

Informatica PowerCenter 8.5

Powering the Real-Time Integration Competency Center

Chris Eberly

Head of Enterprise

Information Management

ING US Financial Services

“We are really excited about PowerCenter’s real-time capabilities as a complement to its powerful batch-oriented data processing to address emerging complex data integration scenarios that need to integrate and provision operational data in real-time. Given the breadth of our applications and specialized needs of our information consumers, our Integration Competency Center needs to offer a choice of data integration to also enable real-time data integration for accelerated operational decision making.”

The fragmentation of data is one of the biggest challenges facing today’s global organizations. Over the last two decades, these organizations have invested heavily in applications and systems that, while increasing operational efficiency, have also increased complexity. These applications and systems generate massive volumes of data that are housed in disparate systems that were not designed to share data. And yet moving and sharing data among systems throughout the enterprise is exactly what agility in business demands.

A Single, Unified Platform for Enterprise Data Integration

Informatica® PowerCenter® is designed to address real-world business problems, such as the rising complexity of managing new and legacy IT systems, the lack of data consistency and timely access to data, high operational costs, and the ever-present imperative to act quickly with solid information.

PowerCenter is a unified enterprise data integration platform for accessing, discovering, and integrating data from virtually any business system, in any format. Business analysts, IT organizations, and global development teams all rely on PowerCenter to maximize the business value of data.

PowerCenter 8.5, the latest release from Informatica, is specifically designed to respond to the mission-critical needs of a real-time Integration Competency Center (ICC). PowerCenter 8.5 meets enterprise demands for security, scalability, and performance and serves as the ideal foundation for complex, enterprise-wide data integration initiatives.

BENEFITS:

- Meet both analytical and operational needs for trusted, timely data delivered throughout the enterprise, maximizing the business value of data
- Support enterprise-wide, mission-critical data integration deployments with a secure, scalable platform
- Reduce IT project development and deployment costs by increasing team productivity through cross-functional collaboration

POWERCENTER MAXIMIZES DATA'S BUSINESS VALUE

Business: PowerCenter delivers trusted, timely data throughout the enterprise—in batch mode, real time, or on demand—to meet the analytical and operational needs of the business.

IT Management: PowerCenter delivers unparalleled performance, scalability, and high availability to support mission-critical, enterprise-wide data integration projects while reducing development time and costs.

Developers/Global IT Teams: PowerCenter encourages team collaboration. It allows teams to maintain, share, and reuse definitions and data mapping logic across platforms and projects. No recoding, just increased productivity and accelerated time to results.

PowerCenter Features

Universal Data Access

PowerCenter provides access to more enterprise datatypes from a single platform than any other product. With PowerCenter and its suite of options, organizations can access virtually any and all enterprise datatypes, including:

- Structured, unstructured, and semistructured data
- Relational, mainframe, file, and standards-based data
- Message queues

PowerCenter accesses and delivers data when and how the business demands it. A single engine and framework offer the choice of

real-time, batch, or change-data-capture (CDC) access:

- PowerCenter Real Time Option provides transaction-aware, nonstop execution optimized for real-time connectivity.
- PowerCenter Data Federation Option combines traditional physical and virtual data integration approaches in a single platform.
- PowerCenter Unstructured Data Option expands data access to unstructured and semistructured data formats.
- PowerCenter Metadata Exchange Option coordinates technical and business metadata from data modeling tools, business intelligence tools, source and target database catalogs, and PowerCenter repositories.

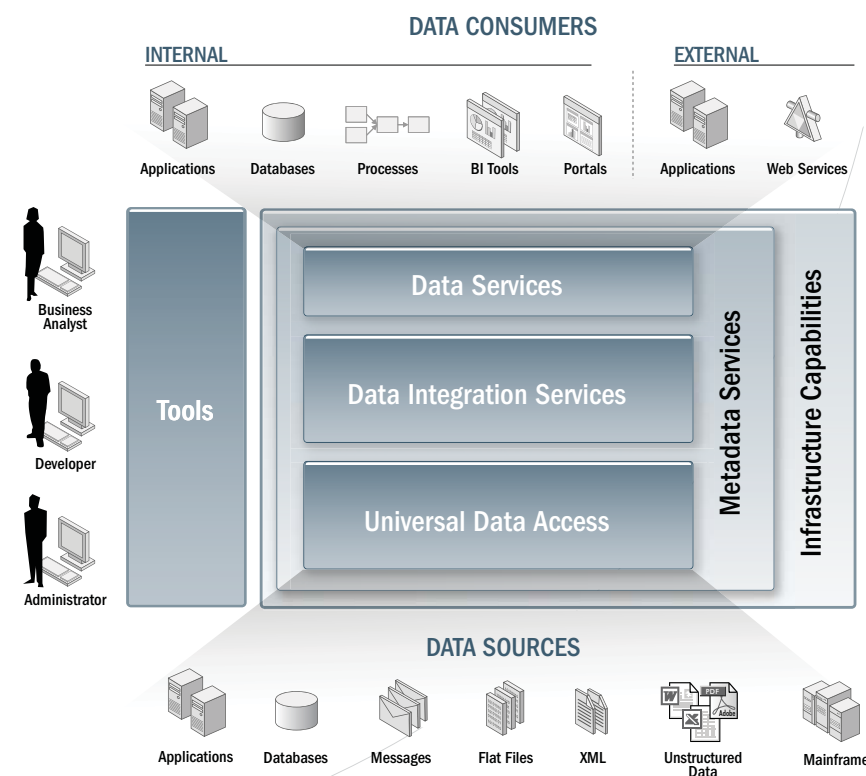
- PowerCenter Metadata Manager of PowerCenter Advanced Edition collects and links metadata across a wide variety of data sources. Metadata Manager's robust metadata analysis and reporting capabilities increase visibility into where data comes from, where it is going, and how it has changed.
- PowerCenter Data Profiling and PowerCenter Data Cleanse and Match Options provide powerful data quality assessment and remediation capabilities to ensure that the data is accurate and consistent.

Mission-Critical, Enterprise-Wide Data Integration Capabilities

Only PowerCenter is capable of handling mission-critical, enterprise-wide data integration from a single platform. No other product manages a broader range of data integration initiatives, such as migrating from legacy systems, synchronizing databases, or consolidating applications.

PowerCenter offers unique capabilities that help organizations address exponential growth in data volumes and the increasing need for real-time integration of data across systems. It serves as an ideal foundation for data integration services in a service-oriented architecture. PowerCenter and the suite of PowerCenter Options meet the enterprise's performance and scalability demands through such powerful capabilities as:

- High availability/failover/seamless recovery
- Support for grid computing
- Pushdown optimization
- Dynamic partitioning



With its metadata-driven architecture, PowerCenter serves as the ideal foundation for data integration across the enterprise.

PowerCenter 8 recorded the industry's fastest data integration performance benchmark results. PowerCenter 8.5 extends that performance leadership.

Global IT Team Productivity Features

PowerCenter makes IT teams more responsive to the needs of the business by helping them work efficiently and collaborate effectively. Its features increase productivity and accelerate time to results for individual developers and global IT teams.

- Developers leverage the platform's unique, flexible, metadata-driven architecture to standardize and reuse definitions across platforms and projects without recoding.
- Developers, quality assurance professionals, production administrators, and others use PowerCenter to collaborate across functions, across geographies, onshore or offshore.
- PowerCenter streamlines administration and reduces repetitive coding with easy configuration change and management tasks.
- Global IT teams capitalize on the flexibility and ubiquity of Java programming.
- The Mapping Generation Option automatically generates PowerCenter data integration mappings from best practice templates and reverse-engineers existing mappings into reusable template form.

PowerCenter Benefits

Provide the Right Information, at the Right Time

With comprehensive access to high-quality, real-time data, IT organizations can answer questions the business has about its data and help the business make timelier decisions.

- Trusted, timely data delivered throughout the enterprise to meet analytical as well as operational needs
- Universal, right-time access to data
- Improved confidence in data through enterprise-wide visibility into data definitions, lineage, and relationships, and through increased data accuracy and consistency

Meet the Demand for Enterprise-Wide, Mission-Critical Deployment

Meeting enterprise demands for security, scalability, and performance, PowerCenter serves as the ideal foundation for enterprise-wide data integration initiatives. The platform helps IT organizations cost-effectively scale to meet increased data demand, save hardware costs, and reduce the costs and risks associated with data downtime. PowerCenter also reduces the risk of security and privacy breaches with ICC-grade security features.

Enhance Cross-Team Productivity and Cross-Functional Collaboration

PowerCenter reduces IT costs by minimizing development complexity, increasing productivity, and accelerating time to delivery. PowerCenter helps teams of developers, analysts, and administrators work faster and better together. With a powerful set of common tools, assistants, wizards, and templates, teams can easily share and reuse work and results. PowerCenter is easy to administer and manage across complex teams whose members have different roles and responsibilities.

Cross-functional teams that collaborate easily are more productive and efficient, which keeps IT project development and deployment costs down.

“PowerCenter is the hub of our integration infrastructure. With release 8.5, we will be able to upgrade our data integration capabilities and take on even more projects, without sacrificing responsiveness or scalability.”

— Mark Cothron

Software Engineering Manager

Ace Hardware



New granular permissions and privileges management in the PowerCenter 8.5 Administration Console allows fine-grained control over application functionality for ICC-grade security.



PowerCenter Editions

PowerCenter 8.5 Standard Edition (SE) is a highly available and scalable enterprise data integration platform that consists of a high-performance data integration server, a global metadata infrastructure, and visual tools for development and centralized administration.

PowerCenter 8.5 Advanced Edition (AE) is PowerCenter SE expanded with powerful metadata analysis, team-based development, and Web-based reporting capabilities that are ideally suited for Integration Competency Centers or the broader use of PowerCenter across a wide spectrum of data integration initiatives.

PowerCenter Options

- Data Cleanse and Match Option
- Data Federation Option
- Data Masking Option
- Data Profiling Option
- Enterprise Grid Option
- High Availability Option
- Mapping Generation Option
- Metadata Exchange Options
- Partitioning Option
- Pushdown Optimization Option
- Real Time Option
- Team-Based Development Option
- Unstructured Data Option

Learn More

Let Informatica help you determine which PowerCenter edition and options are right for your business.

Visit us at www.informatica.com/powercenter or call (800) 653-3871.

About Informatica

Informatica is a leading provider of enterprise data integration software and services. With Informatica, organizations can gain greater business value by integrating all their information assets from across the enterprise. Thousands of companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.

NEW IN POWERCENTER 8.5

Better Access to Timely, Trusted Data

- Enhanced real-time capabilities
- Enhanced data lineage capabilities in Metadata Manager (PowerCenter Advanced Edition)

More Secure, Scalable Platform

- New PowerCenter Data Masking Option protects sensitive, private information
- New granular permissions and privileges management
- Enhanced LDAP integration
- New operating system profiles
- Enhanced data services scalability
- New concurrent execution of PowerCenter workflows
- Enhanced PowerCenter Pushdown Optimization Option

Better Cross-Functional Collaboration for Increased Productivity

- Enhanced impact analysis and collaboration features in Metadata Manager (part of PowerCenter Advanced Edition)
- Improved unified user, groups, privileges, and roles management
- New Web services development wizard and enhanced testing and monitoring tools
- Enhanced Mapping Generation Option
- New configuration assistant
- New repository and workflow execution comparison utility

INFORMATICA
The Data Integration Company™

Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informatica.com

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