The Power of the Platform

The Informatica Platform Fuels the Data-Driven Enterprise
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Executive Summary

A data-driven enterprise is one that harnesses the power of all its data and transforms it into something far more valuable: trustworthy, actionable, and authoritative information. And then it puts this information to work to operate with more efficiency and agility, reduce costs, and mitigate risk. A data-driven enterprise treats data as a strategic business asset that can be tapped for competitive advantage.

Managing your company’s data is what your IT organization does all day, every day. You’re looking for ways to do it better. But issues stand in your way—challenges like data fragmentation, proliferation, quality, delivery modes, and speed. Instead of serving as a strategic asset, your data acts more like a major liability. Your existing data and information infrastructures and approaches are no longer working.

To manage your data like the invaluable business asset it is, you need to put the right technology infrastructure into place. A data integration platform provides the infrastructure to move, integrate, and manage all data—regardless of how much, what kind, or where it is. And it transforms data into trustworthy, actionable, and authoritative information that delivers value to the business.

You need to support your data integration platform with the right mix of skilled people. And you need to follow the right kinds of processes and methodologies to ensure that the data integration platform is used optimally to serve the needs of the business—today and well into the future.

Only Informatica offers the right combination of technology, people, and processes to transform your company into a data-driven enterprise:

- A comprehensive, unified, open, and economical data integration platform
- The largest available pool of data integration experts
- Proven processes to deliver long-term value

This white paper describes:
- How your data may be holding you back instead of driving you forward
- Why the old ways of moving, integrating, and managing data aren’t working and why you need a new approach
- How the power of the Informatica® Platform fuels the data-driven enterprise
- How the Informatica Platform has helped Duke Energy, AstraZeneca, and Ensenda harness the power of their data assets to cut costs, boost productivity, and enhance business agility
Is Your Data Holding You Back or Driving You Forward?

Your company runs on data. It fuels your business operations. It drives every business decision—from the big, strategic decisions made on an annual basis, down to the daily tactical ones that are made minute by minute—even second to second.

A **data-driven enterprise** harnesses the power of all its data and transforms it into something far more valuable: trustworthy, actionable, and authoritative information. And then it puts this information to work to operate with more efficiency and agility, reduce costs, and mitigate risk. A data-driven enterprise treats data as a strategic business asset to tap for competitive advantage.

As a senior member of your IT organization, you know this is easier said than done. Managing all your company’s data is what you do all day, every day. You’re looking for ways to do it better. But you grapple with big challenges. For example:

- **Data fragmentation across enterprise.** Data in a huge variety of types and formats is held in silos in many different enterprise applications and systems.
- **Data fragmentation among enterprises.** More data is scattered across your network of partners, suppliers, distributors, and customers.
- **Data fragmentation in the cloud.** More data resides in cloud applications and outside your immediate control as cloud computing becomes more prevalent.
- **Data distribution delays.** Your IT organization struggles to distribute very high volumes of data, reliably, at high speed and low cost.
- **Data proliferation.** The volume of data in applications is exploding, draining application performance and posing higher costs and greater security risks.
- **Data quality.** Errors and inconsistencies call the data’s reliability into question, and the business can’t trust it.
- **Data response delays.** The business is slow to detect and act on events, both threats and opportunities, as they arise.
- **No single version of the truth.** There is no single, authoritative view of critical business data entities, such as customer, product, order, and other types of strategic master data.

Your existing data and information infrastructures cannot cope with the overwhelming amount of data you have and the increasing business demands associated with it.

Instead of serving as a strategic asset, your data acts more like a major liability. It doesn’t drive your business forward; it holds your business back.

“Our research shows that many organizations want to manage information as an asset, but few succeed. The lack of success behind this concept is reflected in the still all-too-common complaint by business leaders that they do not feel they have the information they need. They say that critical information is inconsistent and often locked in silos, and that this is a barrier to collaboration and innovation.”

Gartner
“Key Issues for Enterprise Information Management, 2010,”
January 2010
“As the inventory of dissimilar data integration projects piles up, the enterprise is left with the cost of maintaining those integrations for all time, as data source definitions and requirements change, with no ability to leverage common tools, data definitions, or techniques.”

Carl Olofson
“Maximizing Opportunity and Minimizing Risk Through Integrated Data Management: Strategies for Success in Uncertain Times”
IDC white paper sponsored by Informatica, May 2009

The Old Ways Aren’t Working

Traditional, siloed approaches to data integration and information management no longer suffice. They don’t treat data as an enterprise asset, and they can’t address the complexity of today’s IT environments.

Applications are the focal point of many IT environments. But application-centric approaches to data integration and information management fail to address the breadth and complexity of data. They end up creating silos of customer, financial, product, and other specific types of data. Application vendors treat the data as a slave to the application and hold your company captive to their products.

Enterprise application integration (EAI) technologies as well as application vendor–provided data integration tools try to break down the application silos. But these limited technologies fail to address important issues such as data quality, master data management, and complex data transformation. They offer limited options in terms of data delivery modes. They can’t handle the growing volumes of data that may be housed outside your enterprise, such as with your trading partners or in the cloud. Nor can they scale to handle the range of data-centric initiatives that your IT organization may execute.

Other approaches are focused more on the data itself. The most common data integration approach, however, is a nonstarter. Hand coding is time and labor intensive. It’s also prone to errors. It’s brittle; it can’t be reused or adapted to accommodate inevitable future changes. As IT strives to manage larger data volumes and more data formats, hand coding often results in more complexity—not less, as Figure 1 illustrates. It drags IT’s efficiency down and drives maintenance costs up.

Disparate point tools used for data integration on a project-by-project basis just splinter data and lock it up in departmental or project silos. They lack the full range of capabilities you need to support the breadth of data integration and data management projects you may tackle. They’re risky investments. They’re not proven for enterprise-class, mission-critical operations.

If your IT organization continues to take a traditional approach to data integration—in silos, by department, by application, or by database—you will spend more time working for your data, managing the complexity, and “keeping the lights on,” rather than putting your data to work for your company.
A New Approach to Becoming a Data-Driven Enterprise

To manage your data like the invaluable business asset it is, you need to put the right technology infrastructure into place. You need to support this technology with the right mix of skilled people. And you need to follow the right kinds of processes and methodologies to ensure that the technology infrastructure is used optimally to serve the needs of the business—today and well into the future.

The Right Technology

Becoming a data-driven enterprise starts with a data integration platform that serves as your company's technology foundation. A data integration platform provides the infrastructure to move, integrate, and manage all data—regardless of how much, what kind, or where it is. And it transforms data into trustworthy, actionable, and authoritative information that delivers value to the business.

A data integration platform must be four things:

1. **Comprehensive.** The platform should supply all the capabilities you need to deliver trustworthy, actionable, and authoritative data to the business.
2. **Unified.** All the platform’s capabilities should be engineered to work together.
3. **Open.** The platform should be designed to work with any technology you have now or may add in the future.
4. **Economical.** It should be proven to reduce total cost of ownership (TCO), enabling you to do more with less.

The Right People

Making certain your data integration technology delivers value from day one—and, more importantly, continues to deliver value well into the future—depends on your people. You need the right people in place, with the right mix of skills. A broad ecosystem of data integration experts and technology partners can help you tap into the skilled resources you need, when and where you need them, to ensure that your data integration technology delivers value quickly and continuously.

The Right Processes

The right processes tie it all together. There is tremendous value in seamlessly connecting people, technology, and business processes across your organization. Efficiency goes up. Costs go down. Better aligned, your company can stay agile and competitive. You need a methodology to guide your people in the optimal use of your data integration technology across many different kinds of projects.
The Informatica Advantage

Only Informatica offers the right combination of technology, people, and processes to transform your company into a data-driven enterprise.

A Unique Technology Platform

For IT executives, architects, and managers who need to deliver trustworthy, actionable, and authoritative data to the enterprise, the Informatica Platform is the only data integration platform that is comprehensive, unified, open and economical. Let’s explore each of these characteristics.

A Comprehensive Platform

A data integration platform must feature a comprehensive set of capabilities that enable your IT organization to deliver trustworthy, actionable, and authoritative data to the extended enterprise. It must be able to:

1. Integrate data fragmented across the enterprise—any data, at any time, anywhere
2. Control data that resides off-premise or “in the cloud”
3. Share data with trading partners
4. Deliver data at incredibly fast speeds
5. Manage the growing volumes of data
6. Find and fix data quality problems so you can trust your data
7. Empower you to act proactively on your data
8. Allow you to create an authoritative view of your most important data assets

A data integration platform must support all the different business and IT roles involved in data integration, and it must be able to handle all types of data integration and data management projects, including:

- Master data management
- Data governance
- Data warehousing
- Application retirement
- Data migration
- Data synchronization and consolidation
- Data sharing
- Partner gateways

“Informatica offers a critical piece of technology that tackles one of the most complex aspects of IT development. Demand for robust and scalable data integration solutions will only increase as data rises in volume and complexity and the pace of doing business increases.”

Ovum
“Informatica Company Assessment”
September 2010
Only the Informatica Platform features a comprehensive set of eight technologies (see Figure 2) that work together to turn mere data into trustworthy, actionable, and authoritative information assets. You can then use these assets to deliver business value in terms of greater business agility, lower costs, and fewer risks.

![Informatica Platform Diagram]

**Figure 2.** The Informatica Platform features a comprehensive set of eight technologies that work together seamlessly.

**Enterprise Data Integration**

Enterprise data integration capabilities are the keystone of the Informatica Platform, which accesses, integrates, and delivers data:

- Of any volume
- For any application
- From almost any source
- In any format
- At any speed, both virtually and physically

Armed with these capabilities, your IT organization can break down the silos where data is held. You can integrate data in dozens or even hundreds of different applications and systems across the enterprise, so you can deliver the precise information that the business needs—when and how it’s needed—to help your company stay agile and responsive to market changes, threats, and opportunities.

To ensure transparency across the data integration process, the Informatica Platform integrates both technical and business metadata and provides a complete catalog and audit trail of your data. It helps IT and business users collaborate to define, govern, and use data accurately and efficiently—across teams, departments, and geographies.

**Cloud Data Integration**

With the Informatica Platform, you don’t have to worry about losing control of your data, even if it resides outside your corporate firewall. The Platform accesses and integrates all cloud data easily, securely, and cost-effectively.

The Informatica Platform maximizes the value of your software as a service and cloud investments by extending the full range enterprise data integration capabilities to the cloud. It aligns IT and the business in their mutual use of the cloud. Nontechnical business users can take advantage of prebuilt cloud services to load, synchronize, or cleanse data in cloud applications on a self-service basis. IT can still maintain visibility and control over the process, as well as create custom cloud services to meet the full range of cloud data integration requirements.

“With Informatica we are able to reduce the time taken to integrate the legacy systems from an acquired organization from up to 9 months to as little as 4 months.”

Donnie Steward
CIO, ACH Food Companies

“We completed the Salesforce CRM migration in one third of the time, decreasing the deployment time by three months, by using Informatica Cloud Services.”

Andre Pimentel
Senior Director of Operations, CA Technologies
“Informatica gives Zyme the ability to maintain our competitive advantage by helping us deliver timely and accurate data to our customers. Using Informatica, Zyme is onboarding EDI feeds faster than before—freeing up development resources to address other important tasks.”

Ted Dimbero
Senior Vice President, Operations
Zyme Solutions

“With back-end infrastructure like this, we can move more into algorithmic trading... and take on some more institutional customers potentially. We’re seeing the benefits of [Informatica] because we get low latency and also because we can move parts of our architecture to a more modern, decoupled message-based architecture.”

Michel André
Chief Architect, Saxo Bank

B2B Data Exchange
The Informatica Platform exchanges data seamlessly with your company’s vendors, customers, and other business partners. It automates and optimizes relationships with them. Nontechnical business users can employ the Informatica Platform themselves to configure end-to-end data exchange processes, so bringing new partners on board becomes quick and easy, and ongoing business operations run efficiently.

The Informatica Platform enables end-to-end management and monitoring of data moving from outside of the enterprise into internal application. It offers the broadest coverage for formats and document types, enabling true any-to-any data transformation.

The results? Greater visibility into all data, including cross-enterprise data. Faster time to revenue. Lower risks when it comes to trading partner management and better overall decision making.

Ultra Messaging
Financial services companies must handle extremely high volumes of data in fractions of seconds. The Informatica Platform delivers ultra low-latency, high-throughput messaging to distribute data where it’s needed. A single, unified technology supports different messaging modes, including reliable multicast, publish-subscribe, and point-to-point queuing. With one API for all messaging modes, the Informatica Platform boosts IT productivity. And it supports messaging on any hardware, any operating system, and any network topology.

The Informatica Platform ensures predictable, reliable business operations even when data volumes spike. It also reduces TCO by leveraging commodity infrastructure.
Application ILM

The Informatica Platform controls the explosion of data volumes in both production and nonproduction application and data warehouse environments. It increases productivity and reduces costs. It enables IT to better manage every phase of the application information lifecycle—from development and testing to archiving and retirement.

With the Informatica Platform, IT teams can archive data for audit and compliance purposes while retaining easy and cost-effective access to it. It masks sensitive data to prevent exposure to unauthorized users, reducing the risk of data privacy breaches. It improves application performance, which keeps business users happy.

Data Quality

The Informatica Platform finds and fixes the data quality problems that cost companies millions. It provides powerful, closed-loop data profiling, cleansing, matching, reporting, and monitoring capabilities.

A single set of role-based tools empower line-of-business managers, business analysts, and data stewards to participate in and collaborate with IT developers on keeping data clean. IT uses a single development environment for managing data quality, and everyone shares the data quality rules and tools. This keeps productivity up and costs down.

Companies rely on the Informatica Platform to support proactive data quality processes. It provides data validation at point of entry, ongoing monitoring and exception management, and centralized data quality rules to support any application. It also enables highly accurate global identity matching and global address cleansing by means of domain-aware, prebuilt rules and reference data.

“Informatica has transformed our production environment—lowering application total cost of ownership, improving performance, mitigating risk, and ensuring regulatory compliance.”

Anil Roy
Director of Oracle Operations and Support,
IKON

“By using Informatica within our Data Quality Center of Excellence, Avaya has access to the accurate information needed to achieve operational excellence.”

Rich Trapp
Global Data Quality Director, Avaya
Complex Event Processing

The Informatica Platform enables companies to rapidly detect, correlate, analyze, and respond to events—both threats and opportunities—the moment they arise. It monitors diverse and disparate data/event sources from both inside and outside your organization.

The Informatica Platform processes event data based on user-defined business rules, putting more power in the hands of the business. And it delivers actionable intelligence alerts to end users and applications, in support of current business processes, to speed decision making and enable you to take action proactively on opportunities and threats in real time.

Master Data Management

The Informatica Platform provides access to consolidated and reliable master data across the enterprise. It manages multiple data domains and the relationships across domains. It supports multiple architectural styles of master data management in a flexible, scalable manner. It empowers every stakeholder—IT and business alike—to take an active role in data governance. And it lets you start small and scale your deployment quickly.

With reliable views of master data, your company increases productivity by not having to manually sort through duplicate records to find the information you need. You reduce costs by streamlining such core business processes as order-to-cash or new product introduction. You reduce the risk of compliance breaches. And with a single view of the customer, you can improve cross- and up-sell rates as well as increase customer loyalty.

“Informatica helped us solve our need for a master data management solution that would uniquely identify our customers and enable an aggregated view of our 5 million+ subscribers in order to be more effective.”

LexisNexis
A Unified Platform

Data integration involves many different roles—from data stewards and business analysts to data architects and IT developers—each with different tasks to do and different skills to apply. A unified data integration platform enhances collaboration across roles and enables each person involved in the process, both business and IT, to spend less time learning how the technology works and more time putting it to work.

The Informatica Platform provides toolsets tailored for each role so that each person can focus on his or her areas of expertise and develop skills faster. The tools share a common look and feel and work seamlessly with every other tool across multiple projects to enhance productivity and reuse.

A unified data integration platform must also be engineered so that its components work seamlessly together. It must share data, business rules, and logic as resources the whole enterprise can use.

The Informatica Platform is built upon shared data services, metadata, and data rules. These features are not only shared by the toolsets within the Platform but also are exposed to other consuming applications and enterprise systems. These shared capabilities enhance productivity through reuse, ensure consistency and transparency, and reduce the cost of change.

This unified platform simplifies everyone’s life. Unified features include:

- **A single set of role-based tools**, designed for each role but shared among IT and the business, including a single Web-based configuration and administration console
- Common capabilities—such as data access, data profiling, data cleansing, and data transformation—delivered as reusable, shared data services
- **A common set of data rules and metadata** for lineage and reporting, shared among different users across the enterprise

The Informatica Platform’s unified capabilities are an enormous boost to productivity, collaboration, visibility, and transparency. IT assets are shared and reused among different roles and teams and from one project to the next (see Figure 3). No information is lost when translated back and forth from specification to implementation. The common user experience enables all teams to ramp up quickly, change easily, maintain consistency, and keep costs low.

**THE POWER OF SHARED METADATA**

With the Informatica Platform, everyone can access relevant metadata about where data is flowing, as well as the business rules and logic associated with it. With shared metadata, everyone can be working on the same thing. An analyst and a developer can work with different types of metadata, or view the same metadata in different ways, and still collaborate effectively. The metadata stays consistent, and every user can easily see the impact of potential changes.

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**Figure 3.** The Informatica Platform enables IT assets like metadata to be shared across different teams and roles.
An Open Platform

The IT landscape is constantly changing. New applications, systems, and computing platforms emerge and gain traction quickly. This change causes uncertainty. Your IT organization needs an infrastructure that mitigates the risk of change by working with what you already have or may add in the future.

You need an open, neutral data integration platform that supports all current technology standards, from operating systems to databases. It must be able to access all your data, regardless of what type it is or where it’s located. It should take advantage of the latest advances in computing platforms. As cloud computing continues to gain traction, it’s important for a platform to offer the flexibility of developing and deploying data integration solutions on premise or in the cloud.

The Informatica Platform is open and designed for maximum flexibility and return on investment (ROI). It works with everything your company has today and tomorrow—all your data, hardware, software, and technology standards.

Open features of the Informatica Platform include:

- **Universal data access**—so you can quickly and reliably access data from all sources, regardless of type, structure, or location (e.g., on premise, with partners, or in the cloud)
- **Interoperability**—so you can support a broad variety of hardware platforms, operating systems, databases, and networks, as well as ways of managing and deploying these technologies (e.g., SOA, process integration, and application integration)
- **Open APIs and SDKs**—so you can easily extend data integration capabilities and integrate them with other applications and technologies to speed development
- **Pay-per-use cloud infrastructure**—so you can develop and deploy either on premise or in the cloud for maximum flexibility and value

The Informatica Platform’s openness mitigates risk. It makes the best use of your current computing resources. It lets you extend capabilities as needed. And it gives you the freedom to choose and use new and emerging technologies.

An Economical Platform

In today’s tough economic climate, every single technology investment is scrutinized for its ability to reduce costs, deliver value quickly, and help IT and the business operate more efficiently. A data integration platform must be economical. An economical data integration platform is one that delivers the lowest possible TCO and delivers the fastest and highest ROI.

This is where the Informatica Platform truly shines. It is designed to deliver long-term value. Among the many economical features of the Informatica Platform are:

- **Purpose-built tools**. The Informatica Platform provides a single set of intuitive, role-based tools to support the specific tasks and skills of developers, analysts, administrators, architects, and business users. These tools foster collaboration across different roles and teams, regardless of where they’re located. Teams can ramp up and start using the platform quickly, reducing costs.
- **Performance optimization**. With such features as partitioning, pushdown optimization, grid computing, and caching, the Informatica Platform makes the best use of your servers, databases, and network resources, maximizing their end-to-end performance.
- **Cost-effective deployment options**. The Informatica Platform supplies the flexibility to deploy on grid computing or cloud computing environments (e.g., Amazon EC2), in addition to traditional SMP for cost-effective scalability. You can keep costs low by using your regular commodity hardware, outsourcing your infrastructure, and/or using a pay-as-you-go model.
The Largest Available Pool of Data Integration Experts

Making certain your data integration technology delivers value from day one—and, more importantly, continues to deliver value well into the future—depends on your people. You need the right people in place, with the right mix of skills.

You need architects who can design an information architecture for your enterprise. You need data stewards who can do the day-to-day work of making sure that data adheres to business policies. You need developers and project managers who can deliver your projects efficiently and reliably. You need process experts to help institutionalize best practices and methodologies.

Informatica’s broad network of data integration developers and technology partners provides the additional skilled resources you need, when and where you need them, to ensure that the Informatica Platform delivers value quickly and continuously.

Informatica boasts the largest developer ecosystem in the data integration market. In fact, three times more developers know Informatica than any other data integration software on the market. There are more than 50,000 members in the Informatica developer network. Being able to tap into a large pool of trained developers means you have people on hand to get your projects up and running, anywhere in the world. You can hire skilled staff quickly. And having access to third-party expertise is critical when you need the flexibility to staff projects on a short-term basis without committing to hiring permanent resources.

On-line Informatica Communities provide a forum for Informatica Platform users to connect and share information with other users. These communities are another example of the way you can leverage and reuse knowledge to ramp up quickly and put the Informatica Platform to use.

With a broad partner network of more than 300 partners, including independent software vendors, technology providers, system integrators, and consultants, Informatica offers the market’s largest pool of data integration resources. This network ensures skilled expertise at every phase of your project—from strategy to development and engagement management. Moreover, many partners have developed prebuilt solutions that are ready for immediate implementation, accelerating time to market.

The Informatica Marketplace is an open market for buying and selling on-premise or cloud-based data integration solutions, which have been prebuilt by third-party as well as by Informatica experts. With access to the solution you need right off the shelf, you speed time to market and lower your risk.
Proven Processes to Deliver Long-Term Value

Informatica has pioneered proven methodologies that supply a managed approach to data integration. The Informatica Platform is fully compatible with these best-in-class methodologies.

An Integration Competency Center (ICC) or integration center of expertise (COE) is a shared service function performing data integration, system integration, or enterprise application integration. An ICC guides a group of people with special skills, who are centrally coordinated, to offer specialized services to complete a data integration project that requires separate functions to work together. Building an ICC or a COE around the Informatica Platform enables your company to:

- Optimize scarce resources by combining integration skills, resources, and processes into one group
- Reduce project delivery times and development and maintenance costs through effectiveness and efficiency
- Improve ROI by creating and reusing such assets as source definitions, interfaces, and codified business rules
- Reduce or eliminate duplication of integration efforts across the enterprise
- 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

Lean integration builds on the ICC model with a factory-like approach to data integration. Based on the lean management system used in manufacturing, lean integration is designed to optimize performance in terms of cost, speed, and quality. Lean integration uses mass-customization techniques to build and continuously improve data integration solutions.

Lean integration promotes innovation and agility by liberating business staff from tedious and repetitive tasks. It strengthens IT governance and control by minimizing complexity and promoting visibility. And lean integration reduces development costs by making IT more productive through standardizing automation and reusing integration processes.

Using lean integration principles in conjunction with the Informatica Platform has been shown to:

- Reduce project lead time by up to 90 percent
- Boost integration team productivity by 50 percent
- Make significant and continuous improvements in project quality

“The best practice approach is to establish standardized technologies and procedures defined and directed by a coordinating group that in some cases oversees and in other cases implements data integration projects while collecting the resulting models and transformations into a single metadata repository through a core data integration tool. Such a group is sometimes called a Center of Excellence (COE) for data integration and is also known as an Integration Competency Center (ICC).”

Carl Olofson
“Maximizing Opportunity and Minimizing Risk Through Integrated Data Management: Strategies for Success in Uncertain Times,”
IDC white paper sponsored by Informatica, May 2009
The Informatica Platform in Action

The Informatica Platform has been proven in thousands of real-world deployments to lower costs, reduce risks, and improve business agility. Let’s now examine three examples, representing companies in different industries and geographies.

Duke Energy Saves $1.5 Million Annually

Duke Energy merged with a competitor in 2006 to become one of the largest electric power holding companies in the United States, with more than 4 million customers across the Carolinas, Kentucky, Ohio, and Indiana. In the wake of the merger, the utility company needed to consolidate multiple far-flung and disparate sets of data. It also needed to ensure that it had the trustworthy, actionable, and authoritative business information needed to run its operations at peak efficiency.

Duke Energy turned to Informatica to create best practices, cut costs, and speed time to market. By eliminating point-to-point interfaces and creating a complete data integration and data management architecture, the power company completed the merger smoothly and paved the way for planned future acquisitions.

The Informatica Platform has enabled Duke Energy to:

- **Lower costs.** Duke Energy will save $1.5 million annually from consolidation, centralization, and reduction of operational costs. It also expects to save another $3 million in operation and maintenance costs over the next two years and projects that it will complete its next merger/acquisition at less than half the cost of the previous one.

- **Improve operational efficiency.** The Informatica Platform enabled Duke Energy to separate data management and reporting from its transactional systems, significantly improving their performance. Line-of-business managers get a trustworthy, high-level view of many types of data much more quickly.

- **Increase productivity.** With the Informatica Platform, Duke Energy’s IT organization was able to complete more projects: 31 reviewed and 8 implemented in the first six months of deployment alone.

- **Maximize its technology investment.** Because the Informatica Platform is designed to work with a broad array of source systems, Duke Energy can easily scale to incorporate data from future mergers without disrupting business reporting.
AstraZeneca Cuts Time to Market by More Than 30 Percent

AstraZeneca is a global biopharmaceutical company. Faced with regulatory scrutiny, pressure to bring drugs to market faster, increased global competition, and patent licensing issues, the company recognized that it needed to turn its data into trustworthy, actionable, and authoritative information that delivers value to the business.

But data was locked away in the company’s many enterprise applications and systems, in its healthcare product line silos, and in documents such as spreadsheets, PDFs, and Word. And this data was often unreliable and inaccurate.

By unifying information across its global operations, the Informatica Platform has enabled AstraZeneca to:

- **Reduce time to market.** The Informatica Platform has decreased the time to bring new drugs to market from 12 to 8 years by supporting predictive analysis and modeling, integrating complex data from multiple sources and systems, and helping AstraZeneca to quickly determine clinical trial results.

- **Lower costs and boost revenue.** The Informatica Platform underpins a unified business intelligence system and replaces 16 different integration solutions used in 20 countries in its Asia-Pacific region. As a result, AstraZeneca saved $2 million in license and development costs, and it added 2 percent to its market share in the region.

- **Improve business agility.** By reducing sales and marketing reporting time from 27 hours to 2 minutes, AstraZeneca is able to make better business decisions in near real time. The company is now better equipped to adapt processes to changing conditions, maximizing financial and operational performance.

“It used to take 12 years to bring a new drug to market, but AstraZeneca has reduced this to about 8 years. The Informatica Platform is crucial here, putting accurate, timely clinical trials and other data in the hands of the decision makers more quickly. Of course, advancing the drug launch by four years also gives AstraZeneca an extra four years protected patency on the drug—and that translates into greatly increased revenue.”

Simon Body
Enterprise Architect, AstraZeneca
Ensenda Brings New Trading Partners On Board in Hours, Not Weeks

Ensenda is a San Francisco–based logistics company that enables retailers, manufacturers, and wholesalers in North America to ship goods using its Web-based communications platform to access a network of local carriers and delivery firms.

The company needed to streamline the process for bringing new trading partners—customers and shippers—on board. It needed a scalable way to build and manage B2B data interfaces with its partner network—one that didn’t resort to hand coding, which was cumbersome, time consuming, and expensive. Ensenda also needed to make sure its software as a service could support its partners’ continuously changing data exchange requirements.

The Informatica Platform has enabled Ensenda to:

- **Increase productivity.** The Informatica Platform has helped Ensenda compress the time it takes to bring new trading partners onboard from 2 weeks to 4 hours. It reduced development time from a couple of months to a few days.

- **Lower costs.** Thanks to the Informatica Platform’s universal data transformation capability and codeless visual environment, Ensenda reduced its IT maintenance costs by 90 percent.

- **Enhance business agility.** Ensenda now quickly brings customers and partners on board regardless of the data exchange protocols or data structures they use or the IT infrastructure they’ve deployed. The company improved its ability to scale data integration to match business growth.

“Ensenda’s goal is to minimize the time needed to onboard a customer or a carrier, and Informatica greatly reduced the development effort needed to do this. It made the whole process a lot faster.”

Vianna Quock
Director of Product Management, Ensenda
Conclusion

A data-driven enterprise is one that harnesses the power of all its data and transforms it into something far more valuable: trustworthy, actionable, and authoritative information. It then puts this information to work to operate more efficiently and agilely, reduce costs, and mitigate risk.

But today’s IT environments are complex. They have to manage a huge range of datatypes, formats, and sources, wherever data resides—on premise, with partners, or in the cloud. Without the right technology infrastructure to move, integrate, and manage all data, people to support the technology, or processes to tie it all together, data can seem more like a liability than a strategic business asset.

Becoming a data-driven enterprise starts with the Informatica Platform. Only the Informatica Platform is:

- **Comprehensive**, providing all the capabilities needed to deliver trustworthy, actionable, and authoritative data to the business
- **Unified**, providing capabilities that are engineered to work together and to help the business and IT work together—all on a single, shared platform
- **Open**, designed to work with any technology you have now or may add in the future
- **Economical**, proven to reduce TCO and enable you to do more with less

Informatica provides a broad ecosystem of data integration developers and prebuilt data integration solutions to help to ensure that the Informatica Platform delivers value quickly and continuously.

Informatica has developed proven methodologies for a managed approach to data integration, such as ICCs and lean integration.

The Informatica Platform has been proven in thousands of real-world deployments to boost efficiency, reduce costs, mitigate risks, and enhance business agility.
Learn More

Learn more about the Informatica Platform. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world’s number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today’s global information economy with trustworthy, actionable, and authoritative data for their top business imperatives. More than 4,100 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise, off premise, and in the cloud.