The Business Value of Data Replication for Operational Business Intelligence

The Freshest Data Makes the Best Decisions

In an era where business moves at a breakneck pace, basing decisions on data that’s even a few hours old leaves a company perpetually a few steps behind. All parts of the business need access to real-time operational data to make well-informed decisions.

Business intelligence (BI) reporting and analytics may not show data less than 24 hours old, let alone provide access to operational data that changes every second. Yet connecting analytics directly to critical operational systems poses potentially disastrous risks of degrading speed and throughput.

IT organizations need to provide business and IT executives/management with the freshest data possible so they can remain alert to moment-to-moment changes in operations. How can IT teams deliver and share the most up-to-date information across all systems, without impacting performance?

The secret ingredient is a technology called data replication.

Zero Latency with Near-Zero Impact

Data replication enables IT organizations to provide the business with fresh data needed for real-time decision-making. It gathers the freshest data from operational systems seamlessly and nonintrusively, so there’s no impact on system performance. It provides a complete and accurate copy that enables real-time access to the data wherever it’s needed. With data replication, IT teams can support business goals of operating at the speed of change.

Data on Demand, the Right Way

This executive brief explains the right way to do data replication. It discusses how:

- IT teams can reliably provide the freshest data to business and IT executives/management
- Data replication delivers current data without negative impact on operational systems performance
- The unique benefits of Informatica® Data Replication in addressing typical data replication challenges

This executive brief shows three very different companies using Informatica Data Replication to increase revenue, delight customers, outshine the competition, and make faster business decisions—all while safeguarding the performance of operational systems.
Informatica Data Replication: Data Replication Done Right

Informatica Data Replication is unique, high-performance, low-latency data replication software that is highly scalable, reliable, and easy to implement and configure. With this software, IT teams can continuously deliver the freshest, most up-to-date information from business-critical online systems.

Informatica Data Replication uses a process called “log-based change data capture” to minimize impact on source systems. It consumes few system resources while handling large transactional volumes without affecting the performance of the source database. With Informatica Data Replication, IT teams can cost-effectively replicate and mirror all data while performing systems enhancements or maintenance.

Fast Access to the Freshest Data

Giving business and IT executives/managers fast access to the freshest operational data means copying data from operational systems as quickly as it’s generated. Data replication technology moves and integrates large amounts of data in real time by replicating it from a wide variety of sources in a highly efficient way, then quickly loading it into target destinations.

Informatica Data Replication enables real-time data warehousing and large-scale, high-speed synchronization across systems. It maintains high performance, low latency, data and transaction integrity, and reliability—all with little to no impact on the performance of the operational source systems.

“The Informatica solution plays a vital role in helping Westlake increase profitability, by improving revenue management and delivering the full spectrum of lending to each and every automotive customer.”

– Henry Torres, Senior Linux Systems Administrator
Westlake Financial Services

Informatica Data Replication allows IT to provide business users with the freshest data from a wide array of operational systems for faster, more accurate decision-making.
Data Without Delays
Informatica Data Replication allows BI, analytics, and reporting systems to work with a constantly synchronized copy of operational data, rather than the actual data within the operational systems. It can move data at high speeds from a single source or multiple sources to a single database or multiple databases, allowing IT to replicate and mirror data for analysis in real time while the source systems continue to operate without interruption.

Support for Many Different Data Sources and Appliances
Data replication solutions vary in their ability to meet the needs of the business. Most companies have data in multiple locations spread across a variety of different data sources. A data replication solution should support many different data sources.

Most data replication solutions on the market claim complete support for heterogeneity. But most of these solutions come from the database technology vendors themselves who are more interested in expanding the use of their proprietary technology.

Data replication needs to be done right. Selecting a data replication solution that doesn’t provide fully standardized capabilities across all heterogeneous databases and appliances—like those from database technology vendors—only exacerbates costs and creates more siloes of information.

Informatica Data Replication is agnostic. It leverages the power of the Informatica Platform, the industry-leading data integration platform. Informatica Data Replication works smoothly with an ever-expanding range of traditional and emerging source and target systems, including data warehouse appliance solutions such as:

- Oracle Exadata
- EMC Greenplum
- HP Vertica
- IBM Netezza
- Teradata
- Distributed file systems such as Hadoop

“The evolving, more complex use cases will require the enterprise to join silos of information across the organization in new ways (for example, in real time), and this work will benefit from standardizing tools across the organization, too. Standardized tools will help promote a shared-service model for data integration, improve the quality and efficiency of their data integration work, and potentially lower costs.”

– Eric Thoo, Gartner

Survey Reveals Opportunities in the Deployment of Data Integration Tools, May 8, 2012
The Freshest Data is Best for Business

Companies across different industries are using data replication to get access to the freshest data possible to make better, faster, more efficient business decisions.

Financial Services
Auto financing firm Westlake Financial Systems saved hundreds of thousands of dollars and improved its profitability and customer satisfaction by implementing a more effective payment collection system.

Telecommunications
Australian telecom provider Optus increased both revenues and customer satisfaction by giving customers direct access to calling plan, alerting, and self-service upgrades.

Healthcare
A major U.S. pharmacy chain accelerated and improved decision-making across the business while increasing responsiveness to customers, resulting in higher customer satisfaction while driving down the cost of technology.

Data Replication Done Right
Data replication can help not only control costs and complexity, but also improve the quality and efficiency of business decisions to increase revenues, delight customers, and outshine the competition.

The right replication standard gives companies full freedom of choice to select the best data stores and architecture for their needs, and to easily incorporate them into the flow of fresh, current, up-to-date data information throughout the organization with minimal impact and with no disruption. The right replication standard is Informatica Data Replication.

With Informatica Data Replication, IT teams can provide the data the business needs to increase revenues, improve customer relationships, and sharpen the organization’s competitive edge—all while managing IT costs and risk.

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.