

Informatica in Transportation

BENEFITS:

Achieve Greater Business Value

- Reduce IT infrastructure cost and complexity by unlocking data from its original applications and promoting reuse across the enterprise
- Enhance operational efficiency by streamlining and automating processes
- Improve customer service initiatives, identify new customer sectors, and better understand customer preferences
- Boost profitability by responding more quickly to shifting transportation and passenger demands
- Enhance productivity by optimizing fleet capacity and maximizing speed
- Reduce compliance costs through accurate, timely reporting of data

Key Informatica Capabilities

- Broad access to all enterprise data, regardless of type, structure or source
- An open, platform-neutral architecture to minimize risk and vendor lock-in
- Powerful data cleansing, matching, and reporting and monitoring capabilities in a single solution
- Enterprise-class security, scalability, reliability and availability
- A shared services approach based on metadata and open standards for transparency, interoperability and flexibility

“The Informatica platform will help us manage data volumes that tripled overnight as a result of our merger, and provides a robust framework for leveraging real-time data generated by the systems that run the combined airline. We selected Informatica over competing solutions for its proven mainframe data access, high performance and scalable platform that will support our long-term data integration needs.”

— Andrew Clifford, Senior Manager, US Airways

Informatica is helping leading transportation companies worldwide to integrate data in a timely, cost-effective manner across multiple systems, unlocking the full business potential of that enterprise data and accelerating its impact on the bottom line.

Stale, Disjointed Data Increases Costs and Reduces Performance

Most transportation companies face three key challenges:

1. Reducing costs through improved operational efficiency
2. Establishing a robust corporate governance framework
3. Improving responsiveness to industry changes

Orienting business operations to address these challenges requires that clean, consistent and accurate logistics data and intelligence be integrated with the planning process and operations management. Often housed in multiple sources across the organization, this data includes supply chain information, inventory levels, package tracking, schedules, flight/travel activity, passenger check-in, financials, and customer profiles and preferences.

Operational Efficiency

Transportation companies face pressure to improve operational efficiency on many fronts and are challenged by:

- Capacity strains, exacerbated by seasonal changes in demand
- More and more stringent regulations that affect transportation employees
- Volatile fuel prices
- Fluctuating passenger loads and ridership

BNSF RAILWAY

BNSF Railway, a subsidiary of the Burlington Northern Santa Fe Corp., operates one of the largest railroad networks in North America, with more than 32,000 miles in 28 states and Canada. BNSF relies on the Informatica PowerCenter platform to unlock the value of mission-critical, time-sensitive shipment and logistics data from mainframe transactional systems, and make it available to customers over the Web. PowerCenter captures more than 50 million data changes per day from mainframe systems and delivers them to an operational data store (ODS) for end-user querying. BNSF takes advantage of PowerCenter changed data capture technology to move only data updated since the last load, thus minimizing impact on mainframe performance, decreasing data latency and saving expensive mainframe CPU cycles in BNSF's pay-per-use model with an outsourced transaction processor. PowerCenter's native, non-invasive access to mainframe data also enables BNSF to eliminate the high costs of maintenance for its previous custom-coded interfaces to mainframe data. With PowerCenter, BNSF can:

- Scale well beyond 50 million data changes captured daily
- Access mission-critical data in real time to enable customers to track shipments via Web
- Minimize costly mainframe CPU cycles and impact on operational performance

Operational Efficiency

Faced with capacity strains, seasonal demand shifts and volatile fuel prices, improving operational efficiency has become a business imperative for transportation companies. By integrating and synchronizing data from disparate sources, managers gain a holistic view of operations across the entire organization, and are armed with the information they need to make key business decisions that influence the bottom line.

- Deregulation, which has led to increased price sensitivity and competition

To overcome these challenges and improve operational efficiency, transportation companies are seeking ways to integrate existing infrastructures with demand signals for increased responsiveness, and to merge applications and data where possible to reduce costs. However, these organizations often struggle with data fragmentation, with data coming in multiple formats with multiple data definitions and varying degrees of data quality. This makes application consolidation and a consistent view of business and operational data difficult to achieve.

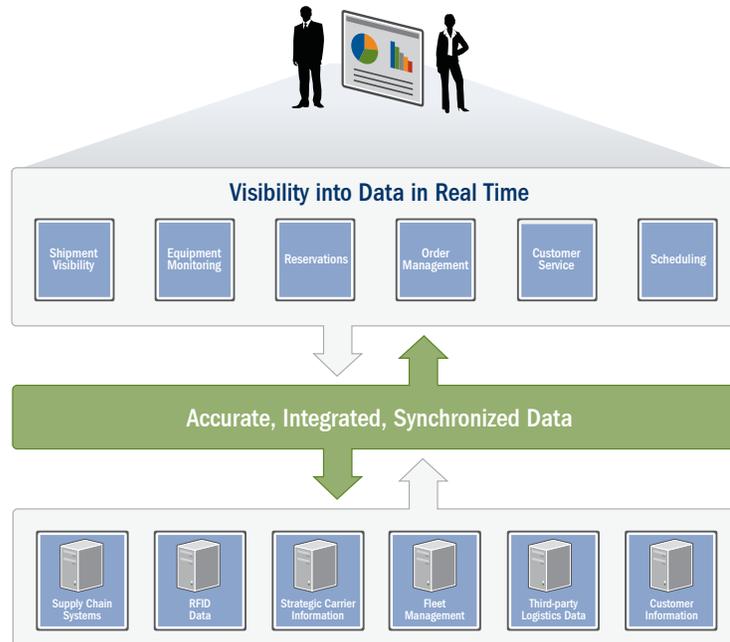
Corporate Governance

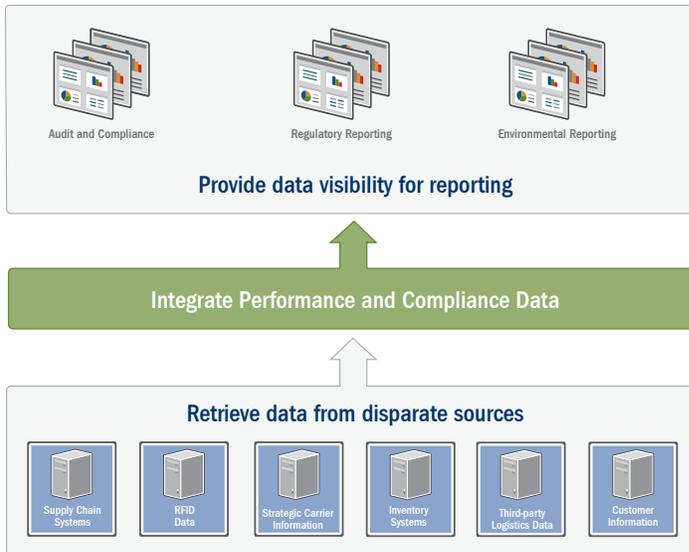
Corporate governance is a critical transportation industry issue. Increased passenger and cargo security concerns have resulted in many new regulations – including the 24-Hour Advance Manifest Rule and the Container Security Initiative in the United States – that require clear audit trails, solid controls and clean, reliable data. And government regulations such as the Sarbanes-Oxley Act require companies to establish better asset controls and supply chain transparency.

Most transportation businesses have managed data in discrete categories—an approach that is insufficient to meet the new requirements. Data is stored in multiple formats across a myriad of disparate systems. Transportation companies must find a way to pull consistent, reliable and auditable data from many disparate sources—including huge amounts of data generated by radio frequency identification (RFID) technology—to simplify regulatory compliance and provide accurate reports. Companies need to be confident that the data used for reporting purposes is high-quality and accurate. At the same time, front-line managers, executives and other users must have real-time access to the integrated information, including dashboards and appropriate triggers to alert staff to potential compliance issues.

Industry Changes

Consolidation, deregulation, global outsourcing, an increase in imports and greater volatility have increased price sensitivity and competition. In response, transportation companies are looking at ways to streamline their partner networks (such as the carriers they choose), better understand customer preferences and tendencies, and capture more market share through more targeted marketing efforts. Many companies are struggling to develop profitable business models and





increase customer loyalty. Industry changes present ongoing challenges to managing data, making informed business decisions and improving customer service. Many of these changes have also created a need for cross-border supply chains and information-sharing with partners, often resulting in disparate systems to manage the new global data.

To respond more quickly and effectively to changes, transportation companies must harness data locked in individual silos. They need clean and accurate data to share with their global partners, such as third party logistics or travel providers. In addition, they must be able to synchronize data between internal and external systems to provide complete visibility and manage and audit outsourced business processes. Creating a single, real-time view of enterprise data and the ability to monitor that data—cargo loading and forecasting or passenger scheduling and check-in, for example—can help the transportation sector save millions of dollars annually, increase on-time departures and shipment deliveries, and proactively manage security risks. The ability to transform raw data into a strategic asset enables transportation companies to enhance customer service and respond to high-velocity transactions that require near-instantaneous business decisions.

Informatica Unlocks the Maximum Value of Your Data

Transportation companies are rich in information—the question is whether they can realize the full business potential of their enterprise data. In many cases, IT must cleanse and integrate data that come in multiple formats, with multiple data definitions and varying degrees of data quality. Informatica offers transportation companies a complete set of solutions to align and integrate data across all systems and applications, as well as the ability to improve the accuracy and integrity of all information assets.

Access to Data—Anytime, Anywhere

For transportation companies to effectively manage the business, data is critical. But they can't realize the full value of their enterprise data unless they can effectively integrate and move it between different systems and deliver accurate, reliable data where and how the business demands it.

Informatica allows companies of all sizes to access, discover, cleanse and integrate virtually any and all data—including structured, unstructured and semi-structured data; relational, mainframe, file and standards-based data; and message queues—and deliver that data throughout the enterprise at any speed. By providing the broadest access to, and the most flexible delivery

Corporate Governance

Corporate governance is a key focus for companies in transportation, with numerous regulatory and security standards significantly impacting their businesses. In order to comply with these standards, transportation companies must retrieve, compile and integrate data from multiple sources, supplying key users and regulators with accurate, up-to-date information on the state of their business.

US AIRWAYS

US Airways, faced with the challenge of navigating into uncharted business and IT territory after its 2005 merger with America West, turned to the Informatica PowerCenter data integration platform and PowerExchange data access software to help guide the course. The Informatica solution helped power an initiative to consolidate data from the two companies to rapidly realize post-merger synergies. PowerCenter and PowerExchange have proven instrumental in enabling US Airways to reduce operating costs, optimize safety-critical maintenance, and comply with FAA regulations governing its approximately 3,800 daily flights. Real-time access to mainframe-based data is key in enabling the airline to analyze and address events affecting aircraft maintenance and operations as they happen. The Informatica solution replaces multiple custom-coded integration points that were costly and difficult to maintain with a single, comprehensive data enterprise integration environment that can be readily extended to streamline future mergers or acquisitions. Informatica helps US Airways:

- Handle data volumes that increased 3x post-merger
- Ensure quality, consistency, and auditability of consolidated data
- Reduce costs and optimize safety-critical maintenance

of, all enterprise data, Informatica provides the business with the holistic information it needs, when it's needed and how it's needed—including batch, real-time, and on-the-fly—for improving business operations and driving better business decisions.

To further increase value of data, Informatica software delivers the data at the right time, in the right format, to any other consuming application or system or to end users who can readily access the data in the form of reports, dashboards and alerts.

Flexibility and Accelerated Project Delivery

In a rapidly changing and highly competitive environment, transportation companies must be flexible and react quickly to change. The IT divisions are under constant pressure to deliver new projects and capabilities faster. However, the complexity and difficulty of these IT tasks can increase exponentially, especially as transportation companies interact globally and share data both within and outside of the enterprise. To reduce complexity and increase productivity, organizations need a flexible solution that allows them to access, reconcile and transform data into a strategic, reusable asset.

To meet this need, Informatica provides a single, unified enterprise data integration platform designed to deliver data integration services that enable organizations to realize the full business value of their enterprise data assets. As part of a service-oriented architecture Informatica enables organizations to leverage data services to access, discover, cleanse and integrate data, wherever and in whatever form it resides to ensure that the organization receives data that is consistent, accurate and timely. Offering unparalleled

ease of use, Informatica can decouple data from underlying applications, promoting reuse and flexibility, while ensuring the consistency, accuracy and overall quality of the data. This in turn reduces time to results and enables transportation companies to deliver on a broad range of business imperatives or IT initiatives.

Clean, Reliable Data Delivers Data Confidence

When you know the source of your data, you have faith in that data. But with data becoming increasingly fragmented due to the proliferation of applications and systems, the quality of data becomes an issue, especially as organizations continuously generate increasing volumes of data. Users need to be able to trust the quality of their data, so they can be confident that the business decisions, IT initiatives, or reporting underway are based upon data that is complete, consistent and accurate.

Informatica has the most comprehensive data quality solution available on the market, designed to put the control of data quality processes in the hands of business. By providing a complete process for measuring, monitoring, tracking and improving data quality at multiple points across the organization over time, Informatica empowers business information owners to implement and manage effective and lasting data quality processes across the entire enterprise. With Informatica data quality solutions, companies can profile multiple data sources; cleanse, enrich and validate all enterprise data; monitor and scorecard data quality over time and against targets; and control and manage ongoing data quality across the enterprise.

In addition to Informatica's powerful data quality capabilities, Informatica's metadata-driven architecture documents the lineage of

the data as it is accessed, altered, or moved, providing an audit trail and ensuring end-to-end data integrity throughout the life cycle.

By delivering valid data, capturing data definitions and documenting relationships, Informatica offers transportation companies a strong foundation for making smart business decisions, improving customer relationships, and ensuring superior auditing and reporting capabilities for regulatory compliance.

Informatica: The Transportation Industry's Most Trusted Source for Data Integration

Informatica works with top transportation companies around the world to accelerate time to results for their data integration initiatives, delivering high quality, holistic information with the broadest data access available on the market. With Informatica, organizations can access and integrate data from virtually any business system, in any format, and deliver that data throughout the enterprise at any speed. Informatica's robust partner ecosystem includes leading technology and consulting firms that can deliver solutions specific to the needs of the transportation industry.

ABOUT INFORMATICA

Informatica Corporation is a leading provider of enterprise data integration software and services. With Informatica, companies can gain greater business value by integrating all their information assets from across the enterprise. More than 2,700 companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale



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

Informatica Offices Around The Globe: Australia · Belgium · Canada · China · France · Germany · Ireland · Japan · Korea · the Netherlands · Singapore · Switzerland · United Kingdom · USA

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