

# Why Informatica? Why Now?

Data is—and has been from the beginning—created, stored, and retrieved by disparate, incompatible systems. Between 30% and 35% of all the data in the industry is still on mainframes, in languages and data structures that are archaic and generally unavailable. The wave of specialty applications—HR, sales, accounting, ERP, manufacturing—have all contributed their share to the chaos. The latest (and perhaps most disruptive) development—the growth in outsourcing, in all kinds and flavors, including business processes, IT management, and geographic, will add even more complexity to the mix.

So how do you integrate data from the disparate proprietary systems and applications, the billions of lines of code, combined with the additional complexity of outsourcing, and pull it all together so it makes sense—so it's something that works and delivers value, insight, and certainty?

**Now, more than ever, Informatica is the answer.**

# Data integration. It's what we do. It's all we do. And we do it better than anyone in the industry.

Informatica provides the market's leading data integration platform. Our job? Rethink the pile of disparate systems. Reclaim the mountain of incompatible data. Reduce the chaos instead of making more of it. In short, provide our customers what they need: **a data integration solution that can integrate more data, from more systems, in less time than any other.**

Tested on nearly 500,000 combinations of platforms and applications, our independent and open data integration platform interoperates with the broadest possible range of disparate standards, systems, and applications. This unbiased and universal view makes us unique in today's market. It also makes us the ideal strategic partner for enterprises looking to solve data integration issues of any size.

Because data integration is our sole focus, we out-perform and out-innovate offerings from other providers, especially in cases where integration is only one of several lines of business.

At Informatica, we believe the industry needs a strong, independent player with an unbiased view of what's going to solve customers' problems. We are that player. We have no ax to grind, no proprietary system to push and protect, no set of standards to impose. We are on our customer's side. And from there, we can help them reach the optimum solution better than anyone. It's about choice. It's about flexibility. And it's about providing our customers with the lowest total cost of ownership and highest return on their investment.

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"According to preliminary results from Evalubase Research's ongoing study of the enterprise technology market you need more external consultancy with an Ascential solution and get a quicker return on your investment with Informatica."

Philip Howard, IT-analysis, April 2005

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# All data integration technologies are not created equal.

Informatica was founded on innovation. Our fully-integrated solution was architected from the ground up to meet the most challenging data integration requirements. From the start, we approached data integration differently. We separated the logic from the execution environment. To some, that may sound like a deep-dive technical detail, but it is the architectural approach that has made all the difference in how our product performs, and how rapidly we are able to respond to our customers' evolving requirements.

Our data integration platform is designed to adapt to constant change—changes in the business (such as budgets or regulatory compliance), changes in the organization (such as mergers, acquisitions, and consolidation), and system changes (such as new application implementation or legacy retirement). It delivers the freedom to choose what's best for your environment—your market, your organization, and your IT infrastructure.

And it is the foundation we continue to build upon, because we built it right from the start.

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“In my extensive experience of using both Informatica and Ascential, I would pick Informatica every time. Informatica provides lower cost of administration (we don't need a dedicated administrator), and its unified architecture provides developers with cleaner processing and greater productivity and performance.”

Data Integration Developer,  
Global Content Syndicator

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“Using our past experience as a guide, the [LowerMyBills.com](http://LowerMyBills.com) data warehouse team did an extensive evaluation of products in the market. We decided to use Informatica PowerCenter moving forward due to its fundamental design advantages. Informatica's unified architecture makes maintenance and change management much easier. Informatica also offers a significant performance boost over other solutions, and delivers the openness and flexibility we require”

Amy Cooper  
Director, Data Warehouse  
[LowerMyBills.com](http://LowerMyBills.com)

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# The proof is in our customers.

Informatica has one of, if not, the highest ratio of successful deployments in the industry.

On the one hand, you could interpret this as the result of having an excellent product. And you'd be right. But software products don't deploy themselves. So our near-100% success rate speaks to something else.

We are dedicated to making our customers successful. And they are.

Ask CNA, a leading property and casualty insurer, that won DM Review's 2004 World-Class Solutions Award for a successful implementation of Informatica PowerCenter and PowerExchange. Their project has helped the company reduce risk, drive profitability, more precisely manage retention and claims, and increase revenue from targeted marketing campaigns.

**Near-100%**  
"Go Live"  
success rate

Or ask Deutsche Börse Group, whose successful implementation of the Informatica PowerCenter data integration platform won a prestigious 2004 Best Practices award in the real-time data warehousing category from TDWI.

**94%**  
Rate of renewal,  
significantly higher  
than the industry  
average of 86%\*

For the past 8 years, in fact, numerous Informatica customers have been winning just such awards.

For us, our customers' success is inseparable from our own. Because how well we're doing is only measured by how well they're doing. Great service and support—combined with a great product—all focused on guaranteeing our customers success. More than 2,100 Informatica fans can't be wrong.

**92%**  
Customer Loyalty  
rating, nearing world-  
class levels

## Our customers' agenda is our agenda.

Informatica customers play an influential role in future product developments. While our Customer Advisory Board helps define and validate product direction, our Regional User Groups and Product Enhancement Process allow all our users to engage in a collective process to prioritize future product enhancements including new features and functions—nominating, voting, and communicating their product suggestions directly to the Informatica product development team.

# Informatica delivers. And we deliver *today*.

When it comes to data integration, there are three perspectives that matter. First, business users need an accurate and holistic view of all their information. Second, IT management needs to do more with less—even though the data volumes are increasing dramatically. And finally, IT developers need to reduce time to results. In all three cases, Informatica delivers distinctive, differentiated value.

## How do you get a truly holistic view of information?

Only Informatica delivers a truly holistic view of information. We offer the **broadest access to data, including near-universal access to all mainframe sources**, including IMS, IDMS, Adabas, Datacom, VSAM files and IBM AS/400.

## How do you integrate rapidly increasing volumes of data in near real-time?

Only Informatica delivers the most cost-effective scalability. We **interoperate across your entire infrastructure, including all hardware, software, operating systems and application servers**, so you can cost-effectively deploy across the enterprise. And the Informatica platform is portable and has a track record of being the first to support new computing platforms, such as 64-bit—which offers significantly better price performance—as well as Linux.

## How do you increase productivity to expedite time to results?

Only Informatica delivers **team-based development features** for configuration management and version control built on the foundation of a shared, single robust repository. This enables coordination among geographically-dispersed team members and promotes reuse of existing development assets across projects to simplify deployment and improve productivity.

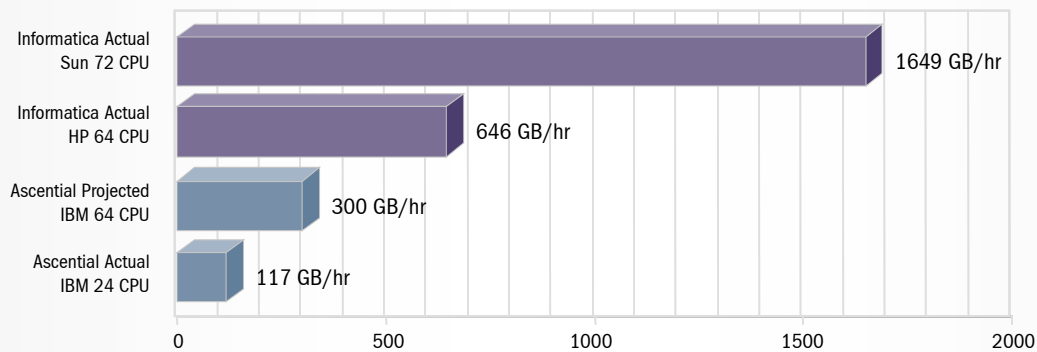
Our unique **Changed Data Capture (CDC) capability** provides proven productivity gains by allowing you to move only the data that has been changed.

Also, many customers report that some of their greatest productivity enhancements stem from our **metadata-centric approach**, which automatically captures data structures of source and target systems, provides impact analysis, and handles change management.

Only Informatica delivers these unique, valuable features. And best of all, **we deliver it today** with a fully-integrated, proven platform that sets us apart from other data integration providers. Today, our customers benefit from a single, unified platform that automates the entire data integration lifecycle (access, discover, integrate, deliver.) For our competitors to catch up requires nothing short of a completely new architecture and a brand new implementation.

# Results matter.

Performance. It's consistently at the top of the list when it comes to evaluating data integration technologies. Improving performance is also consistently at the top of the list for our customers. Which is why it's at the top of ours. Like our customers, we are always working to improve performance. And year-over-year, we have. Today, Informatica provides the most high-performance, scalable, adaptive solution in the industry—with key capabilities such as parallel processing, interference handling, memory management, and 64-bit processing support. The numbers speak for themselves.



ASCENTIAL		INFORMATICA	
<b>PLATFORM</b>	IBM P-680 24 Processor Server	<b>PLATFORM</b>	HP Integrity Superdome Server equipped with 1.5 GHz Intel Itanium 2 processors Sun Fire E25K 72-CPU with StorEdge 3510 storage system
<b>OS</b>	AIX	<b>OS</b>	HP-UX 11i v2 Sun Solaris
<b>DATA QUANTITY</b>	One Terabyte (complex)	<b>DATA QUANTITY</b>	One Terabyte (complex) One Terabyte (complex)
<b>DATA TARGET</b>	IBM DB2 RDBMS	<b>DATA TARGET</b>	Oracle 9i Oracle 9i
<b>TRANSFORMED</b>	Data type conversion, string manipulation, mathematical operations and date manipulation	<b>TRANSFORMED</b>	Data type conversions, date manipulation, string manipulation, expressions, lookups, and aggregates Data type conversions, date manipulation, string manipulation, and expressions
<b>ACTUAL PERFORMANCE RATE</b>	24 CPU Performance Rate: 117 GB Per Hour Throughput: 4.88 GB Per Hour, Per CPU	<b>ACTUAL PERFORMANCE RATE</b>	64 CPU Performance Rate: 646 GB Per Hour Throughput: 10.09 GB Per Hour, Per CPU 72 CPU Performance Rate: 1649 GB Per Hour Throughput: 22.9 GB Per Hour, Per CPU
<b>24 CPU ACTUAL TIME</b>	8 Hours 43 Minutes	<b>24 CPU PROJECTED TIME</b>	4 Hours 13 Minutes 20 Seconds Flat file target: 1 Hour 1 Minute 20 Seconds Oracle target: 1 Hour 38 Minutes 40 Seconds
<b>64 CPU SYSTEM PROJECTION</b>	Performance Rate: >300GB Per Hour Time: 3 Hours 20 Minutes	<b>ACTUAL TIME</b> HP: 64 CPU Sun: 72 CPU	Performance Rate: 646 GB Per Hour Time: 1 Hour 35 Minutes Performance Rate: 1649 GB Per Hour with flat file target Time: 36 Minutes 23 Seconds Performance Rate: 1345 GB Per Hour with Oracle target Time: 44 Minutes 37 Seconds
Ascential Enterprise Data Integration Benchmark, 2002 New numbers may exist, but have not been published.		HP study completed in 2004 Sun study completed in 2005	

# The Informatica ecosystem.

## We ensure your long-term success.

At Informatica we understand how important it is to deliver and support integrated end-to-end solutions for our customers. We also understand how important it is for them to continue to grow those solutions. And how important it is to have a large pool of skilled resources that can help ensure that ongoing success.

### Partners

We recognize the valuable role partners play in helping ensure that our customers can seamlessly deploy and operate best-of-breed data integration solutions. That's why Informatica has established long-term, successful partnerships with more than 225 industry-leading organizations. From consulting partners to technology partners, the list is long—Accenture, Bearing Point, Cap Gemini, Deloitte, EDS, IBM, Oracle, SAP, Siebel, Teradata, to name a few—and continues to grow.

### Developers

To help expand the business value of Informatica solutions, the Informatica Developer Network supports software development efforts and creates a collaborative online community of developers by providing online discussion forums for interactive information exchanges, resource sharing, and open feedback between members and Informatica. The Informatica Developer Network has more than 20,000 members, across 100 countries.

### Forums

#### User Conference

Once a year, Informatica World offers a unique opportunity for the extended Informatica community—users, partners, and Informatica executives—to gather and share experiences and best practices using Informatica technology. Content-rich programs and valuable networking events are geared toward helping our customers and partners tap into the strategic value of their information.

#### User Groups

Many companies run user groups through regional sales offices, which gives them a distinct “sales” flavor. Not Informatica. Our User Groups are run “by the users, for the users.” More than 8,000 users worldwide take advantage of the opportunity to gather in their local areas two to three times a year to meet, network, share ideas, and participate in the product enhancement process.

**If it's choice you want.  
Now's the time to choose Informatica.**

**Contact us today.**

**US West:** (800) 381-6904

**US East:** (800) 381-4975

**US Central:** (800) 381-6415

**State and Local Government:**  
(800) 381-6415

**Federal:**  
(650) 385-5149  
(800) 653-3871 (toll-free US)