

# Informatica 9.6

Designing for Great Data. Everywhere. All the time.

GE collects more than 1 TB of data per engine from the new Boeing 787 Dreamliner during a typical transatlantic flight. Wearable devices such as Fitbit constantly collect data that tracks your movements and sleep patterns. Google and other companies are developing cars that drive themselves by leveraging geographic data, current speed, and awareness of other vehicles in the vicinity. This is the new world we are waking up to each morning—a world that has data at its center.

And this data-centric world includes rich and constant interactions among people, businesses, applications, and machines. The business potential we can unleash by harnessing this information is unlimited: We can improve business processes and operations, enhance customer experiences, create new products and services, and change the world for the better.

## Three Golden Data Rules

Despite the abundance of data, business executives still indicate a lack of availability of data and poor quality as barriers to their success<sup>1</sup>. To unleash the true potential of data, change is necessary—a new standard needs to be embraced to define what makes data useful.

With an unrivaled suite of data integration solutions, Informatica delivers great data at any scale – data that adheres to the three golden rules: Data needs to **be clean, safe, and connected**. Data quality needs to be designed into the overall system to clean data when it is captured. Data access needs to be secured by roles or profiles to ensure that end-user self-service is enabled without compromising security. And data infrastructures need to be established that constantly collect, aggregate, and share data among your applications to create smarter functions and business processes.

<sup>1</sup>Gartner July 2011: CFO Advisory: Poor Data Quality Interferes With Strategy Execution.

# Delivering Great Data at Any Scale, up to Five Times Faster

With Informatica® 9.6, we are raising the bar for data integration platforms to deliver clean, safe, and connected data up to five times faster than traditional approaches. This redefined standard features:

- Agile data integration: Informatica 9.6 delivers an integrated agile development environment to deliver business value up to five times more quickly than competing or traditional approaches.
- Holistic data stewardship: Informatica 9.6 enables you to comprehensively manage data and ensures its quality and trustworthiness across the entire data lifecycle.
- Hybrid data integration: Informatica 9.6 allows you to scale without recoding across cloud, on-premise, and hybrid IT environments—from transactional data to big data and from the departmental level to the enterprise.

## Fastest Development: Agile Data Integration

The fast pace of business requires agile data integration to drive rapid time to value. Informatica 9.6 uniquely moves beyond enabling IT/business collaboration to empowering IT and the business to rapidly co-develop through integrated agile development. Consequently, data integration projects can be developed and delivered faster than ever before with increased confidence in their alignment with business needs.

Informatica 9.6 features supporting agile development include an end-to-end agile development framework, rapid prototyping with role-based tools, data profiling, and data validation testing and proactive monitoring of PowerCenter® implementations.

## Increased Trust in Data: Holistic Data Stewardship

Gartner research indicates that “Poor data quality is a primary reason for 40% of all business initiatives failing to achieve their targeted benefits”<sup>2</sup>. Informatica 9.6 builds on Informatica’s data quality leadership and adds new business process-oriented capabilities for setting policies and procedures and handling exceptions.

New features specific to holistic data stewardship include a Holistic Data Stewardship Console that provides easy access to new discovery search capabilities, an enterprise discovery and rule builder for analysts, a business glossary, self-service videos for business users, and enhanced report schemas and templates.

## Future-Proofed Investments: Hybrid Data Integration

With today’s rapid pace of technological changes, businesses require the flexibility to adopt new platforms and technologies while protecting their investments in data integration. Deployable in the Cloud or on-premise, Informatica 9.6 is powered by Informatica Vibe™, the world’s first and only embeddable virtual data machine (VDM). Vibe’s unique “Map Once. Deploy Anywhere.™” capabilities enable customers to take advantage of new and evolving IT technologies without having to recode their data integrations. For example, a customer can use Informatica 9.6 in a departmental deployment running on-premise and at any time move it to the Cloud, take it enterprise-wide, or scale it across a Hadoop environment without having to write new code.

New hybrid data integration capabilities include Cloud-oriented features such as Cloud Data Quality Services, Cloud Enterprise Data Quality, Cloud Test Data Management, Cloud Master Data Management (MDM), and Informatica Cloud Extend® updates, as well as an Oracle EBS Connector and SAP Connector updates.

<sup>2</sup>Gartner: Measuring the Business Value of Data Quality, 10 October 2011.

## Extending Business Value: Data Integration Ecosystem

Informatica 9.6 introduces new toolkits and trial editions to extend Informatica's data integration ecosystem for delivering value to customers. These include an Informatica Vibe Starter Kit and a new Connector Toolkit that greatly simplifies the development of custom data integration connectors using Eclipse-based authoring and configuration. The resulting connectors are easily published to Informatica Marketplace for sharing. Informatica 9.6 also includes the new PowerCenter Big Data Edition Trial for customers investigating moving into big data processing and analytics.

## Informatica 9.6 Platform: Growing with You as You Mature

With the 9.6 release, Informatica data integration and data quality now map to customer maturity, making it more cost-effective to move from simple, single-use departmental projects to complex, ICC-governed multi-project deployments—and from departmental to enterprise-wide deployments and beyond.

Two foundational editions, Informatica PowerCenter Standard Edition and Informatica Data Quality Standard Edition, provide baseline capabilities for agile data integration and data quality projects, respectively. Two advanced editions, Informatica PowerCenter Advanced Edition and Informatica Data Quality Advanced Edition, supply agile data integration and data quality for the enterprise.

The new platform also introduces two premium editions. Informatica PowerCenter Premium Edition offers agile data integration for ICCs, and Informatica Data Quality Premium Edition furnishes data quality for enterprise-level governance.

## Read More

For more information on the Vibe Starter Kit, please visit: [www.informatica.com/vibestarterkit](http://www.informatica.com/vibestarterkit).

For more information on Informatica 9.6, please visit [www.informatica.com/data\\_integration\\_new](http://www.informatica.com/data_integration_new) and [www.informatica.com/data\\_quality\\_new](http://www.informatica.com/data_quality_new).

## About Informatica's Vibe Virtual Data Machine

With Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), individuals can "Map Once. Deploy Anywhere." to simplify data infrastructure and harness the never-ending technology changes for their organization's advantage. As an example, almost any data integration job developed using Informatica to run on traditional hardware can now, without additional effort, run natively on Hadoop clusters.

## 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 to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit [www.informatica.com](http://www.informatica.com). Connect with Informatica at [www.facebook.com/InformaticaCorporation](http://www.facebook.com/InformaticaCorporation), [www.linkedin.com/company/informatica](http://www.linkedin.com/company/informatica) and [www.twitter.com/InformaticaCorp](http://www.twitter.com/InformaticaCorp).



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