



Informatica PowerCenter Advanced Edition

BENEFITS

- Deliver the visibility and control to manage large and complex data integration environments
- Accelerate delivery and reduce costs by improving collaboration and productivity
- Extend data governance and ensure regulatory compliance with trusted data

Execute Complex, Mission-Critical Data Integration Initiatives That Span the Entire Enterprise

Your IT organization may be supporting thousands or tens of thousands of integrations. This tangle of point-to-point integrations leads to high maintenance costs, delays in implementing changes, unpredictability in operations, and difficulty in scoping and managing change.

How much of your valuable IT resources—both human and financial—are being siphoned away from strategic business initiatives for the sake of “keeping the lights on”?

Standardize Data Integration at an Enterprise Level, Across Projects and Departments

Informatica® PowerCenter® Advanced Edition is enterprise data integration software for large and complex data integration environments. It is designed expressly for IT organizations that are standardizing data integration at an enterprise level, across numerous projects and departments. This edition provides the visibility, control, and scalability to manage these large environments, manage change in them, and deliver timely, relevant, and trustworthy data as the basis of business decision making.

PowerCenter Advanced Edition provides all the capabilities of Informatica PowerCenter Standard Edition and includes management, control, and collaboration capabilities that are ideally suited for enterprise-wide use.

- Execute mission-critical data integration initiatives that span the entire enterprise
- Accelerate time to delivery and reduce costs by improving cross-functional team collaboration and productivity
- Deliver the visibility and control to manage large and complex data integration environments
- Achieve broader data governance and ensure regulatory compliance by providing the business with timely, relevant, and trustworthy data

The Data Integration Foundation for Enterprise-Wide Integration Initiatives

Highly available, high-performing, and fully scalable PowerCenter Advanced Edition serves as the foundation for enterprise-wide data integration. No other product addresses a broader range of data integration projects and initiatives. It serves as the ideal technology infrastructure to support large, complex data integration environments and initiatives such as regulatory compliance, data governance, and Integration Competency Centers (ICCs).

Whether you’re integrating data inside or outside your enterprise, nothing in its class is faster. Security is industrial strength. PowerCenter Advanced Edition fits into your existing IT infrastructure, so you can make the most of the technology you own now.

Business analysts, data analysts, architects, developers, and entire global development teams in every industry all rely on PowerCenter Advanced Edition.

Key Features

Metadata Manager

Metadata Manager, along with Business Glossary, provides the visibility and control needed to manage change, reduce errors caused by change, and ensure data integrity. This feature collects metadata across a data integration environment and provides a graphical view of the data flows and the tools to manage change within that environment. Metadata Manager shows developers how data objects will be impacted by a proposed change before it is implemented.

Business Glossary

Business Glossary works in close association with Metadata Manager to enhance collaboration and boost productivity between business and IT on enterprise data integration projects. With this feature, business users can define and annotate business

terms that describe their business environment. They can also link these business terms to the underlying technical metadata. By providing business context to technical artifacts related to data integration, Business Glossary makes it possible to catalog, govern, and use data consistently and efficiently. This linking removes all ambiguity in communication between business and IT.

Dynamic Partitioning

PowerCenter Advanced Edition enables concurrent data processing to enhance the performance and scalability of data integration environments. It supports multiple partition schemes, including parallelization through such multiple mechanisms as key range, hash algorithm-based, round robin, or file partitions.



“Informatica [PowerCenter Advanced Edition] has helped us control risk—the risk of losing customers, the risk of runaway costs, the risk of missing strategic advantage—all by unlocking our valuable operational data and making it available throughout the enterprise.”

– Jeff McIntyre, Assistant Vice President of Technology Services
BNSF

The screenshot shows the Informatica Metadata Manager & Business Glossary web interface. The main area displays a data lineage diagram for the 'Cost Ratio' term. The diagram shows a hierarchy starting with 'BusinessGlossary' at the top, which links to 'Oracle', 'BusinessObjects', 'Cognos', and 'Microstrategy'. Each of these nodes has a '+' sign next to it, indicating that the data lineage can be expanded for more detailed information. Below the diagram, there is a 'Properties' panel for the 'Cost Ratio' term, which includes the following details:

| Properties | |
|--------------|---|
| Name | Cost Ratio |
| Description | Actual Costs as a percentage of Planned Costs minus sales tax |
| Data Steward | Stewart, Natalie |
| Owner | Barny, Natalie |
| Rule | Actual Cost / Planned Cost (as percentage) |
| Status | Standard |
| Phase | Published |

Metadata Manager, a key feature of PowerCenter Advanced Edition, collects metadata across a data integration environment and provides a graphical view of data lineage. Here is the data lineage for the term “cost ratio.” In each place with a “+” sign, the data lineage can be expanded for more detailed information.

Workflow on Grid

PowerCenter Advanced Edition distributes workloads across multiple servers and optimizes resource usage through adaptive load balancing to meet increased project demands. This edition allows for unlimited scalability through incremental investments in processing capacity.

Team-Based Development

PowerCenter Advanced Edition fosters collaboration across different IT functions—such as development, quality assurance, and production administration—or across geographically disparate teams, whether onshore or offshore. It empowers data integration developers with version control and configuration management capabilities.

Data Integration Services

PowerCenter Advanced Edition enables your IT organization to access, transform, and deliver data across the enterprise without generating code or having to hand code data integration procedures. This edition scales to support large volumes of data over multiple concurrent sessions.

Universal Data Access

PowerCenter Advanced Edition enables a single approach to accessing data in a wide variety of systems and formats. When complemented by Informatica PowerExchange®, PowerCenter Advanced Edition provides access to:

- Structured, unstructured, and semistructured data
- Relational, mainframe, and file- and standards-based data
- Data in packaged applications
- NoSQL big data stores such as Hadoop HDFS
- Social data such as Facebook, LinkedIn, and Twitter
- Message queue data

“The whole manual metric collection process took about three weeks, and by then the data was stale. Now it takes us one day to collect the data, crank the numbers, and it’s available the next day.”

– Joery Carty, Manager of Employee Informatica Delivery Group
FPL Group

The screenshot displays the Informatica Metadata Manager & Business Glossary interface. The main window shows a hierarchical view of the metadata catalog with various objects like 'BusinessGlossary', 'BusinessObjects', and 'Cognos'. A specific object, 'Cost Ratio', is selected, and its upstream impact analysis is shown in a table below.

| Impact Summary - Upstream | | |
|---------------------------|---------------------------------------|---|
| Class | Name | Location |
| Business Term | Actual Labor Cost | MM/BusinessGlossary/Costs/Actual Labor Cost |
| Business Term | Planned Cost | MM/BusinessGlossary/Costs/Planned Cost |
| Business Term | Planned Labor Cost | MM/BusinessGlossary/Costs/Planned Labor Cost |
| Cognos Report | Actual Vs Pld Planned Labor Cost ment | MM/Cognos/Public Folders/FinancialDemoData/Reports/Actual Vs Planned Cost By Department |
| Document | CostvsPlanByDept | MM/BusinessObjects/Public Folders/Financial Reports/Desktop Intelligence/CostvsPlanByDept |
| Mapping | m_Fin_Fact_Table_xml | MM/PowerCenter/Metadata Manager - MM_Financial_dm/Mappings/m_Fin_Fact_Table_xml |
| Microstrategy Report | Cost vs Plan by Department | MM/Microstrategy/Financial/Public Objects/Reports/Cost vs Plan by Department |
| | | MM/Oracle/CLONE/Synonyms/SYN_FINDATA |

Metadata Manager automatically generates an upstream and downstream impact analysis for each data object. Here is the upstream impact analysis for the term “cost ratio.”

Key Features

Metadata-Driven Services

With PowerCenter Advanced Edition, data models, transformations, workflows, and other artifacts can be stored and easily managed. With these metadata-driven services, your IT organization can define, modify, and reuse data integration procedures. The software integrates data by combining metadata-driven data integration logic with a high-performance transformation engine.

Integration Workflows

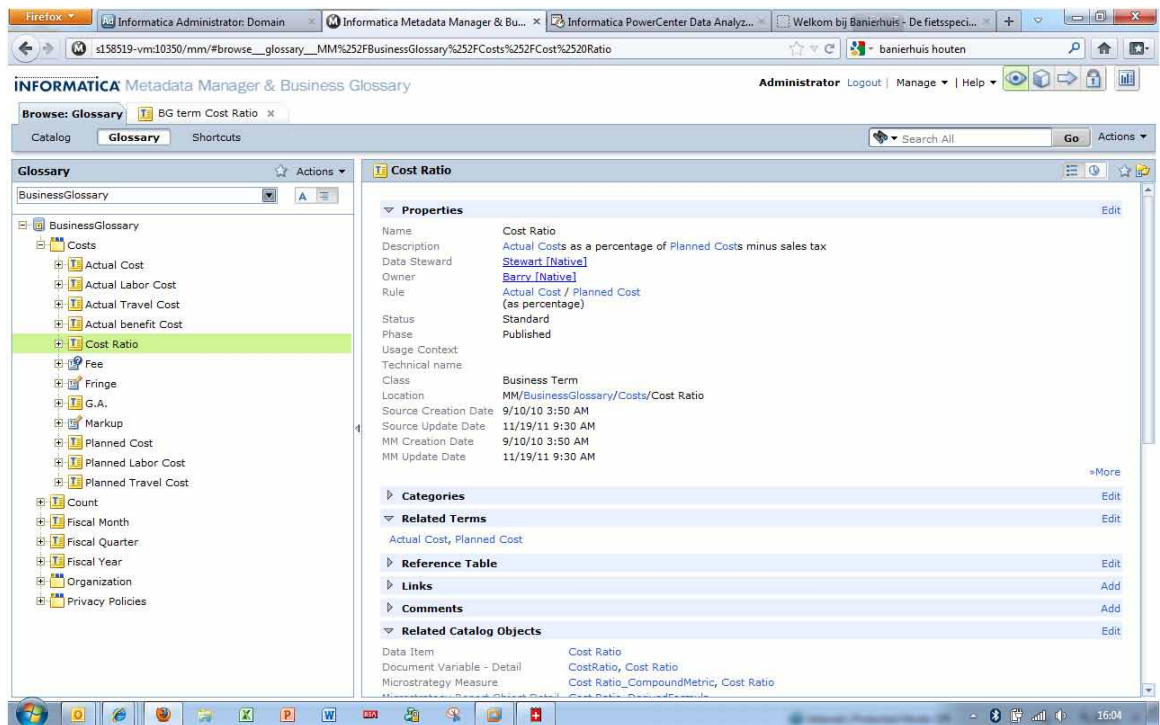
PowerCenter Advanced Edition manages and tracks the complex flow of data across transactional systems, databases, and other data sources through visual tools. Using its built-in, time- or event-based scheduler for automated, “lights-out” operation, your IT team can schedule and execute data integration that doesn’t intrude on business operations.

Re-Entrant Integration Workflows

With PowerCenter Advanced Edition, your IT team can run a single instance of a data integration workflow multiple times to maximize limited computing capacity. This edition dynamically scales Web services deployments on a single grid node or multiple grid nodes to support thousands of concurrent service requests.

“Informatica [PowerCenter Advanced Edition] has provided a much clearer insight in the behavior of LIME’s three million customers, their purchasing patterns, and emerging market trends.”

– Linbert Dixon, Regional Business Intelligence Manager
LIME



Business Glossary, a key feature of PowerCenter Advanced Edition that works in close association with Metadata Manager, provides an easy-to-use interface to document business term definitions, descriptions, data stewards, owners, and other relevant information necessary to provide rich context to business vocabulary.

Robust Development Tools

PowerCenter Advanced Edition provides tools that facilitate collaboration among architects, analysts, and developers.

These robust development tools are accessible via an easy-to-use interface:

- **A Web-based, global administration console** designed for distributed environments that centralizes all administrative, security, operational, and service-monitoring tasks
- **Reusable mapping templates** for designing business/transformation logic in a modeling tool, such as Visio, and automatically generating data integration mappings
- **A codeless, object-based, visual development environment** that supplies built-in parallel processing transformations, a robust expression language, and extensible interfaces
- **A comprehensive library of transformation objects** for creating and extending context-independent, reusable integration objects
- **An extensive expression library** for expanding the existing set of predefined expressions and creating user-defined functions
- **A robust visual debugger** that speeds iterative development and minimizes error recovery logic for design and run-time environments

Reference Table Manager

This feature simplifies and streamlines the creation and management of all types of reference data, including default values, valid values, and cross-reference mapping data values. Business analysts and other subject matter experts use it to create, edit, and maintain reference data tables. IT organizations then use these reference tables to migrate data and to manage lookup tables. Reference Table Manager includes:

- Manual edit capabilities to edit reference data prior to data migration
- Audit trails to document changes to reference tables
- Import/export capabilities that handle such reference tables as .csv

Reference Table Manager is also integrated into the Business Glossary feature making it easy for business users to manage business terms and reference data from a single user interface.

Mapping Architect for Visio

This Microsoft Visio-based data-flow design tool simplifies and streamlines the creation and management of data integration mappings. It lets your IT organization automatically create data integration mappings with PowerCenter tools, templates, and resources. Reverse-engineering capabilities convert PowerCenter mappings into Visio templates to document mapping processes or to kick-start reuse. Mapping Architect for Visio includes:

- **A Visio-based data-flow design tool** for designing business and transformation logic and then using this template to automatically generate mappings, reusable transformations, mapplets, sessions, and workflows in PowerCenter
- **Reusable best-practice mapping templates** based on Informatica VelocitySM
- **Access to open community of mapping template contributors** in the Informatica communities
- **Reverse-engineering capabilities** to convert PowerCenter mappings into Visio templates to document mapping processes or to kick-start reuse
- **Predefined wizards and templates** to easily create common data integration mapping patterns, such as slowly changing dimensions
- **Custom mapping templates** to simplify and streamline mapping generation



“Because the data no longer has to be sent to all the other systems, there is actually only one line open for data exchange: the line to the data portal. All the systems now have only one other system to deal with.”

– Ton Vanlerberghe, Lead Business Analyst
Rabobank Nederland

Key Features

Mapping Architect for Excel

Mapping Architect for Excel automatically generates data integration mappings from source and target metadata imported directly from the PowerCenter repository. With this feature, business and IT users can build specifications and generate mappings in one easy step using Microsoft Excel and a rich client interface. This feature preserves business requirements in a single technical specification by using annotations to ensure that no requirements are overlooked. Spreadsheet specifications can be saved and reused to generate future mappings.

“The technology allows us to align service levels to customer value to drive deeper, long-term, and profitable relationships. It improves business agility and speed to better meet gaming customer needs and gain a competitive advantage.”

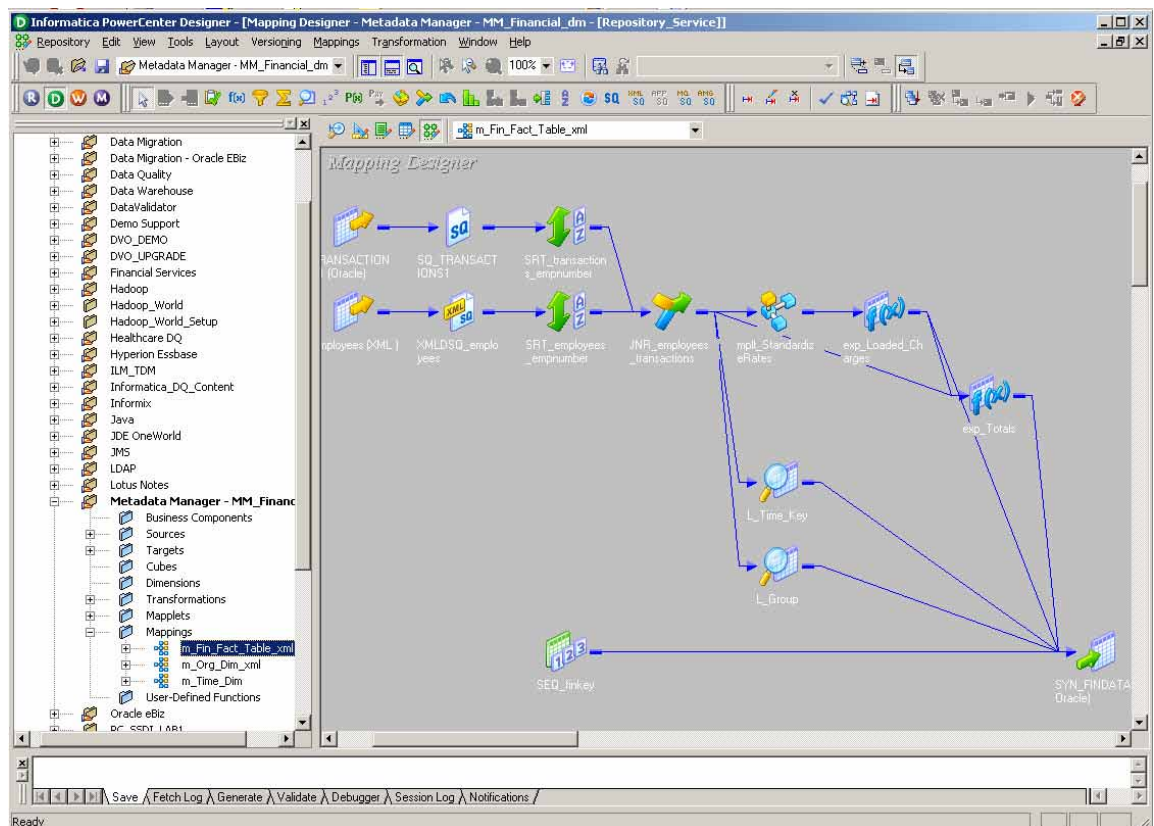
– Jeff Martin, Director of Business Intelligence
Station Casinos

Support for Mixed Versions of Application Services

PowerCenter Advanced Edition supports mixed versions of the repository service, integration service, and Web services hub in a single PowerCenter domain. This edition simplifies upgrade of application services to newer versions incrementally and administration of multiple application services from a single console.

LDAP Integration

PowerCenter Advanced Edition supports secure authentication of users and groups through an enterprise directory system. It provides a choice between either PowerCenter or a wide variety of industry-standard LDAP directories for user authentication, such as IBM Tivoli Directory, Microsoft Active Directory, OpenLDAP, Novell Directory, and Sun Directory Server.



PowerCenter Advanced Edition provides a codeless, object-based, visual development environment to maximize reuse and dramatically increase productivity.

Enterprise-Grade Security

PowerCenter Advanced Edition provides granular privileges and flexible permissions management to ensure security, particularly across large, globally distributed teams. With enterprise-grade security, your IT organizations can limit user access to only the minimal functionality and data needed, reducing the risk of potential security breaches.

Operating System Profiles

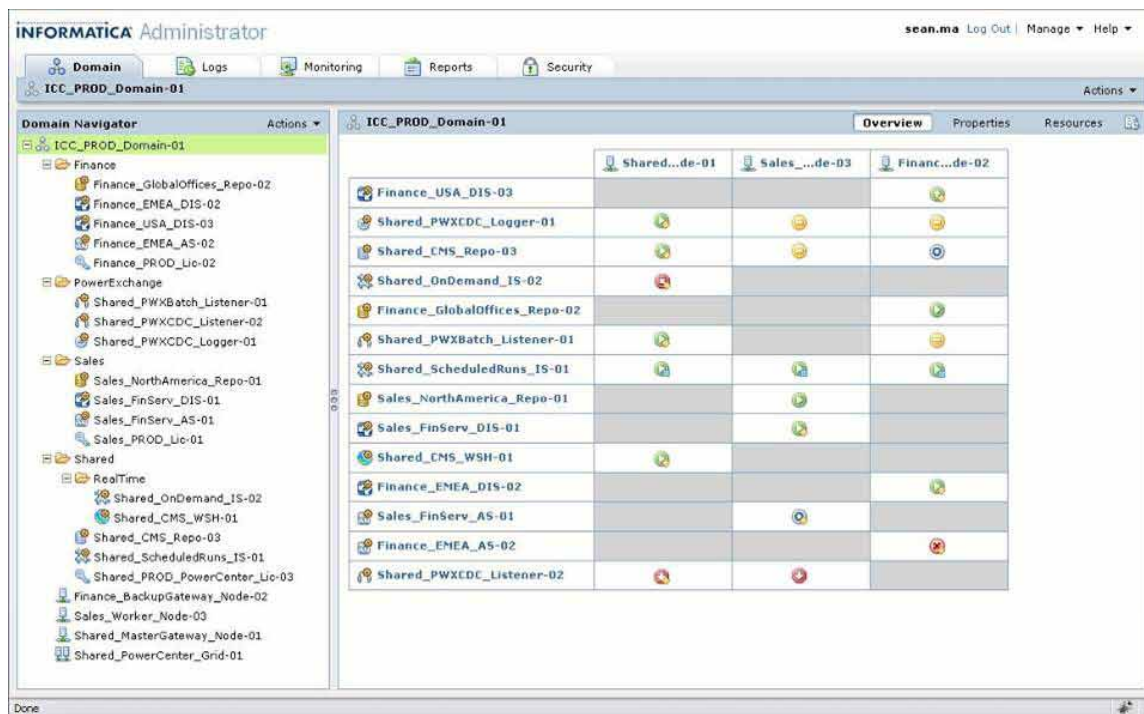
PowerCenter Advanced Edition ensures secure access to file system resources through PowerCenter workflows executed by different departments and users. The software tracks and monitors usage by specific groups within a shared environment, such as an Integration Competency Center, to facilitate departmental charge backs.

Extended Variables and Parameterization

PowerCenter Advanced Edition improves reusability and developer productivity by providing flexible access to design and run-time metadata within the data mapping, session, and workflow logic.

“The redesigned interface [of Metadata Manager] makes visualizing data lineage much more personalized, interactive, and intuitive, allowing developers to quickly understand data relationships and conduct impact analysis. This really increases our productivity, as well as ensures consistency and visibility across the enterprise.”

– Furio Lanzoni, Global BI – Informatica Shared Services HP



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

Key Benefits

Execute Mission-Critical, Enterprise-Wide Data Integration Initiatives

PowerCenter Advanced Edition meets demands for security, scalability, and performance. If your IT organization is looking to standardize data integration at an enterprise level—across numerous projects and departments—this edition serves as the ideal technology foundation.

With PowerCenter Advanced Edition, your IT organization can cost-effectively scale data integration initiatives throughout the enterprise to meet increased data requirements. You save hardware costs by making better use of all existing computing resources. You reduce the costs and risks associated with data downtime.

Accelerate Time to Delivery and Reduce Costs Through Collaboration

PowerCenter Advanced Edition increases time to delivery and decreases costs by improving cross-functional team collaboration and productivity. It strengthens alignment among IT organizations, development teams, and the business.

This edition helps your global development teams—as well as cross-functional teams of IT and business analysts—work together more efficiently, effectively, and securely. Business Glossary works in close association with Metadata Manager to enhance collaboration and boost productivity between business and IT on enterprise data integration projects by providing

- Data lineage and impact analysis
- Data term owners
- Visibility into what was changed and when
- Built-in collaboration tools

You increase developer productivity rates by reducing repetitive coding and mapping tasks, streamlining administration, and easing configuration change and management. By enabling teams to readily share and reuse work and results, PowerCenter Advanced Edition reduces IT project development and deployment costs.

Extend Data Governance and Ensure Regulatory Compliance

With PowerCenter Advanced Edition, your IT team can help the business meet its analytical and operational needs for timely, relevant, and trustworthy data delivered throughout the enterprise. Your IT organization can be more responsive to business demands because PowerCenter Advanced Edition delivers more data faster and with more flexibility.

By providing enterprise-wide visibility into data definitions, lineage, and relationships, PowerCenter Advanced Edition lets you see where data comes from, where it's ultimately going, and where it flows through en route. This visibility raises your company's confidence in its data. Metadata Manager, along with Business Glossary, provides the visibility and control needed to manage change, reduce errors caused by change, and ensure data integrity. These two key features work together to create a standard business vocabulary. With support for monitoring, reporting, and audit activities, PowerCenter Advanced Edition enables your IT organization to establish a secure infrastructure that supports data governance and regulatory compliance programs.

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.



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