Informatica Data Services

Deliver New, Trusted, Critical Data and Reports in Days vs. Months

The business needs data it can trust, and it needs it quickly. Defining data specifications as part of traditional data warehousing and integration approaches is a time-consuming, cumbersome manual process. It involves many data sources and many interactions between your IT organization and the business. The shortcuts you take to simplify and speed the process only end up causing more problems—higher costs, potential compliance issues, more complexity, and, most critically, multiple versions of the truth.

Informatica® Data Services gives the business new critical data when it’s needed, up to five times faster, and at a third of the cost. It enables your IT organization to directly collaborate with the business to rapidly create a common, trusted view of data across applications and systems. Not only does Informatica Data Services accelerate business intelligence (BI) and integration projects, but it also lowers costs by boosting IT productivity and reuse.

Simplify the Complex with Advanced Data Virtualization

Informatica Data Services is the industry’s first agile data integration technology to implement true data virtualization—an abstraction layer that hides and handles complexity by making many different data sources look like one. The software provides a single, flexible environment for both virtual and physical data integration. It ensures high performance with support for typical optimizations and caching for data federation. It provides a central place to enforce security, service-level agreements (SLAs), and compliance. And it insulates the business from ongoing changes to applications and systems driven by business process improvement, mergers and acquisitions, and modernization.

Accelerate and Enhance a Wide Range of Projects

Informatica Data Services supports a full range of data integration projects and initiatives:

- **BI projects** by quickly augmenting the data warehouse with new data that the business needs and trusts for operational BI
- **Data warehouse rapid prototyping** by jumpstarting data warehousing projects with shorter development cycles and incremental delivery
- **MDM hub extensions** by rapidly extending master data in a MDM hub with transactional data to provide a complete view of all data
- **Data migration projects** by insulating reporting users from changes in the underlying data sources

It is also important to note that the rapid prototyping features of Informatica Data Services are bundled with all editions of PowerCenter. This promotes business user–IT developer development pairing that eliminates the lengthy iterations cycles and promotes delivery of projects up to 5x faster. Prototypes that are built in Analyst Tool can be converted to PowerCenter mappings with a button click to operationalize an approved prototype.
Key Features

Role-Based Tools for Business-IT Collaboration
Informatica Data Services provides role-based tools that share common metadata:

- **Informatica Analyst**, a Web-based tool, allows analysts to access, combine, and profile data and build business rules directly without IT intervention.
- **Informatica Developer**, an Eclipse-based development environment, enables IT developers and architects to build, configure, and deploy reusable data services.
- **Informatica Administrator** gives IT administrators centralized control over data services configuration, deployment, monitoring, and management.

“Informatica Data Services is clearly the next-generation data virtualization technology. It lets the business finally own its data, overcomes limitations of traditional data federation, and delivers many unique capabilities.”


With these tools, analysts can directly access, merge, and profile federated data across systems to quickly derive new insights from big data along with support for native ODBC. They can then collaborate with IT to create sophisticated business rules that leverage the advanced transformation and data quality capabilities of the Informatica Platform.

Single, Combined Platform for Data Integration and Data Federation
A single, high-performance engine powers both data integration and data federation. Your IT team can use a single platform to deliver accurate data as a service at any speed, using any protocol and in any format, and to develop and reuse the same data integration logic for data federation, ETL, or Web service without any rework.

Informatica Data Services delivers the industry’s next-generation data virtualization with a single high-performance environment for data integration and data federation. It enables business and IT to collaborate to deliver data five times faster and at a third of the cost.

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Business IT
Your IT team can obtain and combine data from multiple heterogeneous data sources as a single view—a data virtualization layer—that acts as one data source to consuming applications. This layer uses data services to hide and handle the complexity of accessing underlying data sources, while insulating users from change.

You can easily expose data integration logic as reusable data services with support for key standards (e.g., SQL, ODBC/JDBC, XML, WSDL, SOAP, REST, WS-Security, etc.). The software also offers a rich, prebuilt set of integrated ETL-like data transformations, data quality and data privacy rules, and industry-format conversions.

A high-performance engine supports all typical optimizations needed to federate data. The software leverages the change data capture and data replication capabilities of the Informatica Platform to provide support for grid computing and incremental caching. The software uses profiling statistics for optimization, which is very useful when the underlying data source does not provide database statistics for optimization.

Integrated Any-Stage Data Profiling
Data profiling services help your IT team quickly understand the structure and quality of all data and integration logic without staging or additional processing. Integrated any-stage data profiling empowers you to document valuable metadata and easily and regularly share profiling results with business users to ensure that their requirements are being met early in the profiling process.

Integrated on-the-Fly Data Quality
Prebuilt, sophisticated data quality rules (e.g., cleansing, enrichment, matching, and standardization) can be reused across projects without rework. These rules can be executed on the fly, in real time, to the federated data.

Instantly Reusable Data Services for BI, SOA, and MDM
Your IT team can build reusable logical data objects based on business entities (e.g., CUSTOMER, PRODUCT, and ORDER) and insulate applications from changes in data sources with a model-driven, standards-based data abstraction layer. The software employs a top-down and bottom-up zero-code, model- and metadata-driven approach to developing standards-based Web services with native WSDL processing. Based on existing data integration logic, data services can be quickly delivered and reused through an Eclipse-based development environment.

Centralized Data Security and Governance
Giving you the power to manage and monitor data services in a single unified environment, Informatica Data Services enables you to enforce and manage policies and rules across federated data for all data services. You can set central policies and rules for data security, privacy, quality, and data freshness and leverage a prebuilt library of rules for in-line dynamic data masking of sensitive fields. In addition to leveraging the security capabilities of the Informatica Platform, the software supports Web services security and fine-grained access control for SQL data service/virtual table. In addition to column-level security, you also get native row-level security at the virtualization layer, which is independent of data sources.

“Informatica Data Services provides the ideal service oriented data integration platform to fit our enterprise architecture strategy by delivering data as a service. We can also leverage a data abstraction layer to eliminate point-to-point integrations, which can result in significant cost savings through better management and control.”

– Jeffrey Gheen, Business Analytics Senior Manager, BMC Software
Key Benefits

Increase Business Agility Through Rapid Prototyping and Faster Delivery

Informatica Data Services simplifies your data architecture. New, critical, trusted data and reports can be delivered to the business up to five times faster. It rapidly discovers and analyzes all relevant data to create a virtual view without physical data movement. It makes direct access to trusted data on diverse systems fast, easy, and transparent, overcoming the limitations and complexity of traditional data federation. With Informatica Data Services rapid prototyping, the business and IT can work better together to shorten project delivery times. Analysts can access data quickly and directly, without IT involvement or endless searches for the right data. Your IT organization and your BI, MDM, and SOA initiatives can be more agile in response to changing business needs. As a result, your company has a complete view of the business, which accelerates and improves decision making.

Improve IT Efficiency and Lower Development and Maintenance Costs

Informatica Data Services improves productivity while cutting development and maintenance costs as much as 66 percent. With this software, your IT organization can reuse existing Informatica skills and data integration logic for all data access across all projects. By combining data integration, federation, transformation, profiling, cleansing, and management on a single integrated platform, you cut development and maintenance costs by 50 percent or more. And because Informatica Data Services insulates applications from underlying data changes, it dramatically reduces the cost of change.

Boost Productivity at Lower Risk with Powerful Tools, Policies, Capabilities

With powerful, easy-to-use tools, policies, and capabilities, Informatica Data Services boosts productivity while minimizing risks. Informatica Data Services involves business users early in the data integration process, for faster project rollouts, early validation, and minimal rework. Intuitive search, prebuilt components, a zero-code model and metadata-driven environment, and fully reusable data integration and data quality logic save developers from redundant work across projects. Integrated data management capabilities ensure that your data complies with all relevant policies and keep dirty data out of downstream applications and systems. Built on the proven, powerful Informatica Platform, Informatica Data Services provides a strong structure to resist outages, minimize costs, and meet SLAs and compliance requirements.

Reuse Data Services Seamlessly Across Projects Without Rework

With Informatica Data Services, your company can seamlessly reuse data integration logic and data services:

- Across all applications
- For all types of data access—Web services, SQL, or batch
- Across a full range of data integration projects and use cases, including data warehouse augmentation, data warehouse consolidation, MDM hub extension, data migration

The single, scalable architecture enables the creation of a data virtualization layer. This means that data integration logic and data services can be reused without the need for rework.