

Informatica PowerCenter Standard Edition

Benefits

- Eliminates manual coding and improves developer productivity
- Ensures scalability, performance, and operational confidence as the business grows
- Provides flexibility for data integration across on-premises and cloud environments

Access, Integrate, and Deliver Timely, Relevant, Trustworthy Data

To make timely, insightful decisions and stay ahead of the curve, companies need reliable data—but IT organizations face all of these challenges in delivering it:

- **Increasing Business Demands:** Data fuels every competitive business initiative. A growing business needs new types and forms of data, and it needs them delivered faster. Can your data management solution scale to growing business demands?
- **Resource-Intensive, Error-Prone Manual Coding:** Hand-coding makes it harder to connect to and integrate data quickly. Is your data integration software robust enough to make data available to the business on demand?
- **Lack of Transparency Into Data Integration:** Transparency in data integration and data lineage is becoming increasingly important to improve developer productivity, reduce IT costs, and satisfy compliance and governance needs. Does your current solution provide a clean, transparent experience to everyone—developers, administrators, data analysts, and the business?

The Gold Standard for Data Integration

Informatica® PowerCenter® Standard Edition gives your IT organization the ability to see, connect to, and integrate data from any source, in any format, and deliver it anywhere it's needed within the enterprise—all without hand-coding. No other enterprise data integration software addresses a broader range of data integration projects, including data migration and data warehousing. PowerCenter Standard Edition is also fastest in its class for integrating data from both inside and outside the enterprise. That's why organizations of all sizes in every industry rely on it.

Scalable, high-performing, secure, and easy to use, PowerCenter Standard Edition fits into your existing IT infrastructure so you can make the most of your current technology.

Informatica Data Quality ensures that your teams, across lines of business or IT, can easily deploy data quality for all workloads: for real-time, web services, batch, and big data.

Key Features

Universal Data Access and Broad Connectivity—Provides a single approach to accessing data in a wide variety of systems and formats, including: Oracle, DB2, SQL Server, Sybase, Informix, ODBC, and XML. Used with Informatica PowerExchange®, PowerCenter Standard Edition can connect to major enterprise database systems, mainframe systems, middleware, midrange systems, analytics tools such as Tableau, and cloud-based systems such as Microsoft Azure and AWS.

Agile Data Integration—Accesses, transforms, and delivers data across the enterprise without generating code or requiring hand-coded data integration procedures. Includes visual tools to manage and track complex data flows across transactional systems, databases, and other data sources. Enables scheduling of data integration workflows with built-in, time-based or event-based scheduler.

Metadata Management—Connects automatically to a broad variety of data sources for a single, understandable metadata view. Creates an intuitive, dynamic visual map of data flows and dependencies in the data integration environment across all systems and processes, from source to target.

Data Profiling—Validates business rules, data assumptions, and source data anomalies using data profiling. Enables analysis of source data content, quality, and structure. Detects patterns and exceptions of source data during mapping development and in production.

Dynamic Partitioning—Handles high data volumes and enhances performance of the data integration environment by parallelizing data processing.

Analyst Tool—Manages business rules, data profiling, and data quality via a web-based tool that empowers data stewards, analysts, and other business users to define specifications and use them to generate data integration mappings automatically.

Rapid Prototyping—Jumpstarts and accelerates data integration projects with one-click prototype-to-production capabilities. Speeds prototyping, iteration, analysis, validation, testing, deployment, and monitoring in departments, across the enterprise, and in the Integration Competency Center (ICC).

Administration and Operations—Provides a single web-based administration console for managing PowerCenter Services, assigning user security privileges, and viewing service logs. Includes PowerCenter Workflow Monitor for monitoring and scheduling data integration workflows. Automates all aspects of administration and monitoring with a rich command line interface.

Enterprise-Grade Security—Manages user and group authentication through an enterprise directory system that uses either PowerCenter or LDAP authentication. Incorporates granular access privileges and flexible permission management for greater security and lower risk of breaches.

“PowerCenter is the backbone of data integration.”

—IT Manager, Global 500
Pharmaceuticals Company

On-Premises or Cloud—Delivers a robust, flexible data integration environment capable of managing data anywhere—on-premises, in the cloud, or both.

Informatica Community and Resources—Provides membership in an active global community of developers, analysts, consultants, integrators, and administrators sharing their knowledge, expertise, and support around transforming data into business value. Includes access to Informatica Marketplace, where thousands of free templates help speed time to value and significantly boost developer productivity.

Key Benefits

Unlock the Value of Data for Your Business

Integrate data from disparate sources and convert raw, fragmented data into complete, high-quality actionable data. Jumpstart and accelerate projects so you can deploy them in weeks instead of months.

Prepare for Future Initiatives

Support the entire data integration lifecycle, whether you're launching a pilot program or deploying a mission-critical enterprise project. Add new data sources or expand project scope with equal ease and flexibility.

Drive Global, Cross-Team Productivity and Cross-Functional Collaboration

Boost developer productivity by reducing repetitive coding, streamlining administration tasks, and simplifying configuration management tasks. Enable better alignment and collaboration between developers, administrators, architects and business analysts.

Enjoy Industry-Leading Functionality and Vision

Leverage the enterprise data integration solution Gartner has named a leader for 10 consecutive years. The 2015 Gartner Magic Quadrant for data integration tools positions Informatica furthest and highest in “Completeness of Vision” and “Ability to Execute.”

Related Packages and Add-ons

Informatica PowerCenter Advanced Edition

Manage and scale up complex data integration environments while improving metadata management.

Informatica PowerCenter Premium Edition

Deploy a high-performance, highly scalable, highly available environment for mission-critical data integration that includes advanced monitoring, validation, and testing.

Informatica PowerExchange

Connect securely, and without code, to major enterprise applications, database systems, mainframe systems, midrange systems, message-oriented hardware, and industry-wide technology standards such as email, LDAP, and web services.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Informatica PowerCenter Productivity Package

Accelerate projects and boost developer productivity with highly re-usable dynamic mapping templates for mass ingestion and SQL mapping converter to convert hand-coded SQL.

Informatica PowerCenter Real-Time Add-on Package

Enhance PowerCenter with increased business agility and performance through real-time connectivity, web services, and Change Data Capture (CDC) support.

Informatica PowerCenter Data Integration Hub Add-on Package

Enhance PowerCenter with greater agility and centralized management by leveraging PowerCenter processing and connectivity using a modern publish/subscribe hub-based data integration approach.

Informatica PowerCenter Advanced Transformation Add-on Package

Enhance PowerCenter Standard Edition or Advanced Edition by unlocking the value of non-relational data with comprehensive enterprise data transformation for complex XML, industry formats (SWIFT, HL7, EDI X12), unstructured documents, PDFs, and Microsoft Office documents.



Worldwide Headquarters 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

IN06_1120_06678

© Copyright Informatica LLC 2018. Informatica, the Informatica logo, PowerCenter, and PowerExchange are trademarks or registered trademarks of Informatica LLC in the United States and many jurisdictions throughout the world. A current list of Informatica trademarks is available on the web at <https://www.informatica.com/trademarks.html>. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided "AS IS" without warranty of any kind, express or implied.