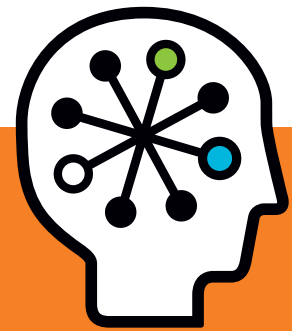




# HP Neoview with Informatica Enterprise Data Integration Platform

Transforming information assets to drive business value



**“HP Neoview is a very attractive offering in the data warehouse market. It has a powerful, high-end capability of tens of terabytes of parallel data processing capability, it’s very attractively priced, and it can scale up to a substantial level. In addition, it’s based on mature, highly reliable software, and the services will be very attractive to buyers who don’t want a platform but a business solution.”**

—Richard Winter, President, Winter Corp., a database and data warehouse consulting firm

## Topping the Global 2000 To Do list

A growing list of Global 2000 companies places business intelligence (BI) at the top of their priority lists—and it probably takes the lead position on your list, too. Organizations around the world are looking to BI and data warehousing to help them transform exploding volumes of raw data into usable information that can drive business value.

With this rapid evolution and expansion of BI functionality comes a critical need for new supporting technology. And HP has the solution.

## BI support plus a whole lot more

To help organizations like yours provide more and better services while controlling costs, HP developed the HP Neoview enterprise data warehouse (EDW) platform. When the advanced capabilities of Informatica software are integrated with HP Neoview strengths, your BI ecosystem can fulfill virtually any data integration need. If you’re searching for an industry-leading, enterprise-level data warehouse and BI environment, look no further than HP Neoview with Informatica Enterprise Data Integration Platform.

## Lower cost

We know that keeping costs in check is a critical business objective. To help you achieve this goal, HP Neoview is built on standard commodity hardware that requires minimal operations management or database administrator intervention.

## Higher performance

As your user base continues to grow, your data warehousing solution must provide more services to more users—and ensure those services remain available 24x7. Relying on its high concurrency levels, HP Neoview offers optimal performance and service levels, helping you maintain your competitive advantage.

## Reduced risk

Implementing a new data warehouse solution is an important investment, one that will help drive your business for many years. When you work with HP, you can trust that your BI solution will work as promised, right out of the box. And the proven technologies used to deliver pre-tested, pre-configured HP Neoview solutions reduce risk even further.

## Using data to drive revenue

In today’s always-on marketplace, you can’t wait for the information you need to drive business decisions. You need information now. Offering massive scalability to hundreds of terabytes, HP Neoview has the power to turn raw data into usable, shareable information in near real time.

**"Informatica's support of HP Neoview is another reflection of our strong relationship with HP. We were proud to be the first data integration platform to be certified for HP Neoview and look forward to helping our mutual customers build and manage the Neoview-based BI and DI environments they need to remain competitive."**

—Girish Pancha, Executive Vice President & General Manager Data Integration, Informatica

## Partnering for your success

To augment the HP Neoview data warehouse solution, HP partnered with Informatica—a leader in data integration software. Today, more than 3000 leading companies and government organizations worldwide rely on Informatica software and services to integrate all information assets.

HP Neoview with Informatica Enterprise Data Integration Platform breaks the barriers that separate people from the data they need to make better, timelier decisions. Our solutions remove information and application silos. Together, HP Neoview and Informatica enable you to build a trusted BI infrastructure that can support your growing demands for more information in less time by more users.

## Informatica PowerCenter

At the heart of the Informatica Enterprise Data Integration Platform lies Informatica PowerCenter—a single, unified enterprise data integration platform for accessing, discovering and integrating data from virtually any business system in any format.

PowerCenter goes one step further by delivering data throughout the enterprise at any speed. Highly available, high-performing and fully scalable, PowerCenter can serve as the foundation for any data integration project or enterprise integration initiative across your enterprise including, data migration, data synchronization, EDW, master data management (MDM), cross-enterprise data integration, data governance, SOA and more.

Users of all types rely on PowerCenter to maximize the business value of enterprise data:

- Business analysts – PowerCenter delivers trusted, timely data throughout the enterprise—in batch, in near real-time, and in real-time modes or on demand—to meet the analytical and operational needs of the business.
- IT management – PowerCenter delivers unparalleled performance, scalability and high availability to support mission-critical, enterprise-wide data integration projects while reducing development time and costs.

- Developers/global IT teams – PowerCenter encourages collaboration between the business and IT and across global development teams. The platform allows teams to maintain, share and reuse definitions and data mapping logic across platforms and projects.

## Counting on Services at HP

Leveraging rich BI and enterprise data warehouse expertise, Services at HP will work with you every step of the way to ensure success of your HP Neoview solution. If you prefer, you can also rely on Managed Services at HP for remote system monitoring and management, assuring that your system remains up-to-date—without placing any additional burden on your in-house IT personnel.

## Solution at-a-glance

When you choose HP Neoview with Informatica Enterprise Data Integration Platform for your BI infrastructure, you receive an enterprise data warehouse that enables you to confidently capitalize on your information at a dramatically lower cost. HP Neoview and Informatica provides:

- Enterprise-class performance – 24x7 availability; scalability to 100s of processors and 100s of terabytes; massively parallel SQL database; ability to handle mixed workloads
- Simplicity – pre-configured, pre-integrated and pre-tested solution; low maintenance; little database tuning; easy integration with existing business environment
- Affordability – standards-based commodity components; reduced operating and database administration costs

So if you need a cost-effective solution that can embed BI into the fabric of your business—helping to transform your information assets into business value—look no further than HP Neoview with Informatica.

## Your next step

Call your HP sales representative today to arrange for an assessment of your business environment. Discover how your organization can benefit from a next-generation enterprise data warehouse solution built on HP Neoview and Informatica technologies.

## Technology for better business outcomes

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