligence
- Increase IT productivity by deploying an event-driven architecture to empower business users to fulfill their own complex event processing requirements themselves
- Improve business user productivity by optimizing analysis in real time without needing technical support
- Decrease development and implementation costs—deliver visibility into complex events without tapping limited IT budgets
- Minimize the risk of fraud, waste, and abuse by improving the quality of data analysis and by accelerating response times

### Real-Time Data Analysis Leads to Right-Time Responses

With so much information to sift through, how can your organization be sure the right people, at the right time, can quickly and accurately identify risks and threats, as well as potentially golden business opportunities? You need the right information at the right time to make the appropriate decision and initiate the correct response. How can you shrink the time gap between analysis and action? Informatica can help.

Informatica® RulePoint® is complex event processing software that helps companies and government organizations of all sizes gain operational intelligence: real-time insight into the pertinent information they need to operate smarter, faster, more efficiently, and more competitively.

Informatica RulePoint is designed specifically to meet the needs of business analysts, investigators, intelligence analysts, and line-of-business managers and executives. It empowers all the decision makers in your organization to quickly set up, detect, and analyze the information they need to make sure their response is timely and relevant.

Informatica RulePoint helps your organization connect the dots and respond to both opportunities and threats in real time. The software automatically integrates large volumes of data—from multiple, diverse, and disparate data sources—to identify business events of interest based on sets of preconfigured conditions. It automates data analysis and delivers relevant intelligence and response actions to individuals and business process systems.

Informatica RulePoint persistently monitors and correlates data streams to identify patterns and abnormalities in such business events as:

- Order transactions
- Sales transactions
- Inventory stock events
- Approvals or denials on claims
- Sensor feeds from smart grids and smart buildings
- GPS from trucking and freight lines as part of the supply chain
- IT and operational processes
- Passport applications
- Tax payments
- Billing invoices

## Key Features

### Business-Driven Rules Definition

Informatica RulePoint enables business users to rapidly create business rules that perform real-time data analysis and automatically find patterns or situations in data to help them make intelligent business decisions. Business users can employ a familiar browser-based interface to:

- Rapidly define event detection rules and responses
- Create and share rule sets
- Define new rule-based scenarios without relying on IT to develop new software
- Quickly specify actionable responses to accelerate intelligent analysis

### Multiple Rule Modes and Lifecycle Management

With Informatica RulePoint, business users simply fill out a Web form to create their own version of a rule. Rule templates can be quickly rolled out using existing Web portals. The software supports users' various skill modes: templates, wizard, and advanced. Security policies can be set to govern which users and groups have access to which rule mode. And by selecting "optional review mode," rules can be reviewed before they're deployed live in the system.

### Collaborative Intelligence

Informatica RulePoint provides three kinds of intelligence: instant operational intelligence, real-time business intelligence, and continuous intelligence. Business analysts, investigators, and intelligence analysts draw on this intelligence to quickly and accurately discover threats or opportunities and accelerate individual response time.

This collaborative intelligence enables business users to effortlessly turn rules into templates, easily share templates across the enterprise, start quickly and leverage rules already defined elsewhere in the organization, and preserve knowledge management and organizational intelligence.

### Real-Time Data Analysis

With Informatica RulePoint, all available data sources—inside and outside an organization—can be absorbed, processed, and analyzed in real time. Companies and government organizations can monitor, cross-reference, filter, and correlate diverse events over time and across geographies and disparate sources, including:

- Event streams
- Sensors
- Communications systems
- Message queues
- Web services
- RSS feeds
- Databases
- Flat files

Informatica RulePoint normalizes data events into uniform business definitions regardless of the source system schema. It natively processes both real-time and batch data. It also natively processes double-byte character sets, supporting event data in Japanese, Chinese, Arabic, and other double-byte languages.

## Key Features (continued)

### Identity-Aware Event Processing

Informatica RulePoint finds hidden, nonobvious, and dependent patterns in data that existing technologies (e.g., SQL, BI, or hand coding) can't detect. Automatically resolve identities with the software's advanced search-and-match capabilities. Enrich event streams with external or historical data sets during rule processing. And improve alerts by providing contextual information for downstream workflows. For example, if the system discovers a fraudulent deposit from a customer, you can configure an alert to include the last five deposits or other account history to aid further investigation.

Informatica RulePoint provides third-party entity extraction, natural language processing, and categorization engines, as well as comprehensive complex event processing capabilities, including event stream correlation, time windows identification, and sequencing.

### Support for Extensive SDK and APIs

With Informatica RulePoint, you can leverage custom or proprietary data sources and functions. The software easily integrates into third-party user interfaces, portals, and

applications. Custom service and analytics can be reused across multiple deployments via a pluggable architecture. Informatica RulePoint supports industry-standard authentication mechanisms and double-byte character sets, enabling custom graphical interfaces or widgets/portlets.

### Real-Time Alert Management

With Informatica RulePoint, business users can set up real-time alerts of events that may pose risks or indicate opportunities, such as:

- Fraud
- Anomalies in logistics routes
- Policy violations
- Payment activity
- Customer service
- Changes in IT processes

These alerts can be pushed to a Web-based persistent communications channel, Informatica Real Time Alert Manager™, to notify the right decision maker to address the issue. The software prioritizes, classifies, and routes alerts automatically. Real-time alerts can be integrated into existing business processes and workflows. Access all data sources to enrich notification alerts.

**Real-Time Alerts** Search Send Alert Preferences

Channel: All Channels Total Alerts: 5 Displaying Alerts 1 through 5

Actions: Acknowledge Delete Delete All

Priority	Alert Title	Age	Date Created
4	Suspected Split Transaction - XXXX-XXXX-XXXX-4191	6 days	Tue, 16 Jun 2009 10:38:53 -0400
4	Purchase Made on Non-Working Day - XXXX-XXXX-XXXX-0448	6 days	Tue, 16 Jun 2009 10:38:51 -0400
2	Large Dollar Purchase Card Transaction	6 days	Tue, 16 Jun 2009 10:38:49 -0400
4	Cardholder Approaching Credit Limit - XXXX-XXXX-XXXX-0448	6 days	Tue, 16 Jun 2009 10:38:48 -0400
3	New 1099 Merchant Match for: PCGeeks#02	18 days	Thu, 4 Jun 2009 14:24:35 -0400

**Alert Detail** Acknowledge Forward Priority Delete Show header

#### Split Transaction

A series of transactions totaling \$5673.21 were made on 7/2/2008 at Office Equipment Rentals by cardholder Audrey Hepburn. This total exceeds the cardholder's single purchase limit of \$5000, which may indicate an unauthorized split transaction.

**Cardholder Details**

Account Number: XXXX-XXXX-XXXX-4191  
Cardholder Name: Hepburn, Audrey  
Email Address: audrey.hepburn@agentlogic.com

**Merchant Details**

MCC: 7394

**Actions:**

- ▶ Cardholder Exception History
- ▶ Follow-Up Email to Cardholder

Informatica RulePoint automatically delivers detailed alerts on fraudulent activity with built-in investigator workflow actions.

## Key Benefits

### Make Better, Smarter, Faster Business Decisions

By eliminating the language and collaboration barriers between business personnel, who understand and define the business requirements for data, and the IT organization, which is responsible for technical deployment, Informatica RulePoint removes operational bottlenecks that slow responses to opportunities or threats. Business users can monitor business events continuously to gain visibility into relevant data to make smarter, better-informed decisions faster. Informatica RulePoint delivers the real-time operational intelligence your company needs to exceed customer expectations and outmaneuver the competition.

### Increase IT Productivity

Informatica RulePoint enables IT organizations to easily capture and share collective operational intelligence. It automates the analysis of disparate data sources and minimizes duplicate analysis efforts. But what really boosts IT productivity is the software's self-service capabilities. IT organizations use Informatica RulePoint to deploy an event-driven architecture to empower business users to quickly fulfill their own complex event processing requirements themselves—without needing IT support. This self-service model enables IT organizations to meet their service-level agreements. It enhances alignment and collaboration between IT and the business and accelerates the development cycle.

### Improve Business User Productivity

Informatica RulePoint is designed with business users' productivity in mind. The software helps business users start quickly, easily leverage rules already defined in other parts of the organization, effortlessly turn rules into templates, and readily share these templates across the enterprise. No longer does the business have to rely on IT to handle complex events processing. Business users can optimize analysis in real time without needing technical support.

### Decrease Costs

Informatica RulePoint reduces the costs of developing data analysis applications. With prebuilt adapters for most industry-standard data sources, the software decreases implementation costs. Without having to tap limited IT budgets, it delivers visibility into complex events. And thanks to its ability to integrate easily with and extend existing IT environments, Informatica RulePoint increases and accelerates returns on investment.

### Minimize Risks

By improving the quality of data analysis—and by delivering relevant intelligence and responses to individuals and systems rapidly—Informatica RulePoint reduces fraud, waste, abuse, and risk. It supports audit and compliance policies that govern production IT systems. It also improves compliance metrics and prevents financial loss due to noncompliance.

## LEARN MORE

Learn more about Informatica RulePoint and the entire Informatica Platform. Visit us at [www.informatica.com](http://www.informatica.com), email [CEPSales@informatica.com](mailto:CEPSales@informatica.com), or call +1 650-385-5000 (1-800-653-3871 in the United States).

## ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent leader in data integration software. The Informatica Platform provides organizations with a comprehensive, unified, open, and economical approach to lower IT costs and gain competitive advantage from their information assets. Nearly 4,000 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise and in the Internet 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](http://www.informatica.com)