

B2B Data Exchange

Streamline Multi-Enterprise Data Integration



The Challenges of Collaborating with Your Extended Business Network

Today's business environment demands collaboration. Your company exchanges and shares data with a network of vendors, customers, and other business partners. To support this collaboration, your IT organization needs to integrate and manage data not just within its firewalls; you need to be able to handle multi-enterprise data integration. But you can't dictate to partners the data formats they should use or control the changes they make. Your IT team must be able to handle many different data formats and respond quickly to unexpected data events. And with partner requirements becoming more diverse and complex, market forces driving up transaction data volumes, and growing concerns about the quality of exchanged data, your company faces new challenges.



“Informatica [B2B Data Exchange] offered everything we were looking for in terms of features, performance, stability, and long-term sustainability. Together, these factors made Informatica a very easy choice.”

– Peter Fliessgarten, Center for Information Technology, Deutsche Telekom

Business User Dependence on IT

Traditionally, business users have had to rely heavily on IT to configure external data sources and monitor data events, increasing IT operational costs and time to deployment. Similarly, the process of integrating data and updating its formats and industry standards has required IT to perform custom coding, which consumes its valuable time and resources. This has created the demand for automated integration and updating of those formats and standards—without the overreliance on IT caused by custom coding requirements.

Broad Complexity and Diversity of Data Formats, Protocols, and Standards

To support such B2B processes as data aggregation, data harvesting, business process outsourcing, data hubs, and data gateways, your IT organization needs to integrate a wide variety of data formats, protocols, and industry standards from external sources with your internal systems in both batch and real time. Your team must manage the complexity of large transactions and high transaction volume. You need to go beyond traditional B2B capabilities, such as managed file transfer and trading partner management, to execute full multi-enterprise data integration.

Poor Visibility into the Data Exchange Process

Without clear end-to-end management and monitoring of data moving from outside the enterprise into an internal application, the entire data exchange process is compromised. The lack of visibility can either cause or compound data quality problems because issues cannot be detected early in the exchange process, leaving your company vulnerable to the ingress of invalid or untrustworthy data. Truly powerful visibility curbs cost growth by empowering business users and analysts to resolve transaction issues and problems by themselves. This visibility also facilitates regulatory compliance with the highest possible control of business processes.

Onboarding of New Customers and Partners

Your company is depending on your IT organization to help bring new partners and customers onboard quickly and at the lowest possible cost. Your company's competitive advantage depends on it. Your company's partners and customers have their own diverse and dynamic requirements when it comes to their data, and your IT organization must accommodate them all.

Informatica B2B Data Exchange Streamlines Data Integration

The Informatica® B2B Data Exchange product family provides a comprehensive management and monitoring environment for aggregating, exchanging, and sharing data. It supports universal transformation for all data formats, including unstructured data, industry-standard data, XML, and a number of proprietary formats.

- Operate more efficiently and reduce costs
- Rapidly extract and utilize data from any file, document, or message
- Easily process any file format in an optimized, consistent way with Hadoop parsing

With the Informatica B2B Data Exchange product family, your company can increase and protect revenue streams with easy and more rapid onboarding of new customers and flexible adjustment to their expanding requirements, all while protecting and enhancing the integrity of your data for improved decision making and maximized operational performance. In the end, your company's business partners and regulatory agencies will have greater confidence in your company, improving its competitive position. Your company will be the preferred partner because your IT organization is ready to accommodate partners' varying requirements.

ZYME SOLUTIONS IMPROVES CUSTOMER ONBOARDING TIME

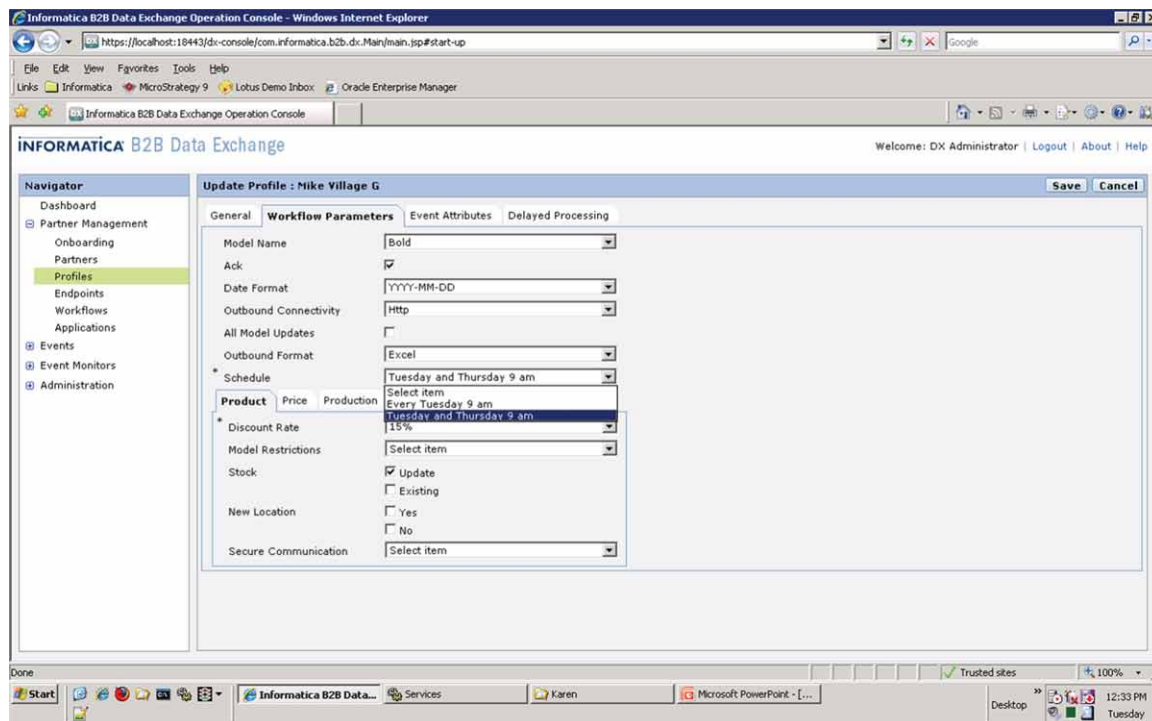


- Faster customer onboarding
- Decreased processing time for new EDI feed
- Enabled rapid translation of large data volumes

As it faced growing demands for its services, Zyme Solutions found that it needed to bring customers on board faster while ensuring that its existing customers continued to enjoy the highest level of service.

After deploying the Informatica B2B Data Exchange product family, Zyme optimized its data management processes, increased data quality,

and reduced the time and resources devoted to data integration and data aggregation. Customer onboarding time for processing electronic data interchange (EDI) feeds was reduced to just one week. The software helped Zyme build on its competitive advantage and win new business.



Informatica B2B Data Exchange extends multi-enterprise integration with any-to-any transformation, easy onboarding, and management of customers and trading partners.

Informatica B2B Data Exchange



Operate Efficiently with Scalable Multi-Enterprise Data Integration

Informatica B2B Data Exchange lets IT organizations define processes and transformations and allows business users to configure these processes per partner and source. Both IT and business users can then monitor the data events for each partner and process, and effectively respond to changes. Visibility of the data throughout the exchange enables successful implementation and management of a highly complex activity.

Informatica B2B Data Exchange supports any-to-any data format transformations for structured, semi-structured, and unstructured data—all while complying with the multiple standards that govern those formats. Data transformation projects, regardless of structure, can be designed and managed in a codeless and reusable manner. Users can designate any custom properties in any partner-specific data flows as configurable parameters in trading partner profiles. Once the parameter is chosen within the data flow, it is automatically reflected in the associated trading partner profile and serves as one more configurable field to accommodate that trading partner's specific preference. Informatica B2B Data Exchange enables your team to manage business events by allowing users to view, monitor, notify, reconcile, and diagnose them, ensuring that transactions are conducted in an appropriate and timely manner. It provides visibility and transparency into business processes, ensures the early detection of potential problems, and establishes the highest possible control over all transactions, which is an absolute must for regulatory compliance.

Features

- Universal data transformation supporting numerous formats, documents, and files
- End-to-end data visibility through event monitoring
- Scalable data integration to support large data transactions

Benefits

- Reduce operational costs with comprehensive data transformation
- Streamline interaction management with dynamic business partner management
- Ensure compliance with prepackaged data format standards

ENSENDA STREAMLINES DATA EXCHANGE WITH TRADING PARTNERS



- Reduced customer data exchange time
- Accelerated onboarding of customers and delivery companies
- Gained better IT resource flexibility

Ensenda, Inc. was faced with the challenges of building a flexible and scalable technology platform to drive its business growth, streamlining the process for onboarding new customers and carriers, and ensuring continuous support for customers' changing data exchange requirements.

Once it implemented Informatica B2B Data Exchange, Ensenda streamlined the way it built and managed B2B data interfaces with customers and partners and gained tremendous integration flexibility. Today, the company can quickly bring customers and partners onboard, regardless of the data exchange protocols or data structures they use or the IT infrastructure they've deployed.

Informatica B2B Data Transformation



Extract and Utilize Data from Any File, Document, or Message

Informatica B2B Data Transformation is enterprise-class software that extracts data from any file, document, or message—regardless of format, complexity, or size—and transforms it into a usable form. Design tools provide a productive, codeless, visual design and test environment for integrating all file, document, and message-based data up to 80 percent faster than hand coding transformations.

Informatica B2B Data Transformation includes the most comprehensive out-of-the-box support for industry standards on the market today. This support enables your IT organization to add new data sources quickly—you can readily integrate messages such as EDI, SWIFT, NACHA, ACORD, and HIPAA. Document processors make it easy to extract data from Adobe PDF files and Microsoft Word and Excel documents. To support the complete transformation development process, Informatica B2B Data Transformation includes tools for analysts, an Excel-based mapping tool, and an easy-to-use library customization UI. These features streamline gathering requirements, jump-start development by creating actionable specifications, ease the back-and-forth between analysts and IT development, and reduce costly errors. With Informatica B2B Data Transformation, the specifications that analysts create can be run as transformation services—allowing IT developers to focus on more technical challenges and make better use of limited IT resources. These data transformation services are easy to maintain and can be reused across solutions and architectures—as a common service in a service-oriented architecture, leveraged by an enterprise service bus or enterprise application integration infrastructure, and used by mappings in Informatica PowerCenter®. The data transformation engine is designed for high-performance real-time and batch processing of complex data.

Features

- Data Transformation Studio to simplify the transformation design process
- Data Transformation Accelerator to design and test specifications
- Data Format Transformation Libraries of prebuilt transformations and industry-standard formats

Benefits

- Cut development and deployment time and reduce IT costs
- Improve decision making with access to documents, industry formats, and complex XML
- Comply with regulatory requirements in real time

SHENZHEN SECURITIES INFORMATION INCREASES PROFITABILITY AND ENHANCES CUSTOMER SERVICE



- Fully automated enterprise data maintenance
- Enabled more rapid response to customer enquiries
- Reduced previously significant labor costs

The Shenzhen Securities Information Co., Ltd. was faced with the problems of time-consuming manual data entry undermining its data accuracy and manual coding undercutting the scalability of data applications. Its management of intricate and isolated data sources in unstructured and complex data formats was also creating excessive cost overhead.

By replacing its time-consuming and error-prone manual data collection and entry with a fully automated data integration process powered by Informatica technology, Shenzhen Securities Information is able to reach across barriers and expand its business. The implemented system is readily customizable and scalable to customer requirements, which helps the company enhance the quality of its customer service.

HParser



Easily Process any File Format in an Optimized Way with Hadoop Parsing

Informatica HParser enables access to the most difficult data and file formats in Hadoop, reducing the time and cost of developing data handlers by 70 percent. Utilizing the Data Transformation Studio, a visual example-based parsing environment, IT organizations can easily define how to transform complex data into flattened, usable formats to be leveraged by Hive, PIG, and further MapReduce processing. Greatly simplifying Hadoop logic development, it employs an engine within a single call to parse and handle any format, allowing the developer to work with a single data abstraction layer.

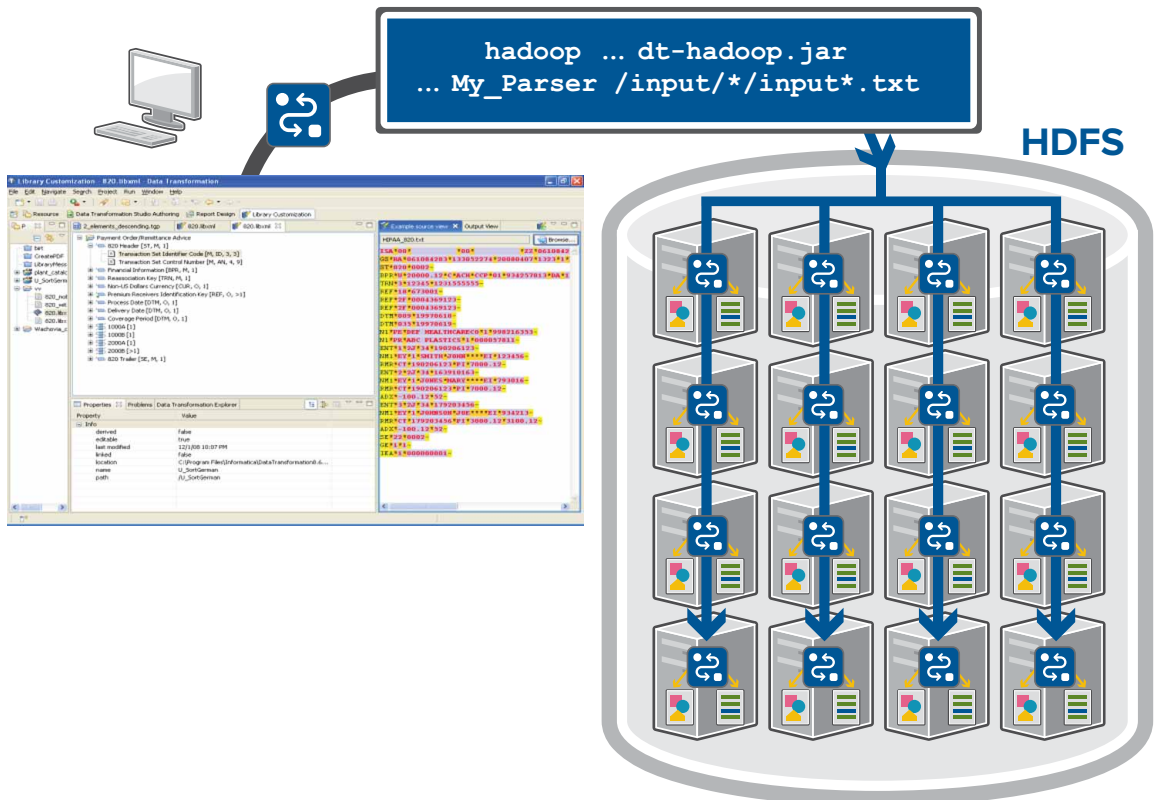
Using Informatica HParser, IT organizations can define complex data handlers and parsers in a visual example-based environment, with out-of-the-box support for logs, built-in support for binary formats, and packaged transformations for industry formats. It allows for the immediate deployment and reuse of transformations in Hadoop MapReduce. What's more, Informatica HParser can normalize multiple data formats to a single data abstraction, using a single transformation.

Features

- Wide support for multiple industry standards and binary documents
- Extraction from binary documents into Hadoop
- Data processing from deep hierarchical structures

Benefits

- Easily develop with an intuitive UI
- Integrate and deploy within MapReduce
- Rapidly abstract data with a visual development environment



HParser parses and handles data in Hadoop.

Informatica B2B Data Exchange Options

Accelerator Option

This option dramatically accelerates the process of transforming complex data into usable formats. It provides a unique environment called Accelerator, an Excel plug-in, wherein your business or data analysts can map complex data to your internal formats. Using a tool they know well to directly specify how the data should be leveraged, you can drastically speed design and development schedules reduce errors. This option is available for Informatica B2B Data Transformation.

Business Activity Monitoring Option

Designed specifically to meet the needs of business analysts, investigators, intelligence analysts, and business line managers and executives, this option provides prebuilt rules to monitor common business activities right out of the box. Flexible, easily customized dashboards, combined with out-of-the-box operational key performance indicator (KPI) charts, provide a consolidated view of the partner gateway business and data activities. Your management and operations teams can use this single view to focus on areas of interest and such KPIs as events, errors, transactions, and values. This option is available for use with Informatica B2B Data Exchange.

Data Format Library Options

Informatica offers the most comprehensive set of prebuilt data transformations on the market. These libraries include transformations for the banking, insurance, healthcare, and manufacturing industries, as well as government communication standards. These options automate the integration of all data formats and are available for either Informatica B2B Data Exchange or Informatica B2B Data Transformation.

Managed File Transfer Option

The Managed File Transfer Option handles the movement of large amounts of data, both internally and outside the firewall. It enables end-to-end intra-enterprise data integration; transferring, tracking, and reporting with simple deployment; and ease-of-use to streamline the entire file transfer lifecycle. With advanced security features and support for multiple protocols, this option ensures smooth, secure communications among disparate systems and applications in a multi-enterprise environment, in batch mode or on an ad hoc basis. This option is available for use with Informatica B2B Data Exchange.

XMap Option

This option dramatically accelerates and simplifies the process of transforming complex hierarchical data into usable formats. Your IT organization can use an intuitive interface to execute mappings quickly and easily using a visual drag-and-drop environment as well as a robust editing capability to customize those mappings with finer detail. The XMap Option enables your IT organization to add XML to its current implementation. This option is available for Informatica B2B Data Transformation.

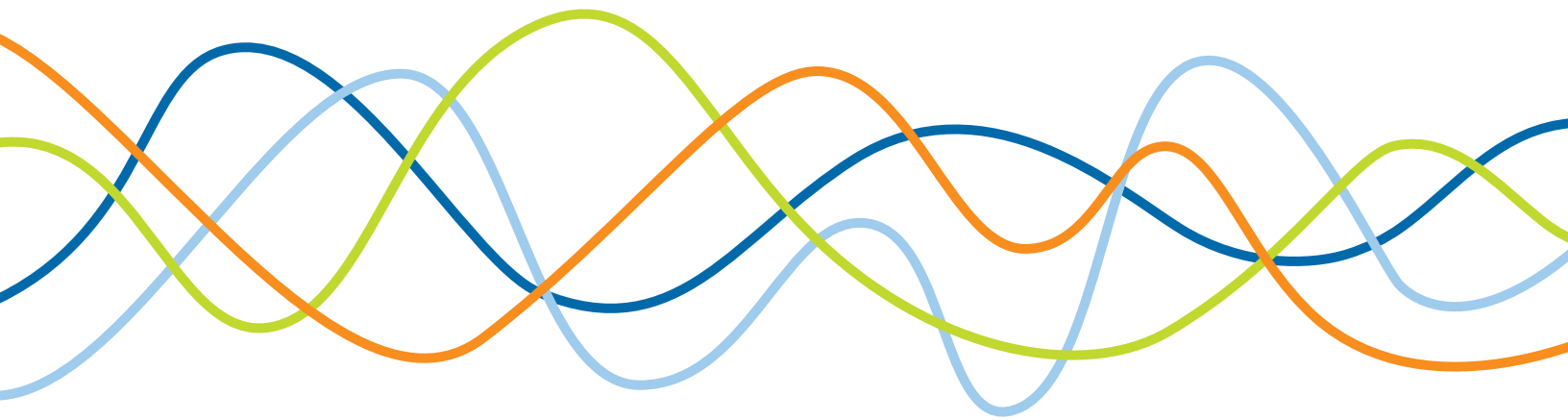
ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.



“Informatica enables us to achieve automated transformations across data of all types, including both structured data and highly complex SWIFT messages, within a single environment. Informatica B2B Data Transformation extends the utility of our existing PowerCenter implementation, while speeding the introduction of new applications at a much lower cost than before.”

– Avram Kornberg, CIO, Natixis USA



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