Enterprise Data Integration
Access, Integrate, and Deliver Data Efficiently Throughout the Enterprise
How Can Your IT Organization Deliver a Return on Data?

The High Price of Data Fragmentation

Data resides in disparate silos throughout your enterprise. It’s scattered everywhere—in enterprise resource planning (ERP) and customer relationship management (CRM) applications, in databases, in obscure legacy systems, on the mainframe, on message queues, in flat files. Data is locked down in unstructured documents, like Microsoft Excel, and it’s released to cloud computing and business process outsourcing vendors.

The volume and variety of data is enormous. There’s customer, financial, product, and trading partner data. In addition to transaction data, massive amounts of interaction data are now being generated by social media such as Facebook or Twitter, or by devices such as mobile devices, RFID tags, and sensors.

The content, quality, structure, and definitions of the data in these silos are as variable as the silos themselves. No one can be sure that data is timely, relevant, or trustworthy. As a result, the business lacks confidence in the data it needs to operate, compete, and grow revenue. Without a single view of relevant data and a consistent understanding of its meaning enterprise-wide, different groups or systems may produce different answers to the same questions based on their own versions of data. Data fragmentation poses big risks, chips away at efficiencies, and drives up costs.

Simply put, until you integrate all your data silos, you won’t get a positive return on data—one of your company’s most important strategic assets.

“Informatica ... enables the bank to move, integrate, cleanse, and manage all the data, regardless of how much, what kind, or where it is. It provides data integration for improved business intelligence and customer knowledge to segment customer audiences, tailor business streams, and deliver the greatest value to customers for the least cost.”

– Satish Kamireddy, Data Warehouse Program Manager
Frost Bank

The Value of Enterprise Data Integration

Almost every business initiative calls upon your IT organization to access, integrate, and deliver data. Given that data is everywhere—on premise, in the cloud, in multiple disparate systems and in many different formats—accessing data alone is no easy trick. It then has to be cleansed, aggregated, and validated and put into a form that is meaningful to the applications and users who need it.

Enterprise data integration empowers your IT organization to access all your fragmented data, create an accurate and consistent view of core information assets, and easily leverage these assets across the enterprise to drive business decisions and operations.

Unlike application integration, which focuses on transaction management and process integration, data integration resolves the complex issues that arise out of data fragmentation. In today’s stringent regulatory environment, data needs to be governed properly. Companies must track and document where their data came from, how it has changed, and who has changed it to meet audit requirements. And the security of data must be ensured throughout the whole process.

IT organizations are using data integration in many different ways to drive business value. They’re implementing real-time reporting and analysis to optimize minute-by-minute operational, as well as strategic, decisions. They’re migrating data into new applications or implementing master data management. Data integration is also used for big data analytics to gain customer insights and competitive advantages.
Informatica Enterprise Data Integration

The Informatica® enterprise data integration product family is scalable, high-performance enterprise data integration software. These products access and integrate data—in any format, from virtually any business system—and deliver that data throughout the enterprise at any speed. With this family of enterprise data integration software, your IT organization can:

- Dramatically lower costs
- Boost productivity and agility
- Reduce risk
- Scale to meet business demands for timely, relevant, trustworthy data

FROST BANK GAINS A COMPETITIVE EDGE

Frost Bank, a top provider of banking, investment, and insurance services in Texas, needed to build high-value, long-term customer relationships spanning multiple lines of business. The company’s secret weapon was its data. More than 60 different data sources needed to be accessed, integrated, and delivered to improve operational business intelligence and differentiate itself from its competitors.

Informatica enterprise data integration software enabled Frost Bank to break down traditional business silos so that multiple versions of data can be shared across the enterprise. Customer, financial product, and other data in dozens of formats and from multiple different sources—including business applications, Salesforce CRM, and operational data stores—was consolidated into a single platform.

With Informatica enterprise data integration software, your IT organization can quickly and easily access and integrate all data sources regardless of type (e.g., SAP, mainframe, Oracle E-Business Suite) using the same vinterface to dramatically boost productivity.
Informatica PowerCenter

The Foundation for Enterprise Data Integration
Informatica PowerCenter® sets the standard for highly scalable, high-performance enterprise data integration software. It empowers your IT organization to implement a single approach to accessing, transforming, and delivering data without having to resort to hand coding.

With PowerCenter, your IT organization can provide the right information, at the right time, so that the business has the timely, relevant, and trustworthy data and reports it needs, when it needs it, to make better and timelier business decisions. Your IT team can cost-effectively scale to meet increased data demand, save hardware costs, and reduce the costs and risks associated with data downtime. And developers, analysts, and administrators can work faster and better together by sharing and reusing work, accelerating project delivery.

PowerCenter is ready for enterprise-wide, mission-critical deployment. The software scales to support large data volumes and meets enterprise demands for security and performance. It serves as the data integration foundation for all enterprise integration initiatives, including:

- B2B data integration
- Business intelligence
- Data governance
- Data migration
- Data warehousing
- Integration Competency Centers
- Master data management
- Service-oriented architectures

Features
- Metadata-driven, model-based agile data integration architecture and services
- Robust, role-based development environment and productivity tools
- “Right-time” data access, from batch to real-time, including federation

Benefits
- Provide the right information, at the right time
- Reduce costs and risks of data downtime
- Accelerate project delivery through cross-functional collaboration

Designed for distributed environments, PowerCenter provides a global administration console that centralizes all administrative, security, operational, and service-monitoring tasks in a Web-based interface.
CEMEX constructs a global data architecture on PowerCenter Standard Edition

The world’s leading supplier of ready-mix concrete, CEMEX was acquiring a major competitor while migrating to a customized back-office SAP platform. It needed to create unified global data architecture, migrate data from 100+ legacy applications to the new SAP platform, and maintain data integrity and consistency.

CEMEX built a unified global data architecture for SAP migration and synchronization using PowerCenter Standard Edition. PowerCenter offered CEMEX the unique combination of universal data access, high performance, and data movement flexibility. “If we didn’t use PowerCenter, we would have to manually build interfaces. It’s almost a 10-to-1 productivity improvement,” says Nelson Enriquez, CEMEX’s chief IT architect.

CEMEX constructs a global data architecture on PowerCenter Standard Edition

- Increased developer productivity by 80%
- Produced millions of dollars in ROI
- Shortened time to value by many months
The Key to Quick, Easy, Cost-Effective Data Access and Delivery

Informatica PowerExchange® is a family of data access products. These products enable your IT organization to access mission-critical data and deliver it throughout the enterprise wherever it’s needed, on any schedule, without having to develop custom data access programs. By accessing mission-critical operational data where it’s stored and delivering it where and when it’s needed, your IT organization maximizes its limited resources and the business value of its data.

PowerExchange’s automated metadata capture supports rapid impact assessment and deployment as changes arise. The software enables your IT team to lower development costs while enhancing your agility. Your IT team can prevent unauthorized access to sensitive data by accessing data directly, rather than extracting files and transferring them to less-secure environments. Since PowerExchange supports rapid access to a wide variety of standards-based sources and targets, your IT organization can maximize its return on technology investments.

Features

• Universal data access
• Secure, timely, and codeless data access
• Optimized for each environment and application

Benefits

• Lower development costs
• Prevent unauthorized access to sensitive data
• Maximize return on technology investments

PowerExchange requires no specialized programming skills to update enterprise data—just use the point-and-click interface to access data, accelerating development and reducing errors.
Informatica PowerExchange Sources and Targets
With PowerExchange, your IT organization can access dozens of different data sources and targets without having to rely on scarce and costly programming skills.

- **PowerExchange for Databases and Data Warehouses** provides access to all major enterprise database systems and data warehousing environments
- **PowerExchange for Enterprise Applications** provides access to all major enterprise and packaged applications, whether they are on-premise, outsourced, or hosted software as a service applications
- **PowerExchange for Hadoop** provides access to support data-intensive distributed applications
- **PowerExchange for Mainframes** provides access to enterprise data housed on z/OS and z/Linux in popular relational and pre-relational systems
- **PowerExchange for Messaging Systems** provides access to the message-oriented middleware used in many high-performance, event-driven, and enterprise application integration architectures
- **PowerExchange for Midrange Systems** provides access to enterprise data stored on i, i5/OS, and OS/400 systems
- **PowerExchange for Social Media Networks** provides access to data from such popular social media networks as Facebook, Twitter, and LinkedIn
- **PowerExchange for Technology Standards** provides access to data via industry-wide technology standards, such as email, LDAP, and Web services

**Informatica PowerExchange Options**
There is one option available for Informatica PowerExchange. The Informatica PowerExchange Change Data Capture Option captures changes in a number of environments as they occur, enabling your IT organization to deliver up-to-the-minute data to the business. This option is available for all popular enterprise database systems.

Based on patented technology, this option recognizes business events—such as customer creation or order shipment data—by capturing the database inserts, updates, and deletes underlying these events as soon as they occur. This captured stream of database activity can be delivered to multiple targets in real time, without intermediate queues or staging tables. Event-driven data captured by this option can be transformed and cleansed continuously and used to drive business processes.

“If we don’t meet our clients’ service-level agreement, our clients don’t talk. And for a telco company, a client that doesn’t talk isn’t a client. Informatica PowerCenter with PowerExchange helps us deliver service to our clients in near real time. And that helps us keep our clients happy.”

— Bruno Rodrigues, System Integration Manager
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