Informatica RulePoint

Complex Event Processing Delivers Operational Intelligence

With high volumes of information to sift through, organizations need to ensure that the right people can quickly and accurately identify risks and threats as well as potentially golden business opportunities. They need access to the right information at the right time in order to make appropriate decisions and initiate effective responses. In effect, they need to shrink the time gap between analysis and action.

Informatica® RulePoint® is complex event processing software that helps companies and government agencies of all sizes gain operational intelligence: real-time insight into the pertinent information they need to operate smarter, faster, more efficiently, and more competitively. The software is designed specifically to meet the needs of business analysts, investigators, intelligence analysts, and line-of-business managers and executives. It empowers all the decision makers in your organization to quickly set up, detect, and analyze the information they need to ensure timely and relevant responsiveness.

Informatica RulePoint helps you to connect the dots and respond to both opportunities and threats in real time. The software automatically integrates large volumes of data—from multiple, diverse, and disparate sources—to identify business events of interest based on sets of preconfigured conditions. It automates data analysis and delivers relevant intelligence and response actions to individuals and business process systems.

Real-Time Data Analysis Leads to Right-Time Responses

Informatica RulePoint empowers your business users to easily and accurately define rules that perform real-time data analysis. It enables them to quickly identify patterns or abnormalities in the business events they care about. They can set up real-time alerts of events that may pose risks or indicate opportunities, such as:

- Fraud
- Anomalies in logistics routes
- Policy violations
- Payment activity
- Customer service
- Changes in IT processes

Business users can monitor events continuously to gain operational intelligence and real-time awareness of inefficiencies, opportunities, and threat—empowering them to make better, smarter, faster decisions.

Event-Driven Architecture Increases Productivity and Reduces Costs

IT organizations using Informatica RulePoint can deploy an event-driven architecture to empower business users to quickly fulfill their own complex event processing requirements. This self-service model increases productivity by enhancing alignment and collaboration between IT and the business, reduces the costs of developing data analysis applications, and accelerates the development cycle. At the same time, it minimizes errors and improves the quality of data analysis to deliver rapidly relevant intelligence and responses to individuals and systems.
Business-Driven Rules Definition
Informatica RulePoint enables business users to rapidly create business rules that perform real-time data analysis and automatically find patterns or situations in data to help in making intelligent business decisions. Business users can employ a familiar browser-based interface to:

- Rapidly define event detection rules and responses
- Create and share rule sets
- Define new rule-based scenarios without relying on IT to develop new software
- Quickly specify actionable responses to accelerate intelligent analysis

Multiple Rule Modes and Lifecycle Management
Informatica RulePoint supports users’ various skill modes—allowing the use of pre-defined templates, assistance through a wizard, or advanced customization. Rule templates can be quickly rolled out to business users in existing Web portals, or those users may simply fill out a Web form to create their own version of a rule. Security policies can be set to govern which users and groups have access to which rule mode. And by selecting “optional review mode,” rules can be reviewed before they’re deployed live.

Collaborative Intelligence
Informatica RulePoint provides instant operational intelligence, real-time business intelligence, and continuous intelligence. Business analysts, investigators, and intelligence analysts draw on these to quickly and accurately discover threats or opportunities and accelerate individual response time. Collectively, this collaborative intelligence enables business users to effortlessly turn rules into templates, easily share those templates, rapidly start and leverage predefined rules, and preserve knowledge management and organizational intelligence.

Real-Time Data Analysis
With Informatica RulePoint, all available data sources—inside and outside an organization—can be absorbed, processed, and analyzed in real time. You can monitor, cross-reference, filter, and correlate diverse events over time and across geographies and disparate sources, including event streams, sensors, communications systems, message queues, Web services, RSS feeds, databases, and flat files. The software normalizes data events into uniform business definitions regardless of the source system schema. It also supports event data in Japanese, Chinese, Arabic, and other double-byte languages.

Key Features
Informatica RulePoint automatically delivers detailed alerts on fraudulent activity with built-in investigator workflow actions.
Identity-Aware Event Processing
Informatica RulePoint finds hidden, nonobvious, and dependent patterns in data that existing technologies (e.g., SQL, BI, or hand coding) cannot detect. It automatically resolves identities with advanced search-and-match capabilities, and enables you to enrich event streams with external or historical data sets during rule processing. Because the software provides contextual information for downstream workflows, it significantly improves alerts—if the system discovers a fraudulent deposit from a customer, for example, you can configure an alert to include the last five deposits or other account history to aid further investigation.

The software features event stream correlation, time windows identification, and sequencing capabilities. It also provides third-party entity extraction, natural language processing, and categorization engines.

Support for Extensive SDK and APIs
With Informatica RulePoint, you can leverage custom or proprietary data sources and functions. It easily integrates into third-party user interfaces, portals, and applications, and allows for custom service and analytics to be reused across multiple deployments via a pluggable architecture. The software supports industry-standard authentication mechanisms and double-byte character sets, enabling custom graphical interfaces or widgets/portlets to be localized in double-byte languages such as Japanese, Chinese, and Arabic.

Real-Time Alert Management
With Informatica RulePoint, business users can set up real-time alerts of events that may pose risks or indicate opportunities, such as fraud, anomalies in logistics routes, policy violations, payment activity, customer service, and changes in IT processes. These alerts can be pushed to a Web-based persistent communications channel, Informatica Real Time Alert Manager™, to notify the right decision maker to address the issue. The software prioritizes, classifies, and routes alerts automatically, and can integrate them into existing business processes and workflows.

Informatica RulePoint automatically integrates large volumes of data from multiple, diverse, and disparate sources—even from social media networks—to identify business events of interest based on sets of preconfigured conditions.
Key Benefits

Improve Business Decision Making
Informatica RulePoint eliminates the barriers to communication and collaboration between business users, who understand and define the business requirements for data, and IT, which is responsible for technical deployment. It removes operational bottlenecks that slow responses to opportunities or threats. Business users can monitor events continuously to gain visibility into relevant data, enabling them to make smarter, better-informed decisions faster. Informatica RulePoint delivers the real-time operational intelligence your company needs to exceed customer expectations and outmaneuver the competition.

Boost IT Efficiency
Informatica RulePoint enables IT organizations to easily capture and share collective operational intelligence, automating the analysis of disparate data sources and minimizing duplicate analysis efforts. But the most significant boost to IT productivity comes from the software’s self-service capabilities. IT organizations can use Informatica RulePoint to deploy an event-driven architecture, empowering business users to quickly fulfill their own complex event processing requirements themselves—without the need for IT support. This self-service model enables IT organizations to meet their service-level agreements, enhances alignment and collaboration between IT and the business, and greatly accelerates the overall development cycle.

Enhance Business User Productivity
Informatica RulePoint is designed with productivity of the business in mind. The software helps business users to quickly and autonomously deploy processes, easily leverage rules defined elsewhere in the organization, effortlessly turn rules into templates, and readily share those templates across the enterprise. No longer does the business have to rely on IT to handle complex event processing, empowering users to optimize analysis in real time without the need for technical support.

Lower IT Costs
Informatica RulePoint reduces the costs of developing data analysis applications. With prebuilt adapters for most industry-standard data sources, the software decreases implementation costs. Without having to tap limited IT budgets, it delivers visibility into complex events. And thanks to its ability to integrate easily with and extend existing IT environments, Informatica RulePoint increases and accelerates returns on investment.

Minimize Operational Risk
By improving the quality of data analysis, and by delivering relevant intelligence and responses to individuals and systems rapidly, Informatica RulePoint reduces fraud, waste, abuse, and risk. It supports audit and compliance policies that govern production IT systems, and improves compliance metrics, preventing financial loss due to noncompliance.

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 for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.