

Informatica Data Explorer

Enhanced Data Profiling and Discovery

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“By giving line-of-business managers access to browser-based data quality scorecards, we are enabling an unlimited number of people to participate directly in data quality processes and drive the improvement process from the top. A major benefit is increasing confidence and trust in enterprise data by making data quality more visible and more relevant to the business.”

BENEFITS

- Identify the data quality problems that cost your company millions
- Operate more efficiently by providing business analysts and data stewards with tools they can use to profile data themselves
- Enhance IT productivity with powerful collaboration tools, a common data profiling environment, and prebuilt industry-specific data validation rules
- Reduce the risk of project delays or failure by rapidly discovering all data issues at the start of a project

Find Hidden Data Problems and Unlock Trusted Data

Informatica® Data Explorer™ transforms the way companies think about data, enabling business analysts, data stewards, and IT developers to work together to profile all data, for all projects and all applications.

Informatica Data Explorer discovers and analyzes data anomalies across all data sources. It finds hidden data problems that put projects at risk; by pinpointing structural issues, it handles data quality discrepancies before they become a problem.

Key features of Informatica Data Explorer include:

- A set of unified, role-based data profiling and discovery tools—so that the business can be more self-sufficient and IT more productive
- Proactive profiling and discovery support for all data and all purposes—so you can apply data profiling rules to customer, product, financial, and asset data, and reuse those rules across all kinds of data integration or master data management (MDM) projects and in support of data governance programs
- Open to all applications—so you can access any data source, anywhere (on premise or in the cloud) and monitor data quality across all applications
- Discovery capability to identify relationships and validate them across heterogeneous data sources—so users can visualize them in a modeling environment to better understand the structural complexity and design efficient models

Key Features

Unified, Role-Based Data Profiling Tools

Informatica Analyst

This easy-to-use, browser-based tool empowers line-of-business managers, data stewards, and business analysts to easily participate in data quality improvement without the need for IT intervention. Informatica Analyst enables data profiling and analysis, and it creates data quality scorecards with the flexibility to filter and drill down on specific records for better detection of problems. Users can easily monitor and share data quality metrics and reports by simply emailing a URL to colleagues. Specification, validation, configuration, and tests of data quality rules become streamlined, improving collaboration with IT in sharing profiles and implementing data quality rules. Informatica Analyst enables the business to finally engage all the right people in improving data quality.

Informatica Administrator

This easy-to-use, browser-based tool provides IT administrators with centralized configuration and deployment capabilities for managing the data integration environment. You can manage services and nodes, including configurations that support grid computing and high availability. Oversee security and user management—including users, groups, roles, privileges, and permissions—and perform advanced monitoring and logging.

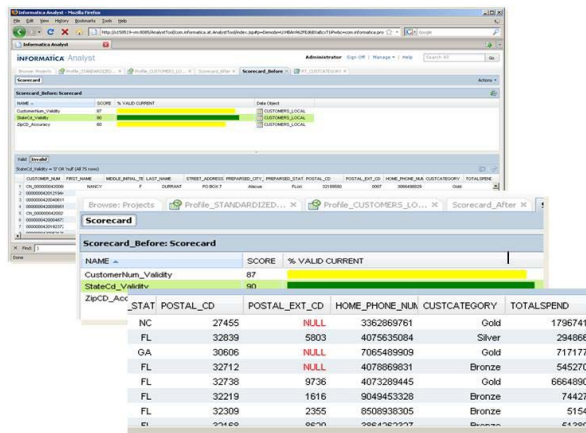
Informatica Developer

This powerful, Eclipse-based data quality development environment enhances IT developer productivity. With this tool, you can discover and access all data sources—whether they're on premise, with partners, or in the cloud—and analyze, profile, and validate data. Define and model logical data objects. Rapidly implement complex data integration and data quality logic. Conduct midstream and comparative profiling to validate and debug logic as it's developed. Provision data physically or virtually and at any latency. Informatica Developer enables IT developers to reuse all profiling and rule specifications from business analysts and data stewards across all applications and projects.

Seamless Integration with Informatica Data Quality and Informatica Data Services

Fully integrated with Informatica Data Quality™ and Informatica Data Services, Informatica Data Explorer provides a common interface for data analysts and IT developers to profile data. Apply a profiling rule and then validate the rule in a single click. Access common run-time objects in a shared central repository. Use prebuilt rules to automatically discover and analyze data, and then reuse data profiling results across all data integration projects. And conduct midstream profiling to rapidly debug and validate any transformation mappings from a single, unified development environment.

With Informatica Data Explorer Advanced Edition, business analysts and data stewards can easily profile data themselves and monitor data issues on an ongoing basis using browser-based tools designed especially for them.



Comprehensive Data Profiling for All Purposes

Powerful Multidimensional Profiling

Informatica Data Explorer provides powerful multidimensional profiling capabilities that find anomalies and hidden relationships between data, regardless of the complexity of the data itself. Automatically discover data anomalies, unique and composite keys, and relationships between tables and relational constraints. Profile data across all dimensions—column, table, and cross-table. Identify all data structures, dependencies, and redundancies.

Rapid Discovery and Analysis

Informatica Data Explorer identifies all data issues. Quickly analyze and validate data issues with reusable reference data and prebuilt industry-specific rules. Informatica Data Explorer enables the business and IT to go through rapid cycles of analysis-implementation-validation by viewing and profiling the actual data, specifying cleansing rules by example, and then immediately seeing the resulting data in order to validate the rules.

Data Profiling Support for All Projects

Informatica Data Explorer supports the discovery phase of all data quality and data integration projects, including data migration, data consolidation/synchronization, data warehousing, and master data management projects. IT organizations can accurately detect and pinpoint where data quality issues lie, helping kick-start data governance by providing tangible proof points for building the business case. Profile and validate data across firewalls using only a browser.

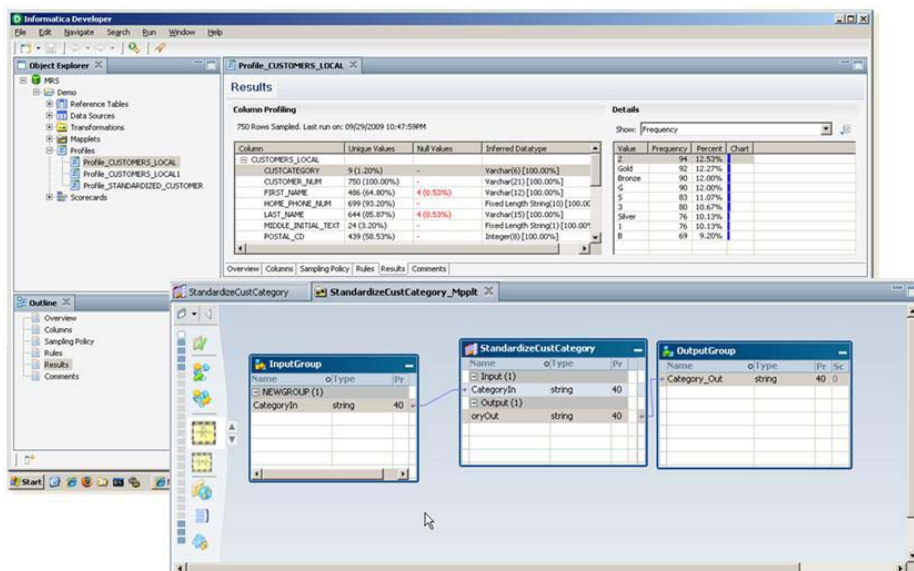
Proactive Data Quality Assurance

Informatica Data Explorer supplies comparative profiling analysis that lets you dynamically generate and compare the profiles of data to ensure correctness of mapping logic as data flows through the mapping pipeline.

Open to All Applications

Universal Connectivity to All Data Sources

Informatica Data Explorer leaves no data out. Connect to any data source— whether on premise, with partners, or in the cloud—using proven data integration connectivity. Access and profile federated data across a range of different data sources on the fly using SOA-based data services, without needing to physically move the data first.



With Informatica Data Explorer Advanced Edition, IT developers can automatically discover and analyze data using prebuilt rules and a single, unified development environment to reuse data profiling results across projects, boosting productivity and eliminating errors.

Benefits

Operate More Efficiently

Informatica Data Explorer helps business analysts and data stewards see, influence, and react to the impact of data quality on their applications and processes. With their own set of tools, they can profile data themselves, easing reliance on IT. By quantifying the extent of data quality issues, your company can build a business case for data quality and confidently support data governance initiatives with high-quality data.

Enhance IT Productivity

Informatica Data Explorer eliminates the tedious, error-prone process of manually profiling complex data and metadata. It identifies data quality problems faster by accessing all data quickly. Collaboration tools, role-based views into shared data profiles and rules, and a common environment that supports shared data profiling and validation rules and provides prebuilt industry-specific rules—all work to accelerate specification and review cycles and project rollout. IT teams increase their productivity by reusing data profiling results across all data integration projects.

Reduce Risks

Informatica Data Explorer reduces risks by proactively monitoring and identifying data quality problems before they cause more problems. By rapidly discovering all data issues at the start of a project, data integration projects can be scoped accurately, reducing the risk of project delays or failure. Informatica Data Explorer minimizes coding iterations and reduces the potential for errors, so IT initiatives can proceed on time and on budget.

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.



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