

The Data Integration Company™



Enterprise Data Integration
Maximizing the Business Value of Your Enterprise Data

Achieving Strategic Business Goals An Ideal World

Imagine a world where IT is perfectly aligned with the business. Accurate, relevant information flows freely throughout the enterprise, driving timely decisions and actions. The IT infrastructure is flexible and designed for reuse—ensuring that companies don't just respond to changing business requirements and competitive pressures, but stay ahead of them. And in an ideal world, IT delivers real, measurable value to the business, supporting key goals such as:

“Informatica solutions have allowed us to simplify access to information from our management systems, making it more reliable, more flexible to use, and more adapted to our own needs and our users' requirements.”

—Laurent Mopin

Information Systems Manager

DaimlerChrysler Services France

- **Growing revenue.** Companies have a comprehensive understanding of their customers. A 360-degree view of customers provides the insight and knowledge needed to drive sales, marketing, and customer service. By accurately anticipating customer needs, companies increase their cross-sell rates and improve customer retention.
- **Streamlining business operations.** Business operations run smoothly and efficiently, and non-core functions are outsourced. Reliable, timely information is readily available to support business processes, no matter which system or organizational boundaries those processes traverse. And the data across processes are synchronized, ensuring consistency in business operations and visibility across the enterprise.
- **Ensuring regulatory compliance.** Organizations have a single version of the truth to report to regulators and auditors, reducing the compliance burden. Information sources and changes are automatically documented to provide an audit trail, ensuring absolute confidence in the quality and accuracy of the information.

In an ideal world, IT organizations are agile and highly responsive to changing business requirements. They provide solutions that align with strategic business goals, delivering measurable business impact. They rationalize their IT infrastructure. With increased efficiency, they coordinate efforts across the enterprise to reduce overall costs and deliver more with less.

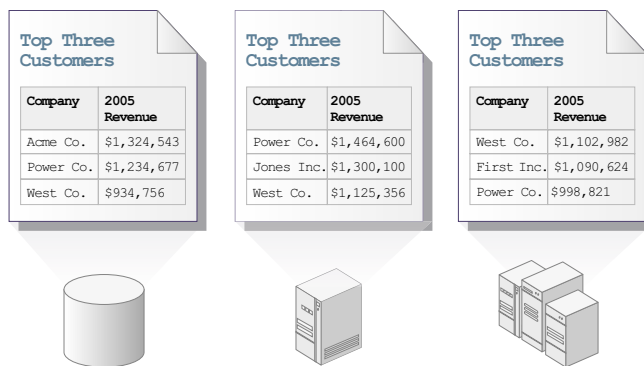


Figure 1: Data Fragmentation Obstructs an Organization's Ability to Deliver a Consistent, Accurate View of the Business

SEAGATE TECHNOLOGY

Seagate Technology is the world's leading manufacturer of hard disc drives for enterprise, consumer, desktop, and mobile systems. With more than 44,000 employees, Seagate needed a next-generation human resources (HR) data infrastructure to manage personnel acquisition, compensation, and benefits across the globe.

Over time, Seagate had knitted together a patchwork of legacy and outsourced HR applications, including over 100 custom-coded integration touch points. To reduce complexity and costs, Seagate launched an HR data hub initiative, relying on the Informatica data integration platform. In less than six months—on time and within budget—Seagate went live with its first deployment phase. Eventually the hub will support 100 downstream applications and be readily extensible to support new business initiatives.

Using the Informatica platform to build the data hub has reduced integration costs, improved data consistency across multiple units, and enhanced data availability. It helps Seagate to protect the privacy of employee data, abide by IT governance policies, and provide auditability to meet Sarbanes-Oxley requirements.

"With PowerCenter, we're able to replace a high-maintenance legacy infrastructure with a high-performance data hub that improves HR data consistency across the globe," said Carin Komer, HR Data Hub Program Manager. "We'll save about \$1.2 million over three years just by eliminating all the manual SQL maintenance and development chores of the old system."

Battling Data Fragmentation *Its Impact on IT and the Business*

But this is the real world. Strategic business initiatives often trigger one or more major IT projects—implementing a single view of customer, synchronizing multiple operational systems to support an end-to-end business process, or consolidating multiple applications to reduce costs.

IT organizations struggle to deliver against the requirements of the business. They're inhibited by the brittleness and complexity of their existing IT systems and infrastructure. And they don't have resources to spare—most efforts are dedicated to "keeping the lights on."

What's a key cause of these problems?

Data fragmentation.

Data resides in disparate silos throughout the enterprise. For example, customer data may be scattered over dozens—if not hundreds—of different applications, databases, and legacy

systems. These silos may have sprung up organically, as different business units implemented their own projects independently, or they may have been acquired via a merger. Either way, organizations of all sizes combat the proliferation of data silos.

The content, quality, structure, and definitions of the data in these silos are as variable as the silos themselves. Users lack confidence that the data they need to run the business is comprehensive and accurate. Without a single view of relevant data and a consistent understanding of its meaning enterprise-wide, different groups or systems may produce different answers to the same questions based on their own versions of data. Moreover, as business complexity grows, timelines accelerate, and data volumes increase, the problem of data fragmentation becomes more difficult to solve.

Data fragmentation impedes efforts to grow revenue, increase operational efficiency, or ensure regulatory compliance.



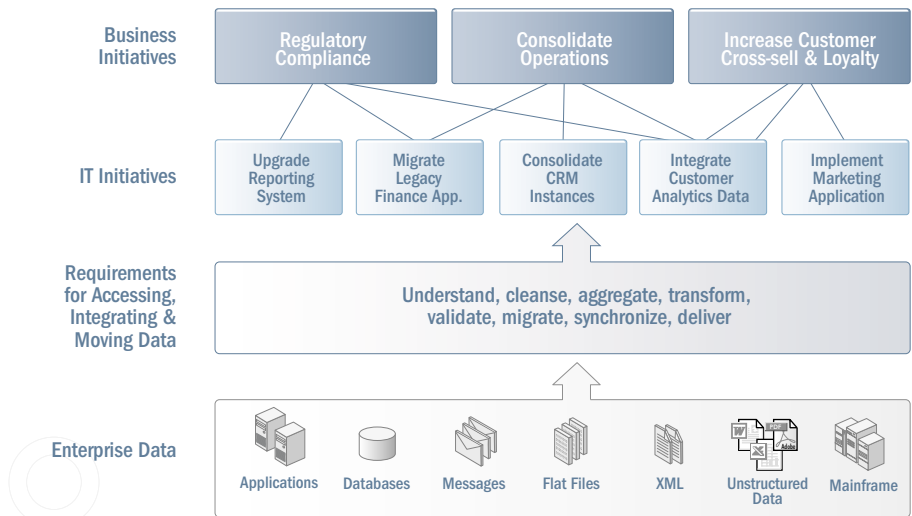


Figure 2: To Achieve Business Goals, Organizations Need to Integrate and Move Data Across Disparate Systems

Accessing, Integrating, and Delivering Data The Role of Data Integration

“[Data] integration is an increasingly strategic endeavor. We are impressed with the functionality that [the Informatica platform] delivers for enterprise-wide deployments—so that customers can derive maximum value from all their corporate data while simplifying and lowering the costs of their IT efforts.”

—Maik Groenewegen
Data Integration Consultant
Ordina VisionWorks

Putting enterprise data to work to achieve business goals means addressing the data fragmentation problem. To ensure that business decisions and operations are based on trustworthy, timely, holistic information, almost every initiative calls upon IT to access, integrate, and deliver data.

Accessing data alone is no easy trick. Data can be found throughout the enterprise, in multiple disparate systems and in many different formats. Data is scattered everywhere—on the mainframe, in databases, in obscure legacy systems, in spreadsheets on desktops, in enterprise resource planning (ERP) applications, on message queues, in flat files.

Data then has to be cleansed, aggregated, and validated, and put into a form that is meaningful to the applications and users who need it. In today’s stringent regulatory environment, data also needs to be governed properly. Organizations must track and document where their data came from, how it has changed, and who has changed it to meet audit requirements of such regulations as Sarbanes-Oxley. And the security of data must be ensured throughout the whole process.

So what’s the solution? **Data integration.**

Data integration allows organizations to access all their fragmented data, create an accurate and consistent view of their core information assets, and easily leverage these assets across the enterprise to drive business decisions and operations.

Unlike application integration, which is focused on transaction management and process integration, data integration resolves the complex issues that arise out of data fragmentation. These issues include poor data quality, inconsistencies in the structure and meaning of data, and inadequate data governance.

Organizations are using data integration in many different ways to drive business value. They are implementing real-time reporting and analysis to optimize minute-by-minute operational, as well as strategic, decisions. They are using data integration to migrate data into new applications, or implement master data management. They are also using data integration to synchronize data across operational processes and systems, and to create flexible, reusable data services.

Managing Data Integration Across an Enterprise

The Costs of Complexity

Organizations should look to data integration technologies that can be used across a broad range of initiatives, including data migration, data consolidation, data synchronization, data warehousing, and the establishment of data hubs and data services. But functionality alone is insufficient to address the full scope of data fragmentation in most enterprises.

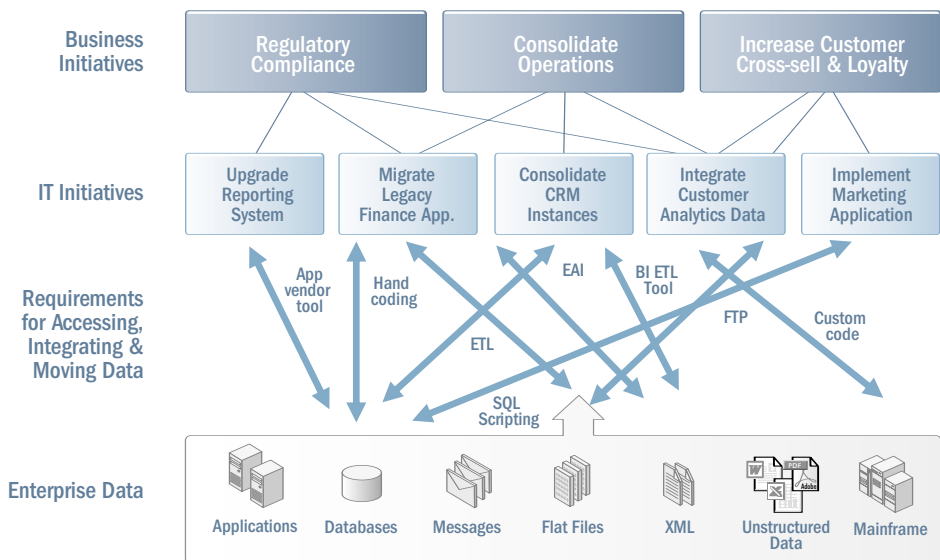
Historically, IT organizations have approached data integration on a project-by-project basis. Depending on the needs of their specific project, one IT team might use an extract-transform-load (ETL) tool. Another team might hand-code scripts, in conjunction with enterprise application integration (EAI). Yet another might use an application vendor's tools. Over time, the result is a proliferation of one-off data integration technologies.

The wide range of data integration approaches results in a complex, brittle IT

infrastructure that's extremely costly to manage. As IT organizations take on new initiatives—such as outsourcing a business function—the complexity only increases.

Today, many organizations are adopting a common, enterprise approach to data integration—one that leverages a unified platform, is built on shared services, and supports competency centers. Such shifts are often part of a larger movement to rationalize the IT infrastructure, with the goal of reducing costs and increasing agility.

Also, today's increasingly strict regulatory environment demands a more consistent approach to data integration and data governance. Organizations need to ensure they provide consistent answers to questions from regulators, and they need to properly document all data to certify its validity.



THE COST OF A COMPLEX DATA INTEGRATION ENVIRONMENT

- An incomplete and inconsistent view of enterprise data
- Costly one-off development efforts
- High maintenance and administration costs
- Little to no reuse of assets or skill sets across multiple projects
- A brittle infrastructure that is extremely difficult to change

Figure 3: Using a Variety of Data Integration Approaches for Different Projects Leads to a Complex Data Integration Environment

Managing Data Integration Across an Enterprise *A Unified Approach to Data Integration*

To effectively manage data integration across the enterprise, organizations need to look at the process holistically, considering not only technology, but also architecture and the organizational approach to data integration.

CHECKFREE CORPORATION

CheckFree, a leading provider of financial electronic commerce services and products, maintains a robust infrastructure of policies, standards, and procedures covering privacy and security. Many of the policies come directly from the company's attorneys, who evaluated the data types and business rules against sound corporate policy and regulatory requirements like Sarbanes-Oxley and Gramm-Leach-Bliley.

As part of a multi-year data stewardship initiative, CheckFree evaluated numerous business rules and processes. The company identified the data consumed and data generated for each process, defined data quality metrics, and documented the data definitions in a data repository.

CheckFree has plans to integrate their in-house repository using the robust metadata management capabilities of the Informatica platform to automate the validation and exception management of data definitions. As data policies come up for annual review and renewal, the platform will make it easy to add or change processes and policies, and simplify and accelerate CheckFree's ability to respond to audits. The company estimates that the improved data stewardship process saves it approximately \$300,000 each year by reducing the time employees spend sorting out data issues.

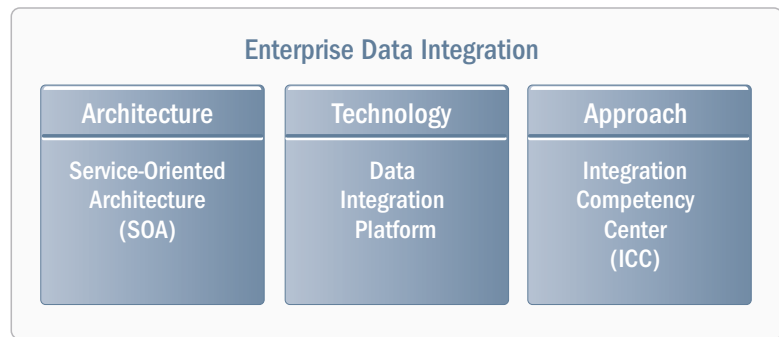


Figure 4: Enterprise Data Integration Takes Technology, Architecture, and Organizational Approach into Account

Technology: Enterprise Data Integration Platform

To support multiple projects with consistency and maximum reuse, to interoperate within dynamic IT environments, and to ensure robust data governance, organizations need a single, unified enterprise data integration platform that offers:

- Broad access to all enterprise data, regardless of type, structure, or source—from mainframe and midrange systems, to XML documents and spreadsheets
- An open, platform-neutral architecture designed for ever-changing, heterogeneous IT environments
- A single, unified architecture to simplify and accelerate development, deployment, and maintenance
- Enterprise-class security, scalability, reliability, and availability
- A shared services approach based on metadata and open standards for transparency, interoperability, and flexibility

Architecture: Service-Oriented Architecture

Many IT organizations are adopting service-oriented architecture (SOA), and data integration has an important role to play in that architecture. To increase business agility through loose coupling and reusability of data assets, applications and processes must be able to access business-relevant data—wherever it resides, in whatever form required, whenever it's needed—consistently and accurately.

To support SOA, organizations need a data integration platform that delivers shared data services, defined by metadata, via open standards to allow easy interoperation with the rest of the IT architecture.

Approach: Integration Competency Center

Integration Competency Centers (ICCs) have emerged as a best practice for enterprise data integration. ICCs are an organizational approach designed to increase agility and reduce implementation costs by promoting reuse, sharing best practices and resources, and establishing common processes and standards for integration. ICCs facilitate cross-enterprise collaboration and coordination for global IT teams, including both internal and external resources such as systems integrators and outsourcers.

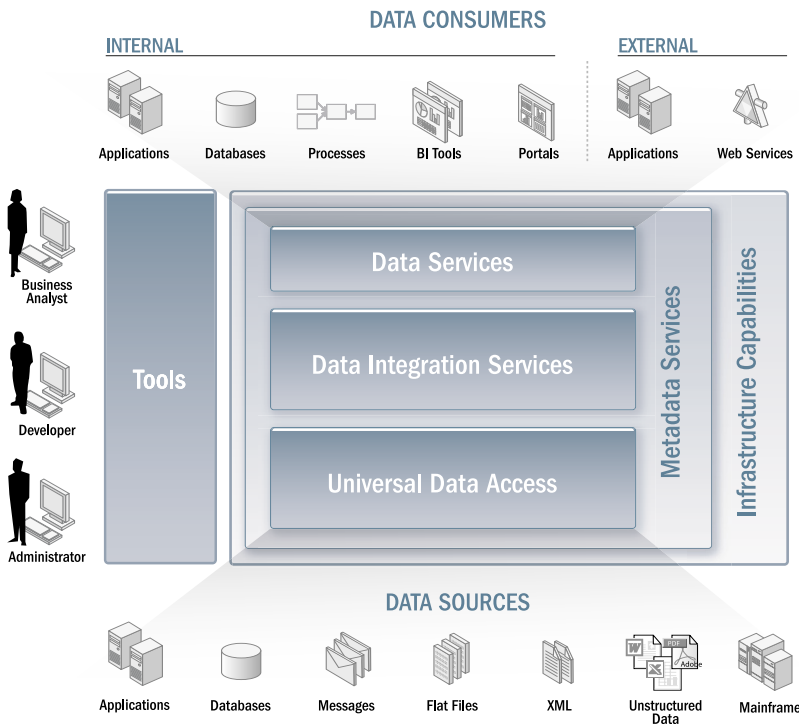
While many organizations are migrating to an enterprise-wide approach to data integration, almost no one can afford a high risk, “big bang” implementation. It is critical that data integration evolves over time, with an incremental rollout focused on delivering urgent business requirements now, while laying the foundation for an enterprise-wide data integration infrastructure for the long term.

The Informatica Solution A Single, Unified Enterprise Data Integration Platform

The technology solution to the problem of data fragmentation is a robust enterprise data integration platform.

Informatica provides a single, unified platform for data integration across the enterprise. The Informatica platform connects all enterprise data, from virtually any business system, in any format, and provides a consistent way of accessing, integrating, and delivering that data throughout the enterprise to service multiple IT initiatives as part of an SOA.

The Informatica platform, coupled with an ICC approach, helps organizations take full advantage of their enterprise data to support their strategic business goals.



KEY BENEFITS OF THE INFORMATICA ENTERPRISE DATA INTEGRATION PLATFORM

- Delivers accurate, holistic information the business can trust by providing access to any and all enterprise data, including:
 - Mainframe, midrange, and file-based data
 - Relational data
 - Application data
 - Message queues
 - XML and unstructured data
- Increases IT productivity and accelerates time-to-results through a single, unified architecture designed for reuse
- Cost-effectively scales to meet growing data volumes and escalating demands from the business, reducing deployment risk

Figure 5: Informatica Provides a Single, Unified Platform for Data Integration Across the Enterprise

Informatica Corporation

The Data Integration Company

Singular Focus on Data Integration

Informatica shares the same goals as our customers—equal and consistent access to data anywhere it exists in the enterprise. There is a reason why Informatica is known as the data integration company. Data integration is all we do, and we do it better than anyone else.

Industry-Leading Technology and Architecture

Based on an open, platform-neutral architecture, the Informatica platform addresses the broadest range of data sources and is designed for complex, heterogeneous enterprise environments. Delivering unparalleled performance, scalability, and reliability, the Informatica platform is ready for mission-critical, enterprise-wide deployment.

Best Practices and Deep Expertise

Informatica has invested heavily in developing data integration best practices, particularly in the area of Integration Competency Centers. Informatica backs our industry-leading technology and best practices with a comprehensive and customizable set of consulting, education, and support services, providing unmatched expertise at every stage of the data integration project lifecycle.

Robust Ecosystem

Informatica's partner ecosystem includes more than 300 platform partners and systems integrators. With more than 30,000 trained Informatica developers worldwide, expert resources are always available to help with your specific data integration initiatives.

Proven Track Record of Customer Success

With a track record that dates back to 1993, Informatica has helped nearly 3,000 customers access, integrate, and deliver data throughout their enterprise so they can realize its full business potential.

Contact Informatica to discuss how we can help you maximize the value of your enterprise data. Visit us at www.informatica.com or call 800.653.3871.

INFORMATICA
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