



## Informatica B2B Data Exchange

### A Modern Solution for Collaborative Partner Network Data Integration.

#### Benefits

- Out-of-the-box self-service partner portal for collaboration and greater agility
- Reduce implementation time with comprehensive data transformation capabilities to handle unstructured data and specialized formats along with industry standard data
- Enhance productivity and ensure compliance with continuously updated prepackaged data format standards and Accelerators for EDI and other standards
- Integrated Managed File Transfer for secure, reliable and auditable file exchange, utilizing automated server-to-server workflows
- Collaborate with trading partners using web tools like Portal, Secure Email, Shared Drive and Secure Folders.

Your IT organization needs to support many types of business processes, data formats, and communication protocols to address the specific needs of your company's customers and trading partners. To efficiently scale your inter-company data integration and manage it cost-effectively, you need tools for partner self-service and management. Informatica B2B Data Exchange empowers your IT organization to define processes and transformation and lets business users configure these processes.

The dynamic capability of Informatica B2B Data Exchange lets users designate custom properties in any partner-specific data flow as configurable parameters in trading partner profiles. Users can design and manage data transformation projects, regardless of structure, all in a codeless and reusable manner. Users can upload and download data to the partner network themselves with easy-to-use self-service tools. Dynamic trading partner management then lets both your company and its partners create, edit, and manage partner profiles and define the specific data flows particular to a partner.

Users can manage business events by viewing, monitoring, and reconciling them, as well as diagnose and notify others of issues. Flexible, easily customized dashboards, combined with out-of-the-box operational key performance indicator (KPI) charts, provide a consolidated view of the partner data exchange. Allowed users can then monitor the data events for each partner and process and effectively respond to changes.

With visibility of the data throughout the exchange, your IT organization can successfully implement, secure, track, and manage these highly complex data exchange activities. B2B Data Exchange lets IT:

- Maintain the highest possible control and visibility around transactions and processes, ensuring compliance with regulations and service-level agreements
- Integrate external data with data within the firewall for a complete and comprehensive view, improving decision making and increasing operational efficiency
- Leverage partner self-service to create collaboration and reduce the need for every change to be implemented by your IT organization
- Gain end-to-end visibility with business event monitoring and audit trails
- Comply with data security policies and support encryption and compression
- Robust, versatile, and automated data transformation

Informatica B2B Data Exchange supports any-to-any data format transformations for structured, semi-structured, and unstructured data—all while complying with the leading industry standards that govern those formats.

# Key Features

## Universal data transformation

Informatica B2B Data Exchange provides a single, centralized, consistent, and reusable data transformation service that enables true any-to-any data transformation. It supplies unique support for binary documents (e.g., PDF, Excel, Word) and large batch file and real-time messages. It fully supports complex flat files—including deep hierarchy, complex looping, delimited, and fixed- and variable-width data—and furnishes unparalleled support for complex hierarchical industry standards (e.g., HIPAA, HL7, NCPDP, ACORD, DTCC, EDI-X12, EDIFACT, SWIFT, FIX, NACHA, Telekurs). Providing native support for XML, the software enables enterprises to rely on and leverage XML while integrating data.

## Data event monitoring

Informatica B2B Data Exchange provides end-to-end visibility into data as it is integrated, plus deep insight into data's content as it changes with each step of the process. Through field-level data events

monitoring, it pinpoint specific data format discrepancies, validations, restrictions and enumerations, errors, failures, and exceptions and generates relevant events and triggers. Its Event Viewer enables you to see a list of events, search on a specific one, and drill down to obtain information. Its web-based dashboards and analytics provide diagnostics and analyses of business transactions, enabling you to manage and monitor all aspects of the data integration process.

## Partner and data source onboarding

With Informatica B2B Data Exchange, you can create detailed partner and partner data profiles (including data sources, formats, and communication protocols). It lets IT define the data flow template with configurable attributes or parameters in real time and enables business analysts to define variables for the onboarding process. Informatica B2B Data Exchange provides a customizable checklist for onboarding EDI partners, enabling operations to quickly see bottlenecks in the onboarding process and proactively address these bottlenecks.

## Quality-ensured data exchange

With Informatica B2B Data Exchange, comprehensive data quality processes can be built directly into the data exchange process. This guarantees that all data is complete, consistent, accurate, and current, regardless of where it resides.

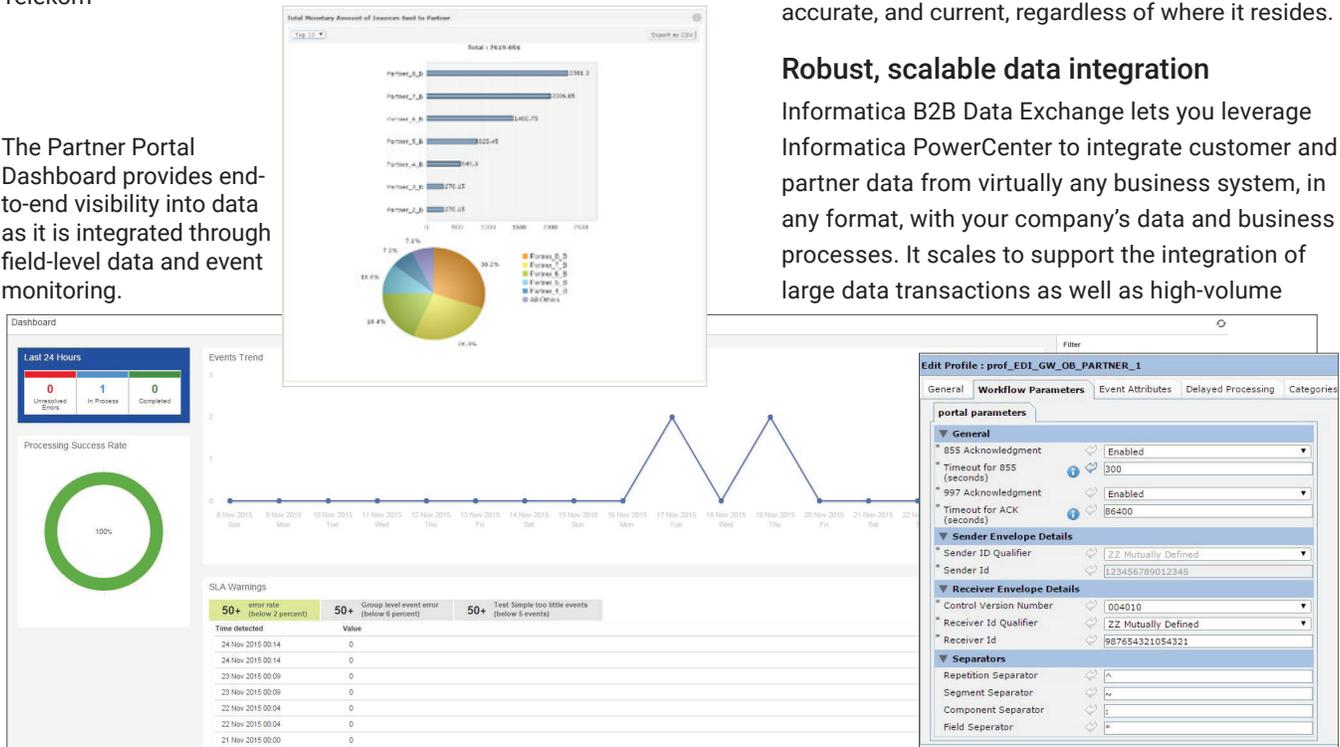
## Robust, scalable data integration

Informatica B2B Data Exchange lets you leverage Informatica PowerCenter to integrate customer and partner data from virtually any business system, in any format, with your company's data and business processes. It scales to support the integration of large data transactions as well as high-volume

"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

The Partner Portal Dashboard provides end-to-end visibility into data as it is integrated through field-level data and event monitoring.



data transactions, and it connects to virtually all databases and mainframes, plus flat files, messages, web services, and major connectivity systems. It provides common data services in a service-oriented architecture that is interoperable with major connectivity, business process management, and messaging systems.

### Codeless, visual design and mapping environment

Informatica B2B Data Exchange features a single, easy-to-use environment for designing, mapping, debugging, testing, and deploying to increase team collaboration.

### Secure connectivity through integrated Managed File Transfer (MFT)

Informatica B2B Data Exchange provides enterprise-grade, security-ensured data/file transfer and support for common communications protocols. The intuitive interface and extensive workflow featured in Informatica MFT helps eliminate the need for traditional file transfer scripts, single-function tools, and manual processes. Seamless integration and enhanced features include integrated user and partner management, MFT templates and custom projects, and integrated Tracking and Logging functionality—all with no additional license burden.

Its features include:

- **File Transfer Portal:** Person-to-person collaboration and file exchange browser-based tool for employees, customers, and trading partners. Quickly and securely uploads, downloads, and shares files with full audit trails.
- **Shared Drive:** An on-premises solution providing Enterprise File Sync and Sharing (EFSS) for your employees and partners.
- **Secure Folders:** Provides browser access to authorized files and folders on the server.
- **Secure Mail:** Lets authorized users send messages and files as secure “packages” on an ad-hoc basis. Recipients get an email with a unique link to each package, allowing them to download the message and files through a secure HTTPS connection.
- **Gateway:** Reverse and forward proxy gateway to keep sensitive files out of the DMZ while protecting the private network.

“Using Informatica [B2B Data Exchange], Zyme is onboarding EDI feeds faster than before—freeing up development resources to address other important tasks.”

—Ted Dimbero, Senior Vice President, Operations, Zyme Solutions

Protocols and Connectivity			
MFT Protocols	Message Queue	Files Compression	Database Servers
AS2	Websphere MQ	Excel <sup>2</sup>	SQL Server
FTP	SonicMQ	XML	Oracle
FTPS	ActiveMQ	Delimited text files	DB2
HTTP	SwiftMQ	Fixed width text files	Derby
HTTPS			Informix
SFTP	<b>Encryption</b>	<b>Network Shares</b>	iSeries
SCP	Open PGP	SMB	PostgreSQL
SSH	GnuPG (GPG)	CIFS	Sybase
SMTP	AES 256-bit encryption	UNC	
POP3	SSL	NFS	<b>User Authentication</b>
IMAP	SSH		Generic LDAP
Informatica MFT Servers	ZIP with AES encryption		Windows Active Directory
Informatica HTTPS Servers			SAML 2.0 <sup>3</sup>
ICAP <sup>1</sup>			

<sup>1</sup> For Antivirus & Data Loss Prevention  
<sup>2</sup> Microsoft Excel 2007 document (.xlsx) or previous Excel versions (.xls)  
<sup>3</sup> Web users SSO for File Transfer Portal

# Key Benefits

## About Informatica

Informatica is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the cloud, big data, real-time and streaming. Informatica is the world's No. 1 provider of data management solutions, in the cloud, on-premise or in a hybrid environment. More than 7,000 organizations around the world turn to Informatica for data solutions that power their businesses.

### Reduced operational costs

Informatica B2B Data Exchange lets you make better, faster business decisions by basing them on a complete view of all your data regardless of format, type, or where it resides—inside your corporate firewalls or with your trading partners. It allows you to respond more quickly and effectively to changing business needs with a complete and accurate view of corporate performance. The comprehensive transformation capability reduces IT operational costs by automating the integration of all forms of data with less or no custom coding, streamlining multi-enterprise collaboration, and protecting and increasing revenue streams by conducting new business through broadened channels.

### Streamlined management of interactions

Informatica B2B Data Exchange streamlines the management of multi-enterprise interactions by enhancing visibility into and control over transactions with customers, vendors, and trading partners. It enables you to find and fix problems in your multi-enterprise environment quickly and meet all service levels. It accelerates time to revenue by onboarding new customers and partners faster and at lower costs. It also accommodates the diverse and dynamic nature of all partners within a business ecosystem to promote multi-enterprise operational efficiencies and collaboration.

### Enhanced productivity and ensured compliance

Informatica B2B Data Exchange automates the integration of all forms of data with prepackaged transformations for most industry and governmental standards and with a prepackaged industry-specific workflow. This lets you eliminate custom code, reduce implementation time by 50 percent to 80 percent, and decrease maintenance costs. With a complete and regularly updated library of industry-specific data format standards for banking, insurance, healthcare, and manufacturing, Informatica B2B Data Exchange helps you ensure compliance with the most current industry and regulatory standards. Frequent updates allow you to adapt to new requirements as soon as they emerge, avoiding regulatory penalties and loss of data.

### Secure management and tracking of B2B file exchange

Informatica B2B Data Exchange comes with integrated MFT capabilities that enable organizations to securely manage and track all file exchange activities with their trading partners.



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