



Informatica PowerCenter 8

Setting the Standard for Enterprise Data Integration

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“Informatica PowerCenter 8 significantly broadens the definition of an enterprise data integration platform. Helping to overcome the challenges of implementing data integration as an enterprise-wide function, PowerCenter 8 offers key new features that can enable near-universal data access, deliver greater performance and scalability, and significantly increase developer productivity.”

BENEFITS:

- Cost-effectively scale to meet growing data volumes and demands from the business with a single, unified platform that offers unparalleled performance, scalability, and reliability
- Increase developer and development team productivity with a codeless, object-oriented visual development environment, easy-to-use dashboards, and mapping templates
- Respond efficiently and effectively to business needs for holistic information with universal data access and metadata analysis and reporting

One of the biggest challenges global organizations face today is the fragmentation of data across disparate enterprise systems. Over the last two decades, organizations have invested heavily in applications and systems that have increased efficiency through process automation. They have also increased complexity. They generate massive volumes of data that are housed in disparate systems that were not designed to share data.

Data is critical to running the business—but organizations can't realize the full business value of their enterprise data unless they can effectively integrate and move it between different systems, delivering it where and how the business demands it.

Informatica® PowerCenter® is a single, unified enterprise data integration platform that allows companies and government organizations of all sizes to access, discover, and integrate data from virtually any business system, in any format, and deliver that data throughout the enterprise at any speed. PowerCenter addresses the challenges of data integration as a mission-critical, enterprise-wide solution to complex problems such as migrating off legacy systems, consolidating application instances, and synchronizing data across multiple operational systems. PowerCenter helps organizations derive business value from all their data so that they can:

- Reduce IT costs and complexity
- Streamline business operations and processes
- Drive revenue growth

SINGLE, UNIFIED ENTERPRISE DATA INTEGRATION PLATFORM IS IDEAL FOR:

Business executives: By providing the broadest access to and the most flexible delivery of all enterprise data, this single platform provides the business with the holistic information it needs, when it's needed, and how it's needed—including batch, real-time, and “on the fly”—for improving business operations and driving better business decisions

IT organizations: Ready for mission-critical, enterprise-wide deployment, this single, cost-effective platform delivers unparalleled performance, scalability, and high availability to handle the most complex data integration initiatives and the full range of enterprise data assets while keeping up with growing data volumes and business demands in the face of shrinking budgets

Developers and global IT teams: With a unique metadata architecture, a fully integrated developer environment, and a 1-hour installation, this single platform helps teams of developers collaborate and easily standardize and reuse definitions across platforms and projects without having to recode, increasing productivity and accelerating time-to-results

One Platform, Many Unique Capabilities, Countless Benefits

PowerCenter 8, the groundbreaking new release from Informatica, sets the standard for data integration across the enterprise. PowerCenter 8 was built 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, and high operational costs. PowerCenter 8 represents Informatica's 11 years of organically-grown innovation to respond to the enterprise's need for a single, powerful, scalable platform for mission-critical enterprise data integration.

Get Universal Data Access

Using a scalable, metadata-driven architecture, PowerCenter 8 provides access to more enterprise data types from a single platform than any other product. These data types include structured, unstructured (e.g., Microsoft Word documents and Excel spreadsheets, email, binary files, .pdf, etc.), and semi-structured data (e.g., industry-specific data to support HL7, ACORD, FIXML, SWIFT, etc.); relational, mainframe, file, and standards-based data; and message queues—virtually any and all enterprise data.

With PowerCenter 8, data can be accessed and delivered when the business demands it and how the business demands it—in real time, batch, or “on the fly”. No other product provides a wider variety of data access methods from a single platform. The PowerCenter Data Federation Option extends data access further by combining traditional physical and virtual data integration approaches in a single platform.

When you use a single, unified enterprise data integration platform to get universal data access, you can:

- Make faster, more effective business decisions based on a holistic view of all enterprise data—structured data in databases and the 80 percent of enterprise data locked in documents and industry-specific data formats
- Enhance your IT organization's agility and responsiveness to business demands with broader access to and more flexible delivery of more enterprise data
- Increase your developers' productivity rates and reduce development costs by using a single set of tools to access and manage different data types

Execute Mission-Critical, Enterprise-Wide Data Integration

Only PowerCenter 8 is capable of handling mission-critical, enterprise-wide data integration from a single platform. No other product manages a broader range of complex data integration initiatives, such as migrating from legacy systems, synchronizing

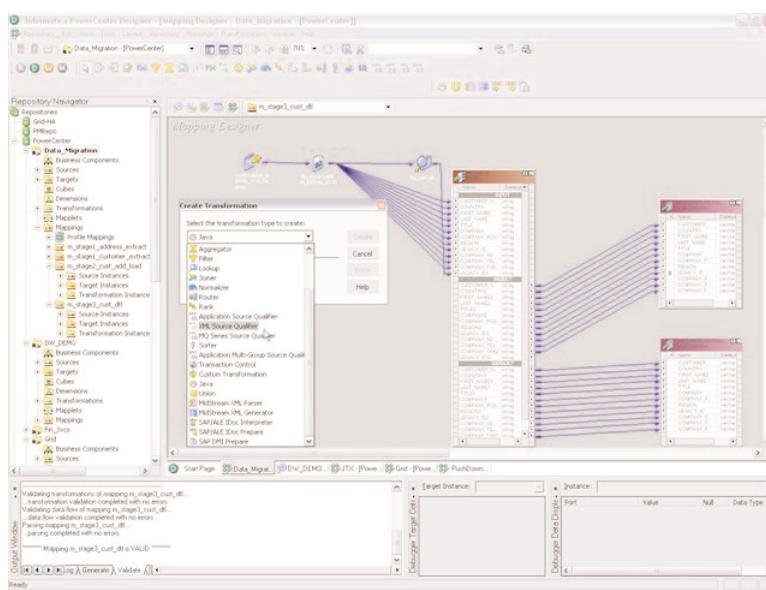


Figure 1

Ready for mission-critical, enterprise-wide deployment, Informatica PowerCenter 8 is a single, unified platform for accessing, discovering, and integrating data from virtually any business system, in any format, and delivering that data throughout the enterprise at any speed.

databases, or consolidating applications.

PowerCenter 8 offers unique capabilities that help organizations address the exponential growth in their 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 8 provides the scalability and performance that the enterprise demands through robust capabilities such as:

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

Nothing in its class is faster. PowerCenter 8 extends the performance leadership that Informatica demonstrated with PowerCenter 7, which recorded the industry's fastest data integration performance benchmark results.

When you use a single, unified platform to execute mission-critical, enterprise-wide data integration initiatives, you can:

- Grow revenues and reduce risk by using accurate, trusted data to improve the effectiveness of cross- and up-sell campaigns and establish a secure infrastructure for data governance and regulatory compliance
- Help your IT organization cost-effectively scale your enterprise-wide data integration initiatives to meet increased data demand, save hardware costs by making better use of all existing computing resources, and reduce costs and risk associated with data downtime
- Increase your developers' productivity by reducing time spent on configuration and performance tuning with dynamic partitioning and with a set of common visual tools and a metadata-driven architecture

Drive Global IT Team Productivity

Only PowerCenter 8 offers the depth and breadth of capabilities for increasing the productivity of not only individual developers,

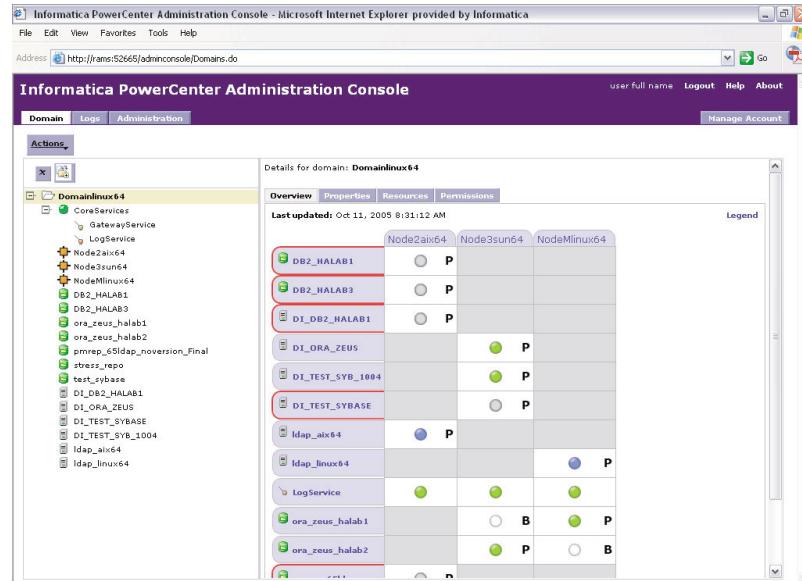


Figure 2

The PowerCenter Enterprise Grid Option expands the platform's capabilities to include Session on Grid and high availability, which enhance the platform's scalability and reliability when deployed on a grid computing environment, minimizing the risk of outages and reducing costs associated with data downtime.

but of entire global IT teams. Using the unique, flexible metadata-driven architecture of PowerCenter 8, developers can easily standardize and reuse definitions across platforms and projects without having to recode. PowerCenter 8 provides streamlined administration and mapping templates that integrate with common modeling tools, as well as the ability to capitalize on the flexibility and ubiquity of Java programming.

When you use a single, unified data integration platform to drive global IT team productivity, you can:

- Streamline your business operations by enabling cross-enterprise and global development teams to collaborate more effectively, and mitigate risk by leveraging an existing pool of certified Java developers
- Maximize your IT organization's efficiency, responsiveness to changing business needs, and use of existing developer skill sets, all of which reduce development costs
- Accelerate your development team's time-to-results by reducing repetitive coding and mapping tasks, streamlining administrative tasks, and easing configuration change and management tasks.

DEAN HEALTH PLAN

Dean Health Plan (DHP) is one of the largest and most diversified health maintenance organizations in the U.S. Midwest, serving 22 counties. As with other healthcare organizations, DHP is under pressure to improve services while holding the line on costs.

In response to this pressure, DHP implemented a healthcare provider portal powered by Informatica PowerCenter. By giving more than 1,000 providers timely access to consolidated views of eligibility, claims, referral, provider, and other healthcare information, as well as a faster, more efficient submission process for referral requests and drug authorizations, PowerCenter is helping DHP to:

- Streamline information access
- Increase provider efficiency
- Reduce information management costs
- Improve IT productivity and response time



Which PowerCenter Edition Is Right for Your Business?

PowerCenter 8 Standard Edition is a single, unified enterprise data integration platform. The platform consists of a high-performance, highly available, and secure data server, a global metadata infrastructure, and GUI-based development and administration tools.

PowerCenter 8 Advanced Edition is a single, unified enterprise data integration platform that extends the functionality of PowerCenter 8 Standard Edition with advanced metadata analysis, team-based development, and data-ready reporting capabilities.

PowerCenter 8 Options extend PowerCenter's core capabilities and are available with either edition.

- Data Cleanse and Match Option
- Data Federation Option
- Data Profiling Option
- Enterprise Grid Option
- High Availability Option
- Metadata Exchange Options
- Partitioning Option
- PowerCenter Connect Options
- Pushdown Optimization Option
- Real-Time Option
- Unstructured Data Option

Let Informatica help you determine which PowerCenter edition and options are right for your business. Visit us at www.informatica.com/powercenter8 or call (800) 653-3871.

About Informatica

Informatica Corporation is a leading provider of enterprise data integration software. Using Informatica products, companies can access, discover, integrate, and deliver enterprise data across systems, processes, and people to reduce complexity, ensure consistency, and empower the business.

“As an Informatica software user, and also as a systems integrator, it is clear to us that data integration is an increasingly strategic endeavor. We are impressed with the functionality that PowerCenter 8 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. More than the sum of its impressive parts, PowerCenter 8 significantly raises the bar for enterprise data integration solutions.”

—Maik Groenewegen
Data Integration Consultant
Ordina VisionWorks



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