

Informatica PowerCenter Real Time

Benefits

- Cost-effectively scale IT operations with a real-time data integration environment
- Reduce risk by making real-time data available in failure conditions
- Increase business agility and performance with right-time data integration

Integrate and Provision Operational Data in Real Time

Your IT organization faces tough challenges:

- **Scalability.** Your IT infrastructure must accommodate growing data volumes and growing numbers of concurrent requests and users. How can you cost-effectively scale IT operations?
- **Risk management.** Inaccurate, inconsistent, duplicate, or out-of-date data populates your business systems and applications. How can you maintain real-time, 24x7, mission-critical operations and ensure that real-time data is accurate and reliable?
- **Performance and agility.** Your operational and transactional systems aren't synchronized. There are lapses in capturing and processing data changes. How can your IT organization supply the business support with the data it needs to make better, timelier business decisions?

Increase Agility and Reduce Risk with High-Performance, Real-Time Data Integration

Informatica® PowerCenter® Real Time is highly scalable, high-performance enterprise data integration software. It accesses and integrates data from virtually any system, in any format, and delivers that data throughout the enterprise, at any speed. PowerCenter Real Time provides all the capabilities of Informatica PowerCenter Standard and includes additional capabilities for integrating and provisioning operational data in real time.

Packaged for flexibility and any data integration latency, Real Time supports operational data integration projects that require the exchange of data among operational applications. It enables the development and delivery of sophisticated data services via a service-oriented architecture (SOA).

The Foundation for Real-Time Data Integration Projects and Enterprise Integration Initiatives

Highly available, high-performing, and fully scalable, PowerCenter Real Time is the foundation for real-time data integration. It serves as the ideal technology infrastructure for data governance, data migration, and data warehousing projects, as well as for Integration Competency Centers (ICCs) and SOAs.

Whether you're integrating data inside or outside your enterprise, nothing in its class is faster. Security is industrial strength. PowerCenter Real Time fits into your existing IT infrastructure, so you can make the most of the technology you own now.

Business analysts, data analysts, architects, developers, and entire global development teams in every industry all rely on PowerCenter Real Time.

Key Features

Change Data Capture for Relational Data Sources

PowerCenter Real Time captures changes in data sources as they happen for processing and routing to multiple target applications. It ensures referential data integrity of real-time change data streams.

Zero-Latency Processing

PowerCenter Real Time enables continuous data processing with a zero-latency engine. It supports batch, trickle-feed, and real-time data integration latencies in a single optimized environment.

Reliable, Scalable Data Processing and Delivery

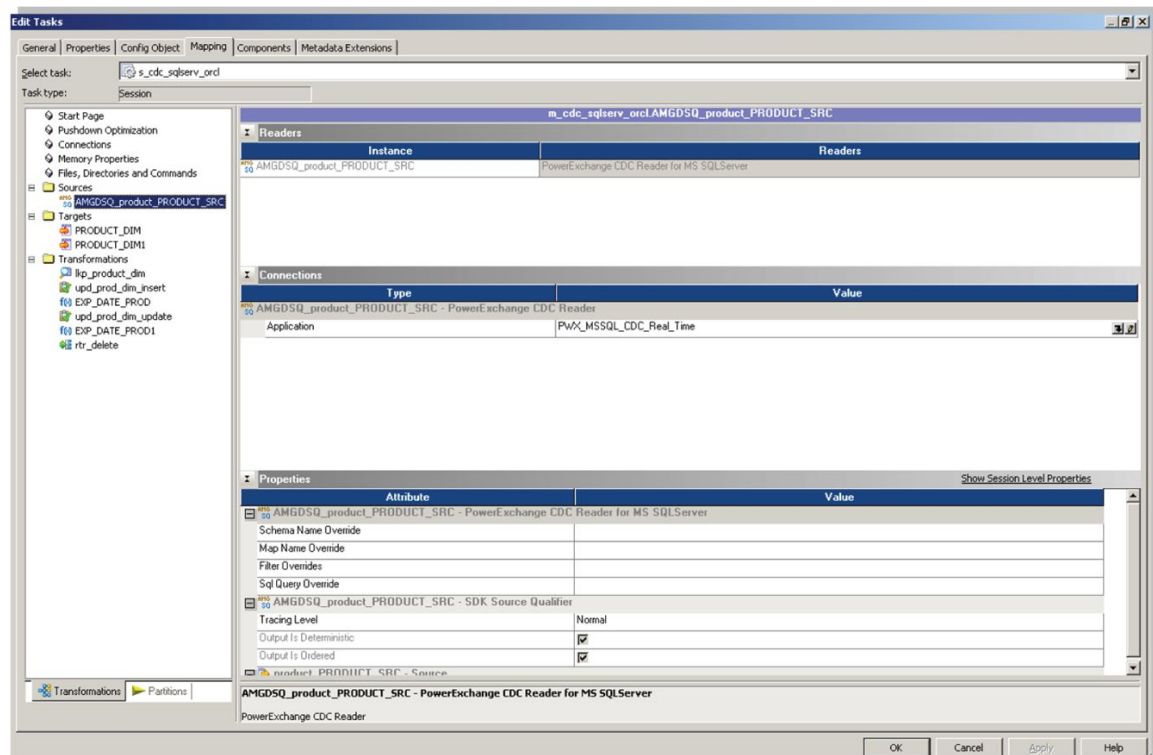
PowerCenter Real Time horizontally scales message processing and delivery to handle massive real-time data volumes. It prevents data loss and data duplication even in system failure scenarios and ensures referential data integrity for real-time change data streams.

Dynamic Partitioning

PowerCenter Real Time divides data processing into subsets, which run in parallel and are spread among available CPUs in a multiprocessor system. It provides visual controls for a wide range of partition schemes.

“Yes, Informatica [PowerCenter Real Time] saves BNY Mellon money, but more importantly it allows us to use our intellectual property more effectively. Our developers... are working faster, innovating, and focusing... on solving business problems.”

– Sateesh Prabakaran, Chief Architect
Bank of New York Mellon



PowerCenter Real Time supports the noninvasive capture of database changes as they occur, providing real-time access to significant business events.

Universal Data Access

PowerCenter Real Time enables a single approach to accessing data in a wide variety of systems and formats. When complemented by Informatica PowerExchange®, PowerCenter Real Time provides access to:

- Structured, unstructured, and semistructured data
- Relational, mainframe, and file- and standards-based data
- Data in packaged applications
- NoSQL big data stores such as Hadoop HDFS
- Social data such as Facebook, LinkedIn, and Twitter
- Message queue data

Built-In Web Services Support

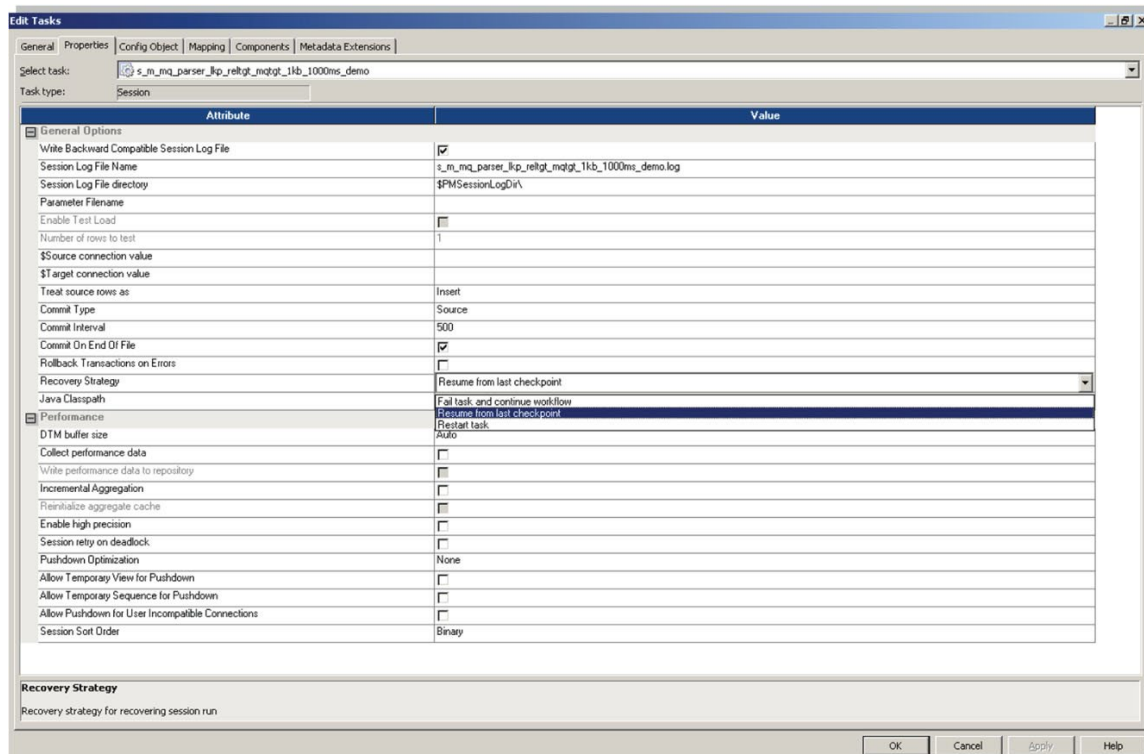
PowerCenter Real Time leverages Web services protocols, including XML, WSDL, and SOAP, to access data, metadata, and data integration workflows within an SOA. It provides a Web services hub for centralized monitoring and reporting along with built-in support for WS-Security, a built-in WSDL editor, and a Web services testing tool.

Dynamically Scalable Data Services

PowerCenter Real Time enables existing batch and real-time data transformation logic to be exposed and reused as data services. It automatically scales Web services to support a large number of concurrent workloads, typical of a shared services Integration Competency Center (ICC) environment.

“Ensenda’s goal is to minimize the time needed to onboard a customer or a carrier, and Informatica [PowerCenter Real Time] greatly reduced the development effort needed to do this. It made the whole process a lot faster.”

– Vianna Quock, Director of Product Management
Ensenda, Inc.



PowerCenter Real Time’s zero-latency engine enables continuous data processing and supports batch, trickle-feed, and real-time data integration latencies in a single optimized environment.

Key Features

Data Integration Services

PowerCenter Real Time enables your IT organization to access, transform, and deliver data across the enterprise without generating code or having to hand-code data integration procedures. It scales to support large volumes of data over multiple concurrent sessions.

Global Metadata Services

PowerCenter Real Time defines, modifies, and enables reuse of data integration procedures by storing and managing data models, transformations, workflows, and other artifacts. It integrates data by combining metadata-driven data integration logic with a high-performance transformation engine.

Integration Workflows

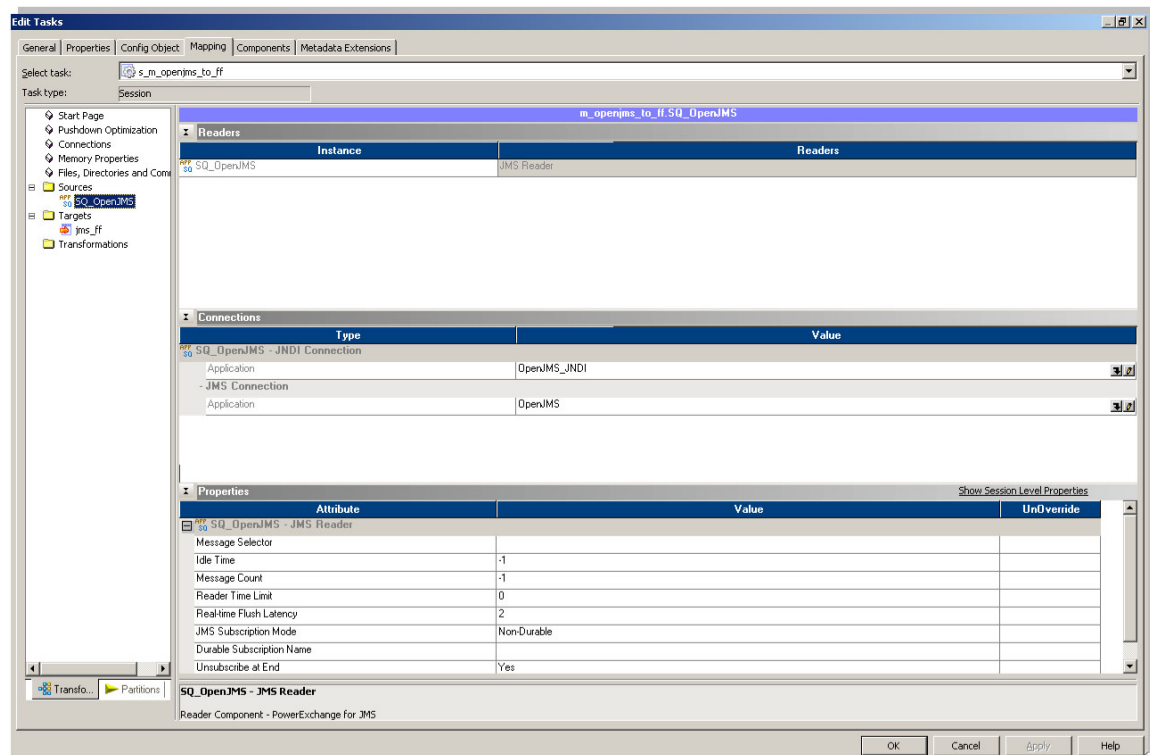
PowerCenter Real Time manages and tracks the complex flow of data across transactional systems, databases, and other data sources through visual tools. Using its built-in, time- or event-based scheduler for automated, "lights-out" operation, your IT team can schedule and execute data integration that doesn't intrude on business operations.

Integration with Messaging Systems

PowerCenter Real Time supports reading from and writing to such messaging systems as JMS (e.g., Informatica, Oracle, Sun, TIBCO, IBM, JBoss), webMethods X-Broker, IBM WebSphere MQ, and Microsoft MQ.

"By using Informatica [PowerCenter Real Time] to build a real-time data infrastructure, Daewoo Securities has achieved key benefits in terms of data processing speed, data conformity, and change data management. Overall, this system ... has given us a cushion against risks to our competitiveness."

- Ilhun Lim, E-Business System Manager in the IT Center
Daewoo Securities



PowerCenter Real Time supports reading from and writing to a variety of messaging systems.

Robust Development Tools

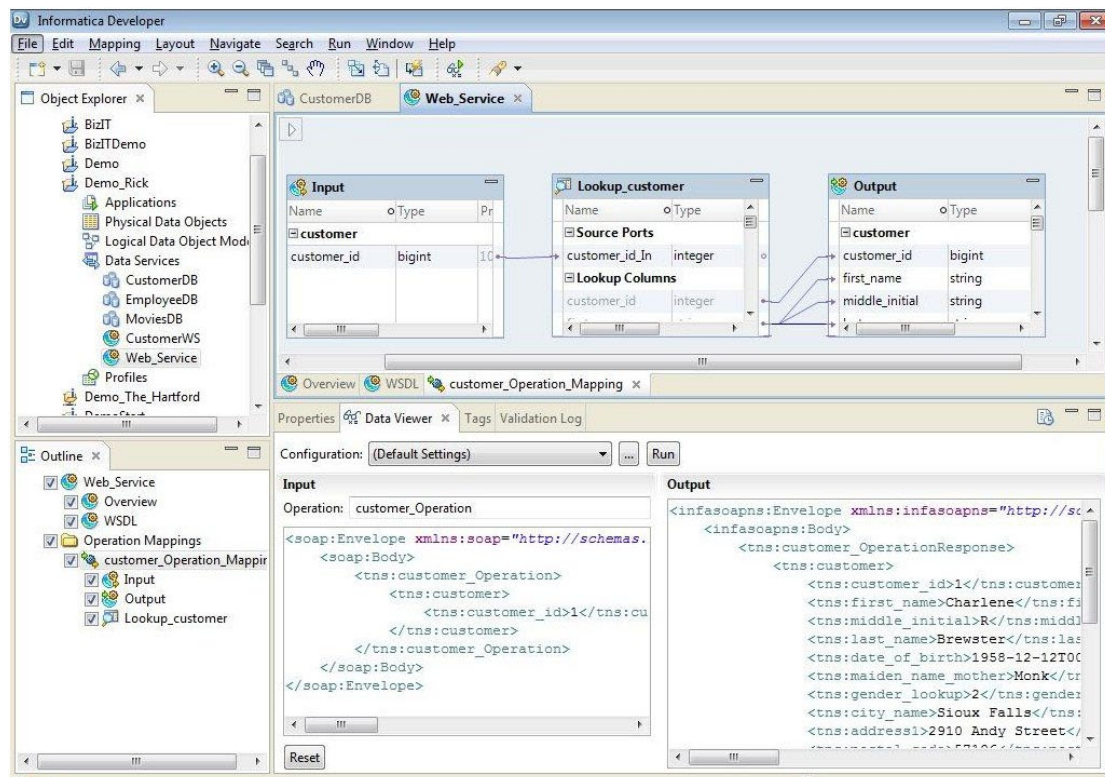
PowerCenter Real Time provides tools that facilitate collaboration among architects, analysts, and developers. These robust development tools are accessible via an easy-to-use interface:

- **A Web-based, global administration console** designed for distributed environments that centralizes all administrative, security, operational, and service-monitoring tasks
- **Reusable mapping templates** for designing business/transformation logic in a modeling tool, such as Visio, and automatically generating data integration mapping

- **A codeless, object-based, visual development environment** that supplies built-in parallel processing transformations, a robust expression language, and extensible interfaces
- **A comprehensive library of transformation objects** for creating and extending context-independent, reusable integration objects
- **An extensive expression library** for expanding the existing set of predefined expressions and creating user-defined functions
- **A robust visual debugger** that speeds iterative development and minimizes error recovery logic for design and run-time environments

“The ICC and Informatica [PowerCenter Real Time] are helping to reduce data integration time by up to 70 percent. That makes a huge difference ... from how quickly we make decisions, to how fast R&D can develop new solutions, to how quickly we respond to our customers’ needs.”

– David Bonnet, Technical Lead
Qualcomm



PowerCenter Real Time provides support for Web services with a graphical development environment, centralized monitoring and reporting along with built-in support for WS-Security, a built-in WSDL editor, and a Web services testing tool.

Key Features

Reference Table Manager

This feature simplifies and streamlines the creation and management of all types of reference data, including default values, valid values, and cross-reference mapping data values. Business analysts and other subject matter experts use it to create, edit, and maintain reference data tables. IT organizations then use these reference tables to migrate data and to manage lookup tables. Reference Table Manager includes:

- Manual edit capabilities to edit reference data prior to data migration
- Audit trails to document changes to reference tables
- Import/export capabilities that handle such reference tables as .csv

Mapping Architect for Excel

Mapping Architect for Excel automatically generates data integration mappings from source and target metadata imported directly from the PowerCenter repository. With this feature, business and IT users can build specifications and generate mappings in one easy step using Microsoft Excel and a rich client interface. This feature preserves business requirements in a single technical specification by using annotations to ensure that no requirements are overlooked. Spreadsheet specifications can be saved and reused to generate future mappings.

“By leveraging the flexible and scalable data services capabilities of Informatica PowerCenter Real Time, LinkShare will be able to consistently roll out new products faster than before, meet customer demands for reporting and analysis, and grow our business.”

– Jonathan M. Levine, Chief Technology Officer
LinkShare

The screenshot displays the Informatica Administration Console interface. The top navigation bar includes the Informatica logo, 'Administration Console', and user information 'Welcome, Admin Sign Off'. Below the navigation bar, there are tabs for 'Domain', 'Logs', and 'Permissions and Reports'. Under 'Permissions and Reports', there are sub-tabs for 'User Permissions', 'User Audit Reports', 'License Reports', and 'Web Services Reports'. The main content area is titled 'Web Services Reports' and contains a 'Query' section with a dropdown menu and a 'Generate activity report for: Web Service Hub for web service' button. Below this is a 'Runtime Statistics' section with a 'Web Service Hub Summary' table and a 'Service Statistics' table. The 'Web Service Hub Summary' table shows statistics for all services during a 1-hour interval, including successful, failed, and total messages, last server restart time, and average service time. The 'Service Statistics' table shows detailed statistics for the service 'B_GetOrderStatus_new' over a 1-hour interval, including last service time, total and minimum service times, maximum service time, started and success requests, fault responses, and average number of service partitions and run instances.

Service Name	No. of Successful Reque
B_GetOrderStatus_new	5007

Statistics Property	Value
Last service time:	0
Total DTM time (s):	11046.790
Total service time (s):	11871.019
Minimum service time (s):	0.015
Maximum service time (s):	13.609
Started requests:	5007
Success requests:	5007
Fault responses:	0
Avg. no. of Service partitions:	1
Percent partitions in use:	27
Avg. no. of Run Instances	1

Designed for distributed environments, PowerCenter Real Time provides a global administration console that centralizes all administrative, security, operational, and service-monitoring tasks in a Web-based interface.

Mapping Architect for Visio

This Microsoft Visio-based data-flow design tool simplifies and streamlines the creation and management of data integration mappings. It lets your IT organization automatically create data integration mappings with PowerCenter tools, templates, and resources. Reverse-engineering capabilities convert PowerCenter mappings into Visio templates to document mapping processes or to kick-start reuse. Mapping Architect for Visio includes:

- **A Visio-based data-flow design tool** for designing business and transformation logic and then using this template to automatically generate mappings, reusable transformations, mapplets, sessions, and workflows in PowerCenter
- **Reusable best-practice mapping templates** based on Informatica VelocitySM
- **Access to open community of mapping template contributors** in the Informatica communities
- **Reverse-engineering capabilities** to convert PowerCenter mappings into Visio templates to document mapping processes or to kick-start reuse
- **Predefined wizards and templates** to easily create common data integration mapping patterns, such as slowly changing dimensions
- **Custom mapping templates** to simplify and streamline mapping generation

LDAP Integration

PowerCenter Real Time supports secure authentication of users and groups through an enterprise directory system. It provides a choice between either PowerCenter or LDAP for authentication.

Enterprise-Grade Security

PowerCenter Real Time provides granular privileges and flexible permissions management to ensure security, particularly across large, globally distributed teams. With enterprise-grade security, your IT organizations can limit user access to only the minimal functionality and data needed, reducing the risk of potential security breaches.

Operating System Profiles

PowerCenter Real Time ensures secure access to file system resources through PowerCenter workflows executed by different departments and users. The software tracks and monitors usage by specific groups within a shared environment, such as an Integration Competency Center, to facilitate departmental charge backs.

Extended Variables and Parameterization

PowerCenter Real Time improves reusability and developer productivity by providing flexible access to design and run-time metadata within the data mapping, session, and workflow logic.

“We’re getting business out the door faster and more accurately with the improvements we have implemented using Informatica [PowerCenter Real Time]. Others within the organization have seen the success we’ve achieved and are asking us how they can apply the Web services we’ve developed.”

– Stephanie Hansen, Senior Programmer Analyst
State Auto

Key Benefits

Cost-Effectively Scale IT Operations with a Real-Time Data Integration Environment

PowerCenter Real Time enables your IT organization to intelligently scale operational scenarios to meet not only increasing data volumes but also growing numbers of concurrent requests. You can support the large number of concurrent users typical in an ICC environment. You can quickly and easily deploy real-time data integration solutions and develop reusable data services to provision data in an SOA. Providing a single environment for both operational and analytical data integration, PowerCenter Real Time enables your team to accelerate development cycles and reduce IT costs.

Reduce Risk with Real-Time Data Available Even in Failure Conditions

PowerCenter Real Time ensures the integrity of real-time data even in failure conditions. You can avoid duplicate records when resolving partially completed processing. You can guarantee that messages are read, processed, and delivered only once and in order, even in system failure scenarios. PowerCenter Real Time reduces the risk of inaccurate, inconsistent, or out-of-date data populating business systems and applications and helps your IT organization maintain real-time, 24x7, mission-critical operations.

Increase Business Agility and Performance with Right-Time Data Integration

With PowerCenter Real Time, your IT organization can make any data available whenever it is desired, in whatever form necessary, regardless of where it resides. You can synchronize all operational and transactional systems with consistent and accurate information and supply the business with the data it needs to make better, timelier business decisions.

Your IT organization can ensure that data changes are captured and processed in true real time. PowerCenter Real Time empowers your IT organization to help the business take advantage of the timeliest information to accelerate businesses processes, resolve issues, support approvals, and make better decisions more quickly. By processing and delivering data at the right time, PowerCenter Real Time helps you improve business performance.

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.



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