Operational Data Integration for the Real-Time Enterprise:

Business Agility in a Constantly Changing World
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Overcoming the Challenges of Global Uncertainty

A company may be compared to a large ship that must be effectively steered at a strategic level as well as an operational level to reach its destination despite navigation through treacherous waters. Companies continually face challenging situations from competition, customer expectations, market trends, and other external constraints. Overcoming the challenges of global uncertainty requires business agility to navigate an efficient and effective course towards achieving the company’s objectives.

Companies require timely, accurate, and relevant information to add value to their products, customer relationships, and business partnerships. Business conditions in today’s world are influenced by powerful market forces such as globalization, mergers and acquisitions, regulatory compliance, fierce competition, tight operating budgets, increased demands for improved customer service, and ever faster product delivery. The most responsive and agile companies ultimately perform the best in their industries.

The Real-Time Enterprise Enables Business Agility

For decades, organizations have depended upon a host of Information Technology (IT) systems to support operations. These systems are often specific to divisional or departmental needs. Each application or system may by itself sufficiently support specific departmental requirements. However, with the increasing complexity of market conditions, business processes, and external events, the timely interaction between these systems becomes critical to the success of the business.

The Real-Time Enterprise is an organization or company that has adopted business and IT solutions, along with best practices, to ensure information on products, customers, and partners is always accurate, trusted, and available for use by critical business processes in a timely manner. The Real-Time Enterprise enables the business to react faster and better to evolving customer demands, changing market conditions, and approaching competitive threats in a more cost-effective manner.

Business processes that require real-time or near real-time agility include: cross-selling by customer service, point-of-sale fraud detection, real-time insurance policy quotations, SEPA and AML regulatory compliance, personalized best offers for marketing, supply chain optimization, retail out-of-stock replenishment, straight-through trade processing and reconciliation, 24x7 global operations, and many more.

“Businesses are being driven by growing customer expectations, intense competitive pressures, and constantly changing macroeconomic issues to become more adaptive, agile and efficient. To thrive in this environment, leading businesses are actively trying to evolve into the Real-Time Enterprise—an enterprise that maximizes the value of its information assets by integrating and analyzing critical data in its various front office and back office systems in real time, and using it to drive more efficiency and profitability. The PowerCenter Real Time Edition shows potential to help businesses make the evolution to a Real-Time Enterprise by enabling them to access, integrate, and utilize their data in real time to improve decision making and improve operational efficiency.”

- David Stodder, Vice President and Research Director, Ventana Research.
The latency requirements for delivering information span a wide range depending on specific business processes. Analytical data integration latencies typically range from weeks to days, such as those required for certain business intelligence reports based on historical data. Operational data integration enables the delivery of information within hours, minutes, and seconds. Examples of IT projects that require operational data integration include real-time data warehouses, operational data hubs, data synchronization and replication projects, and data services as part of a service-oriented architecture strategy.

The success of data integration projects typically depends on the ability to meet service level agreements related to data latency, data completeness, and data accuracy. Below are some questions to consider when planning a data integration project.

- Is the data integration project primarily for analytical or operational business purposes?
- Does the data integration project require data delivered frequently (e.g., real time or near real time) or infrequently (e.g., weekly batch windows)?
- Does the data integration project require point-of-entry data cleansing to ensure quality and avoid propagating bad data to downstream applications?
- Does the data integration project require access to a variety of data sources and transformations to ensure completeness?
- Does the data integration project require movement of large data volumes or small datasets between applications?

"Data integration capabilities are growing increasingly strategic and mission-critical as organizations strive to achieve consistent, high-quality, reliable, and timely delivery of data across the enterprise."

- Ted Friedman, VP Distinguished Analyst, Gartner
Operational Data Integration

Timely, trusted information is essential to sell products, service customers, and source from partners in today’s global markets. As data volumes grow and continuous data streams emerge from a variety of structured and unstructured data sources (e.g., Web, prepackaged applications, message queues, Word, PDFs), it is becoming increasingly complex to integrate, cleanse, enrich, and deliver data to a host of consumer channels (e.g., portals, Web services, applications). Operational data integration is a significant competitive advantage in this way.

Operational data integration requires access to any data source at any latency (e.g., batch, change data capture) of any size to be integrated, cleansed of duplicates or errors, and delivered to any consumer channel in real time or near real time. Traditional approaches (e.g., EAI, EII) to operational data integration have proven time consuming, costly, and difficult to build and maintain. Furthermore, they don’t address issues related to quality and data governance.

Informatica provides a highly available and scalable enterprise data integration platform for accessing, discovering, cleansing, and integrating data from virtually any business system—in any format—and delivering that data throughout the enterprise at any speed.

“Right-time data synchronization and cleansing is a key component of our migration strategy to a responsive and agile architecture. Informatica delivers right-time synchronization of trade and account data between our legacy mainframe systems and newer transactional systems to support the high performance requirements of one of the busiest options exchanges in the world. PowerCenter and PowerExchange enabled us to implement the project in half the time than alternative methods.”

- Douglas M. Schafer, Jr., First Vice President, Derivatives Trading Systems Development and Back Office Enterprise Architecture Development, Philadelphia Stock Exchange

Fig 2. Operational data integration requires access to any data source at any latency of any size to be integrated, cleansed of duplicates or errors, and delivered to any consumer channel in real time or near real time.
Real-Time Data Warehouse

A real-time data warehouse is typically a mix of batch data integration processing and real-time integration processing. Real-time integration processing generally satisfies two key requirements. The first is a technical requirement to deal with very large amounts of data movement. Schematically, a data warehouse is composed of two data storage areas. The first is traditionally called an Operational Data Store (ODS) which temporarily stores transactional data coming from all data supplier applications. When the ODS is loaded, data is consolidated and aggregated together in the data warehouse (DWH) to provide a consistent forecast and history of business operations. Loading the ODS once nightly along with complex data aggregation to load the data warehouse may be insufficient for large volumes of data. In this particular case, it is better to smooth the ODS loading throughout the day. When the business day is finished, the data warehouse can be loaded directly. Resources are optimally shared between the ODS and data warehouse loads. This is also the case when the data warehouse is accessed all over the world, 24/7. It eliminates the notion of batch window loading and introduces continuous 24/7 loads.

Loading an ODS in real time also provides a better recovery mechanism in case of failure. In traditional large data warehouses, if an error occurs during the ODS or DWH load, it is difficult to reload during the batch windows. With a real-time data warehouse, there’s a good chance that the DWH can be reloaded.

The second requirement is business related. Actions must be based on information analyzed in real time or near real time. Below are some examples:

- In the food, retail and supply chain business, it is imperative to have an accurate forecast of fresh food and to rapidly reorder new supplies and move aging product off the shelf. If a geographically-close competitor has a special incentive offer, it may result in high waste of food and other products not selling. In this case, data may be loaded every 10 minutes, or near real time.

- A large oil and gas company uses a real-time data warehouse to minimize the downtime of its thousands of oil wells. Field engineer efficiency improved by 20% by eliminating the time they wasted looking for data. The company extended the well analytics data warehouse with real-time data to provide engineers with a complete view of well information, accelerating complex rig decision making. The solution blended long-term well data such as well tests, injection rates, and surface facility rates with operational data from well sensors, plant maintenance, and ERP applications, providing engineers and their rig teams with holistic up-to-date information.

“Using Informatica PowerCenter Pushdown Optimization with Teradata allowed us to combine wireline and wireless information into an enterprise data warehouse, meeting the SLA established by our users. The daily load time for the enterprise data warehouse was decreased by 50 percent, from twelve hours to six. The ultimate result will be a unified view of our customers. Adding PowerExchange CDC for ADABAS helped us to deliver, within a very tight timeframe, customer information to the fraud agency. These accomplishments would not have been possible without the significant performance capabilities offered by the Informatica and Teradata platforms.”

- Vera Helena de Ávila Duarte, IT - Operations and Architecture Manager, Oi
Data Replication

Data replication physically copies data between systems. For example, a data replication project may copy relational database (RDBMS) tables from a source system to another RDBMS of the same or different type. Data replication must be able to continuously move data from one system to another as transactions occur in the source system.

Data replication projects satisfy several types of business needs such as the following examples:

- **Regulatory Compliance:** Companies must be able to provide data traceability and audit controls due to regulatory constraints. Transactional data can be copied and archived for immediate or later analysis and compliance reporting.

- **Fraud Detection:** Some companies need to monitor credit card transactions and stock trades in real time to detect anomalies that may signal potential fraud.

- **Live Reporting:** Reporting off of transactional systems is often restricted to avoid overloading and disrupting business operations. In this case, data is replicated to another RDBMS for reporting.

- **Real-Time Data Warehouse:** Replicating transactional data into an operational data store can support a real-time data warehouse. Some transactions may be filtered and light transformations can be performed.

- **In a 24/7 business operation, batch processing may be inefficient to move data. Data movement has to be balanced throughout the day so as to not impact the operational system performance due to massive extracts. In this case, data replication does not impact the operational transaction system.**

- **Zero Downtime Migration:** Consider that when a company is upgrading its ERP or legacy application, no operational records can be lost during data migration. Copying data from the old ERP version to the new ERP must be done in real time to ensure this.

- **Disaster Recovery:** To support a disaster recovery strategy application, data is copied from one geographical location to another.

“As an Informatica partner with large distributed implementation teams around the world, we’re pleased to see the real-time capabilities in PowerCenter Real Time Edition, which supports real time, near real time and batch data integration. Our work requires the easy availability of information when an application or business needs it, and PowerCenter’s Real Time Edition supports the flexible delivery of good quality and consistent information exactly when it is needed. PowerCenter’s Real Time Edition’s innovative capabilities around data services, orchestration and human workflow will help us enable sophisticated and flexible data manipulation in projects around data synchronization, SOA, real-time data warehousing and operational data integration.”

- Srinivas Pallia, Global Head & Vice President of Enterprise BI & e-Business technologies of Wipro.
Data Synchronization

Data synchronization projects are another type of data copy. However, the data copied may not be easily accessible and may require some transformation, conversion, and additional information to fit the target system. Most data synchronization projects transfer data either one-way or bi-directionally between one or more applications.

A financial services company was able to improve the operational efficiency of its asset management services. Informatica streamlined customer transaction processing by eliminating manual steps to enable straight-through processing, resulting in lower operational costs and increased customer satisfaction. Informatica provided fast data capture with low latency data synchronization between middle- and back-office applications. In this case, transactions needed to be picked up at the time they were made and pushed to downstream components within a 15 to 30 second timeframe. In addition, the system needed to be available and recoverable 24/7. The company standardized on Informatica for operational and analytical data integration projects, including real-time data synchronization and data migration. Standardizing on Informatica streamlined processes, enabled best practices, improved resource utilization, and improved overall quality and functionality.

"BNSF Railway operates one of the largest railroad networks in North America, with about 32,000 route miles in 28 states and two Canadian provinces. Our commitment to our customers is 100% on time, damage-free service, accurate and timely information about their shipments, and the highest transportation value. Informatica plays an important role in this commitment. PowerCenter Real Time Edition and PowerExchange Change Data Capture enable us to capture and deliver real-time transportation information to our customer and internal-facing web applications with improved application performance and reduced costs. The result is real-time information on shipments and logistics available to our customers and our operations. With Informatica PowerCenter Real Time Edition we’re confident in our ability not only to handle current data needs but also to scale to meet new demands as requirements for real-time data continue to grow. Ultimately our customers find us easy to work with and our goal is that they always will."

- Jeff McIntyre, AVP, BNSF Railway
Operational Data Hub

An operational data hub is used to share information consistently and accurately across applications to meet key business objectives. Real-time data integration hubs include data broadcasting, data consolidation, master data, and transactional data sharing. Such kinds of projects often require orchestration of data integration processes to execute data routing rules, data integration acknowledgement, and human interaction based on specific events (e.g., data changes, conflict resolution).

Virgin Media illustrates a good example that justifies a real-time data hub. The launch of Virgin Media brought together the NTL and Telewest businesses, resulting in duplicate customer information distributed across a number of CRM databases. Virgin Media wanted to enhance and improve customer service and customer experience through their call centers and knew that bringing customer information together in a single consolidated real-time data hub was paramount. By building a customer data hub, Virgin Media was able to federate customer and service information, share the information across dozens of applications, and deliver improved customer service.

“Informatica has enabled Virgin Media to begin to create a single consolidated real-time data ‘hub’ through which customer and service information flows. This underpins a solution to provide our contact centre agents with a single entry point to our multiple customer management systems, leading to improved customer service. More comprehensive, real-time information means we are able to deliver outstanding customer service which, of course, is a key objective for our business.”

- Stephen Tidswell, Head of Application Support, Virgin Media

Event-Driven Data Integration

Event-driven data integration is used to respond to business events as they arise or in anticipation of certain events before it is too late to react. Change data capture (CDC) is a method of listening to database transactions to detect data modifications that occur directly where the data resides. This overcomes the limitation of traditional EAI solutions where they only capture selected portions of data published by predicted transactions. In many cases, data changes are not predictable, resulting in data irregularities and inconsistencies. Direct access to data modifications—at the moment they occur—enables initiatives like risk management or fraud detection, which require immediate action—either automated or based on human decision. Retailers are using CDC to detect low stock availability and activate an automatic re-supply action or send an alert to call the supplier directly.

vente-privee.com, a web based retailer, organizes private sales events limited to a period of time (2 to 4 days) on a restricted number of branded products offered at a very high discount to its members. The retailer gets up to 5 million clicks a day as a result of an event. They are tracking stock levels, turnover, and participation attributes in real time through their Business Intelligence architecture. When indicators suggest to extend an operation, they can call the brand with all the stats in hand to justify the choice. By tracking data in real time, decisions regarding products and prices are made quickly with all the confidence required. Another advantage of real-time tracking is the monitoring of data quality issues to detect potentially irregular ordering behaviors.
“vente-privee.com’s sales model depends on business events as they arise to capture customer demand and optimize our supply chain operations. Informatica’s real-time capabilities enable us to track millions of online visitors per day and immediately analyze the behaviour of our customers and ensure end-to-end treatment of their orders. This is a key component of our online sales strategy to increase global customer satisfaction, profit margins and revenue growth.”

- Bruno Hocq, CIO, vente-privee.com

Real-Time Data Quality

Data quality is critical to a company achieving operational efficiency and agility. Companies are spending large amounts of budget to cleanse and keep their data accurate, consistent, and unique. However, because there are so many points of entry to a database through automation and manual entry—along with a lack of control, the cleansing process is repeatedly done over and over across databases. In addition to the massive data cleansing that must occur on a regular basis every time new data is acquired or integrated, it is necessary to clean the data at its point of entry. As soon as data is created in a system, it must be normalized and validated against standards–either automatically or through human intervention.

Informatica provides full certification for SAP Master Data Management and Universal Customer Master applications to cleanse, standardize, and validate data directly at point of data entry to deliver the most reliable information to the business.

KPN, one of Europe’s leading telecommunications services providers, uses Informatica for cleansing customer data in real time to create a single customer view across multiple business units. As KPN migrated off of their legacy systems, they used Informatica to synchronize systems using real-time Web services.

“Informatica products and services have been critical to driving shareholder value through improved customer service. To realize our Strategic Innovation goals, we built our Customer Data Cleansing platform with Informatica; it gives us real-time cleansing and standardization of our customer data.”

- Jan Muchez, CIO, KPN
Front Office Data Automation

New capabilities of real-time data integration are emerging thanks to innovative technologies that can extract data from a variety of unstructured data formats (e.g., MS Office, PDFs). Many people use office documents and emails to communicate information that has to be integrated, mostly through retyping, into corporate information systems when received. Today, most of this process is still done by hand. It is now possible to process any incoming documents and integrate the data into the information systems in real time.

GFK, a leading market research provider, receives hundreds of office documents, primarily through email attachments in Excel format, weekly (or every few days). It used to take five people to process, correct, or even reject these documents to ensure the data could be integrated into their internal production system to be compiled and aggregated for market analysis. GFK is always working to improve its analysis in innovative ways. In order to become more competitive, they decided to automate the document process in real time so they can free the 5 dedicated people to work on more value-add projects.

New market analyses required a solution to analyze informal description fields that are parsed and codified. By replacing the manual work, GFK integrated 24/7 all incoming emails and Excel documents, correcting and converting them into a structured format, analyzing the quality of the information and then integrating them into their production system. If an issue arises during the process, the solution automatically generates an email response, attaching the Excel documents with highlighted cells and popup explanations to describe the root cause of error. The solution provides GFK with metrics to monitor and be alerted of any anomalies in the integration process.

“GfK Retail and Technology is a leader in market intelligence and provides high added value product and service analysis. GfK consistently collects large volumes of raw product data from heterogeneous sources, normalizes it, and uniquely identifies each item globally to provide consistent analysis to our customers.

The Informatica data integration product suite enables GfK France to deal with a constant flow of incoming office documents to be securely integrated in real time and with confidence in our databases. With Informatica, GfK France achieves 75 percent higher productivity with faster data integration, giving us the ability to extend informal data to marketing parameters and capture market share before the competition.”

- Fabrice Benaut, France CIO, GfK Retail and Technology
**Back Office Data Automation**

Several industries over the years have defined data structure formats and protocols to improve communication between trading entities. These standards and protocols help enable an efficient flow of information between companies. Companies often use or customize several different types of formats to facilitate communication between trading partners. Some standard formats have emerged pushed by independent standards groups (e.g., ISO) to support specific business processes. Popular standard formats include HL7 and HIPAA for pharmacy and healthcare; ACCORD for insurance; EDI for any business; and SWIFT, NACHA, SEPA for banks. However, standards alone are not sufficient to ensure efficient communication between businesses.

Informatica provides many prepackaged libraries to read and write such formats, accelerating implementation time and reducing maintenance costs. In addition, Informatica supports virtually all types of complex data structures and makes it easy to customize any format to fit a company’s specific needs.

A major air travel company was implementing its next-generation flight hub—an extremely high risk and business-critical project. To ensure secure communications they chose a message-oriented middleware (MOM) application to handle communications between 40+ applications. However, they never realized how complex coordinating messages could be until they were 18 months late into their project. After implementing Informatica, the company was able to reduce the workload by a factor of eight times, reduce design time by 90% through automation, and was able to make up lost time and hit the project target on schedule.
**Informatica Data Integration for the Real-Time Enterprise**

Business agility requires an agile information architecture to support both analytical and operational data integration. Informatica products provide a set of seamlessly integrated tools built upon a single, unified data integration platform based on a service-oriented architecture (SOA). This platform consists of universal data access and a common set of metadata services, data services, infrastructure services, data quality services, and data integration services.

Informatica supports the entire data integration lifecycle for both analytical and operational IT projects. Informatica products provide access to unstructured and structured data in batch and real time. The platform integrates pro-active data quality with near-universal transformation to any format for delivery in batch or real time to any target system, or simply to expose it as a data service in an SOA implementation.

Fig 3: Informatica provides a single, unified enterprise data integration platform to support the needs of both analytical and operational related IT projects.
Informatica PowerCenter Real Time Edition

Informatica® PowerCenter® Real Time Edition is a highly available and scalable enterprise data integration platform for discovering, accessing, and integrating data from virtually any business system, in any format, and delivering that data throughout the enterprise at any speed. Combining powerful batch data processing with real-time data integration capabilities on its scalable and reliable zero-latency engine, this platform is designed to meet an organization’s current and future needs for data integration.

Packaged for simplicity and flexibility, PowerCenter Real Time Edition delivers a single, comprehensive data integration platform that is ideal for developing and delivering complex data services to support all business needs. This edition extends PowerCenter Standard Edition with additional capabilities for integrating and provisioning of operational data in real time that are ideally suited for service-oriented architectures. Key features include change data capture for relational data sources, integration with messaging systems, built-in support for creating scalable data services, dynamic partitioning with data smart parallelism, and process orchestration and human workflow capabilities.

More and more companies are adopting SOA and Business Process Management in order to better share and interoperate applications and processes. Data services are a key component of an SOA architecture; it unlocks the data by providing a normalized (WSDL based), highly flexible, modular, reusable, and secure solution. Data services can be used with any enterprise application to provide right-time access, cleansing, integration, and delivery of data. Any Informatica PowerCenter Real Time Edition processes can be published as a Web service.

As we have seen with these real-time project examples, enterprise data goes through a series of sophisticated treatments as it gets created, processed, and consumed by different applications and business processes for various operational and analytical purposes. As information is exchanged, interdependencies between applications and business processes are created, demanding high quality, consistent, and timely data.

For more information, please refer to the Informatica PowerCenter Real Time Edition Data Sheet.

Informatica Data Quality

Informatica® Data Quality™ is specifically designed to put control of data quality processes in the hands of business professionals. With unparalleled ease of use, the software delivers powerful data quality profiling, cleansing, matching, and monitoring capabilities in a single solution. Data analysts and data stewards use the intuitive Informatica Data Quality interface to design, manage, deploy, and control individual and enterprise-wide data quality initiatives. By providing a secure, scalable, and integrated platform for ongoing measurement, monitoring, tracking, and data quality improvement at multiple points across the organization, Informatica Data Quality empowers business information owners to implement and manage effective and lasting data quality processes.

Data Quality plans can be deployed in batch or real time for complete data cleansing and full data lineage transparency. The Data Quality Assistant (DQA) provides an easy-to-use interface for data analysts and data stewards to review and edit data quality processes. Users can view data quality dimensions, highlight multiple errors per record, and perform wild card searches.

“LinkShare plans to increase its competitive advantage as the largest online pay-per-action marketing network. Part of our strategy is to deliver timely data feeds and data services to our customers and partners. By leveraging the flexible and scalable data services and orchestration capabilities of the Informatica PowerCenter Real Time Edition, LinkShare will be able to consistently roll out new products faster than before, meet customer demands for reporting and analysis, and grow our business by supplying its customers and partners with the real-time delivery of holistic, accurate, and secure data.”

- Jonathan M. Levine, Chief Technology Officer, LinkShare
The Data Quality Dashboard and Reports Option includes pre-built reports and provides Web-based reporting for data profiling and data quality, enabling wide-scale distribution and customization. Other available options provide data quality templates for SAP, Oracle UCM, and Oracle CRM. Data Quality for SAP includes a starter kit to support item master data within an SAP environment at the point of data entry and is extensible to other master data types (e.g., asset, finance). Data Quality for SAP provides profiling, cleansing, standardization, and reporting templates. Informatica Data Quality for Oracle’s Siebel Universal Customer Master and Oracle CRM identifies and corrects data quality problems at the point of entry in both real time and batch modes.

A global component software development kit (SDK) supports global data quality where additional customization for specific countries is required. The SDK allows local partners to deliver a range of components including parsing, matching, and address verification.

Informatica also provides identity resolution to automate the process of customer recognition so companies can identify duplicate entities across multiple systems in real time. Identity resolution is particularly critical for many security and screening applications, including law enforcement, compliance and fraud applications, and government applications, as well as CRM, MDM, and CDI implementations.

For more information, please refer to the “Informatica Data Quality Datasheet.

Informatica B2B Data Exchange

Cross-enterprise collaboration is critical to the growth and survival of many businesses. Data exchange is going beyond the traditional exchange of information with trading partners and suppliers to almost any aspect of the business. Due to the diverse requirements of different organizations and partners, this can be a challenge.

Informatica® B2B Data Exchange™ has reduced this complexity by allowing flexible transformation and orchestration to optimize communication between enterprises. Informatica B2B Data Exchange provides complete control and visibility of transactions and processes in real time.

B2B interactions use normalized industry standards as well as proprietary formats. Even the transactions that are based on industry standards are implemented with slight variances for each enterprise in terms of flow, structure, and content. Informatica B2B Data Exchange provides access and translation of unstructured (e.g., MS Word, PDF), semi-structured (e.g., HL7, SWIFT), and complex structured (ACORD XML) data that could be flexibly orchestrated inside B2B Data Exchange or embedded in existing B2B networks, EAI, ESB, and data integration platforms.

B2B Data Exchange offers unparalleled data format coverage, orchestration, data flow visibility, and a unique dynamic partner configuration environment that automatically applies the appropriate data flow and transformations based on trading partner profiles. B2B Data Exchange enables businesses to quickly provision trading partners, suppliers, customers, and any external data source, manage the communication process, and extend communication through a variety of business channels. Every action is checked and logged to facilitate audit procedures for regulatory compliance and service level agreements.

“Delivering trusted information to the business -- at the right time -- is crucial to our clients’ success. Informatica’s PowerCenter Real Time Edition and Data Quality allow businesses to tighten their data quality cycles -- to change the data quality paradigm -- by detecting and correcting data errors at the source, rather than downstream where corrections and cleansing might be more costly. Other key features such as change data capture (CDC), orchestration, and human workflow provide automated support to some of our most common Data Warehousing obstacles.”

- Art Vancil, DW Architect, Hitachi Consulting

“In order to support billions of dollars of payment transactions for our commercial and large corporate customers, we [Wells Fargo Wholesale] needed to transform any type of customer data, whether it was in NACHA, SWIFT, EDI, or some custom format. We also need that transformation to be reused across our EAI, ESB, or MFT infrastructure. Informatica is providing this critical transformation capability that our existing solutions lacked and enabled our business analysts and others to integrate our customers’ data in a matter of days instead weeks.”

-Terry Johnson, Payments Logistics, Wells Fargo Wholesale
Integration Competency Centers—Managing Data Integration Across the Enterprise

An Integration Competency Center (ICC) is an infrastructure of people, technology, policies, best practices, and processes—all focused on rapid and cost-effective deployment of data integration projects critical to meeting organizational objectives. Organizations have found that there is a direct connection between the caliber of their ICC and the company’s ability to respond quickly to dynamically changing business models, intense competition, and demanding customers. In short, the ICC is the infrastructure responsible not only to deliver trustworthy data, but to deliver it in real time.

ICCs allow organizations to:

- Optimize scarce resources by combining data integration and data quality skills, resources, and processes into one group
- Reduce project delivery times; development and maintenance costs
- Improve ROI through reuse of source definitions, application interfaces, and codified business rules
- Decrease duplication of data integration and data quality efforts
- Build on past successes instead of reinventing the wheel with each project
- Lower total technology cost of ownership by leveraging technology investments across multiple projects
- Build a platform that makes the right data available enterprise-wide

For more information, please refer to the white paper, “The Economics of Integration Competency Centers.”

Industry Leaders Trust Informatica for all Data Integration Projects

Informatica has helped thousands of companies successfully overcome the challenges of global uncertainty to improve operational efficiency, better serve customers, improve communications with trading partners, and minimize exposure to risk. Informatica provides products and services to cost-effectively access and deliver timely and trusted data in support of both analytical and operational business processes, enabling the real-time enterprise.