**Informatica Ultra Messaging Dynamic Routing Option**

**Route Guaranteed Low-Latency Data Worldwide**

Electronic trading and other real-time applications generate or consume a lot of data that quickly loses value as it ages. Yet many global businesses distribute such data in real time to locations around the world. The WAN connections they use to distribute this time-sensitive data have limited bandwidth, carry big performance penalties, and frequently fail. This leads to scalability and reliability issues, such as less application uptime. Costs go up, and revenues go down. These issues make it harder for companies to compete.

**Guaranteed Messaging Over the WAN**

The Informatica® Ultra Messaging® Dynamic Routing Option helps your company gain a competitive edge by extending Informatica Ultra Messaging’s leadership in ultra-low latency application-to-application messaging. This option provides guaranteed messaging over the WAN, plus dynamic routing for automatic "best path" selection.

With this option, Ultra Messaging applications can simply and reliably share real-time data—order flows and trades, for example—across geographic or network boundaries, such as from one LAN to another or across a WAN. This option increases the efficiency, reliability, and resilience of trading applications that use expensive, bandwidth-limited, and failure-prone WAN links. Your organization can scale applications and data across the globe with high availability on low-cost commodity hardware.

**BENEFITS**

- Share real-time data across the WAN with guaranteed delivery
- Increase the efficiency, reliability, and resilience of trading applications
- Enhance competitive advantage by preparing for big data in motion

The Dynamic Routing Option with automatic lowest-cost path selection improves the performance and efficiency of applications and networks.
Key Features

Guaranteed Messaging Over WAN links
The Dynamic Routing Option provides guaranteed messaging over WAN links by extending Ultra Messaging’s revolutionary Parallel Persistence® capability globally between data centers, and between LANs with the data center.

Automatic, Efficient “Best Path” Selection
This option provides automatic, efficient “best path” selection—even during failover—by counting network node hops between the two end points and using the shortest path. In addition, to save bandwidth and increase reliability, this option uses intelligent filtering and routing to maximize use of precious and often very expensive network resources.

Automatic Hot/Hot Failover
This option provides automatic hot/hot failover to ensure high availability in two ways: (1) within the same process after a WAN link failure to choose a new “next best” path from remaining available paths; and (2) with multiple processes, where the backup process automatically takes over for the failed process.

Key Benefits

Guarantee the Delivery of Ultra-Low Latency Data Across the WAN
With this option, applications can simply and reliably send ultra-low latency data—order flows and trades, for example—across geographic or network boundaries, such as from one LAN to another or across a WAN. Extend the guaranteed delivery of Ultra Messaging Persistence Edition applications outside data center boundaries.

Increase Applications Efficiency, Reliability, and Resilience
WAN links fail often, and such failures hinder productivity, waste bandwidth, compromise application uptime, and drive up costs. If a gateway process fails, manual intervention is often required to restart it, and the messages (and revenue) for that duration are lost. The Dynamic Routing Option boosts the efficiency, reliability, and resilience of applications that rely on expensive, failure-prone WAN links.

Enhance Competitive Advantage
The Dynamic Routing Option also puts your organization in a better position to capitalize on real-time information and big data workflows in the future. Your company can prepare for ever-growing volumes of big data in motion with high-performance global aggregation for analytics, risk and compliance, operational intelligence, and other business initiatives and processes. This option empowers your company to put real-time IT initiatives in place to enhance competitive advantage—now and going forward.

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.