



PowerCenter 10 Deep Dive

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November 24, 2015

Your data is your best and most sustainable competitive advantage, but...



**There's
too much
of it**

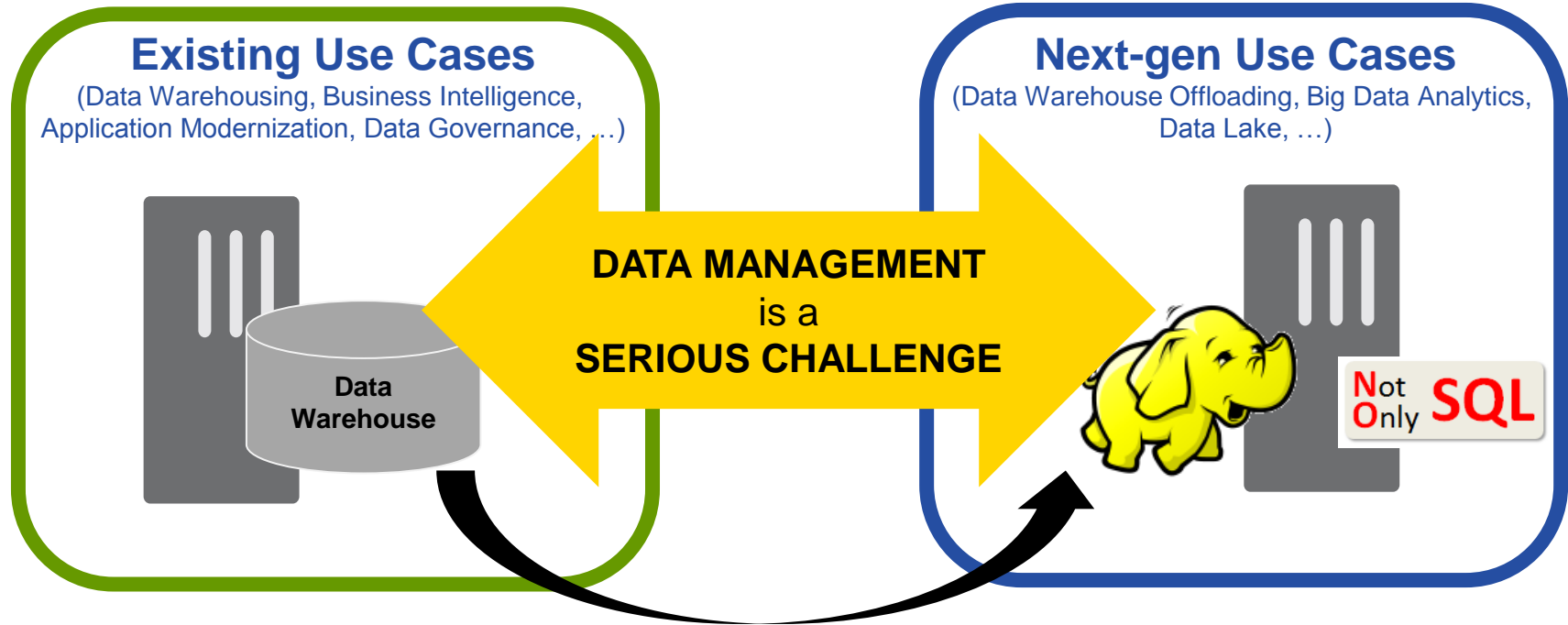


**It's too
complex**



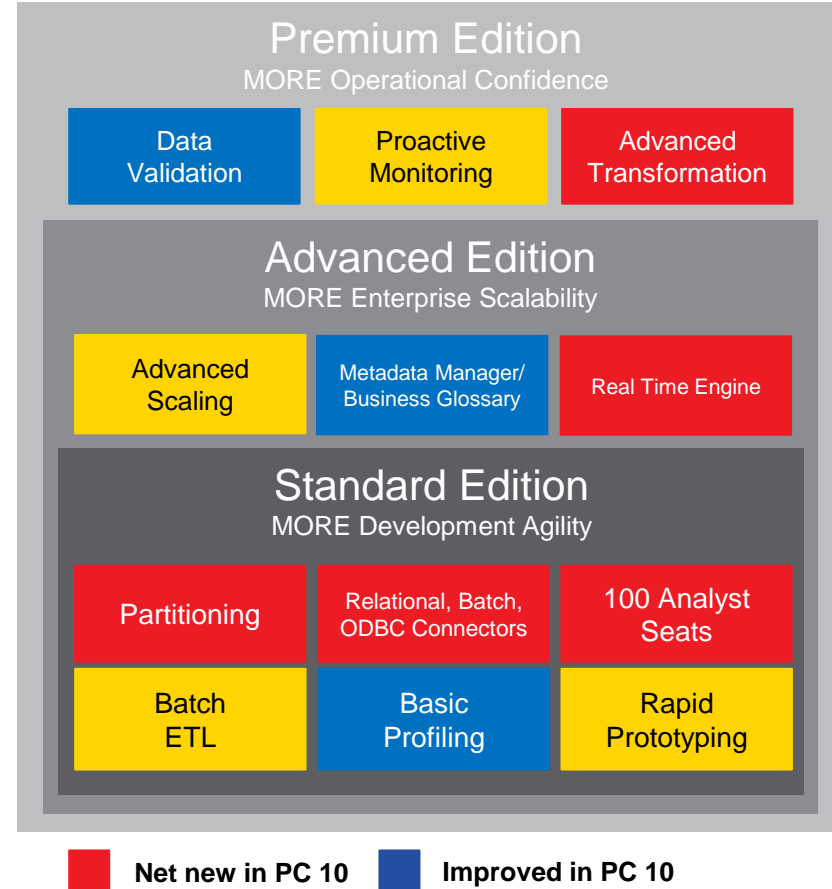
**It takes
too long
to deliver**

The Evolving Data Landscape



What's New in PowerCenter 10?

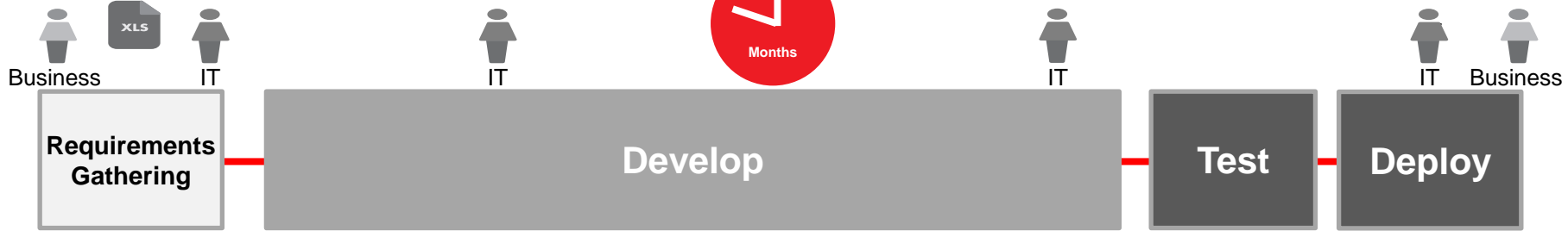
**Greater
end-to-end data
integration agility**



Greater End-to-End Agility with PowerCenter 10

No Business-IT
Collaboration

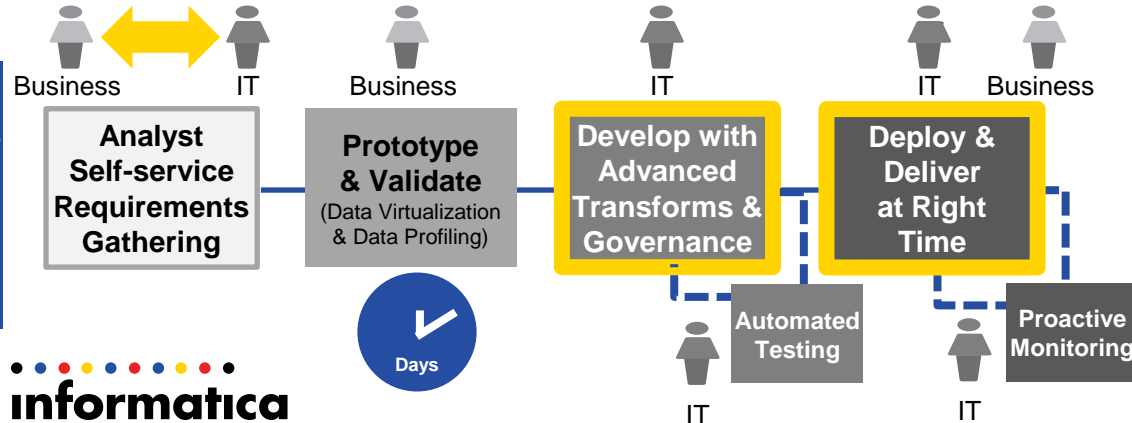
Business
Dissatisfied



Business-IT
Collaboration

Self
Service

Business
Satisfied



**Significant improvement
in agility**

- Faster lineage and catalog
- Pre-built advanced transforms
- Re-direction of existing work
- New approval workflow
- Better profiling visualization

What's New in PowerCenter 10?

Standard Edition MORE Development Agility

Partitioning

Relational, Batch,
ODBC Connectors

100 Analyst
Seats

Batch
ETL

Basic
Profiling

Rapid
Prototyping



Rapid Prototyping

Jumpstart/Accelerate Projects (v9.6)

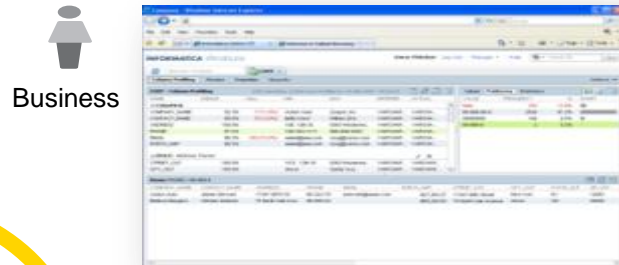
1

Instant Business-IT
Collaboration with Analyst Tool



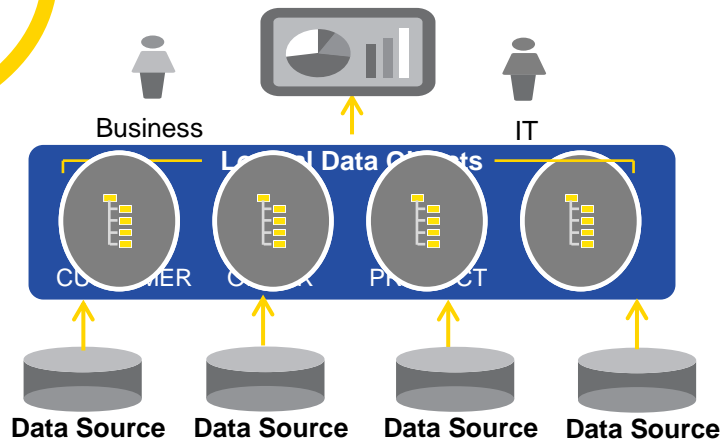
2

Profile to Discover Data
Patterns and Issues



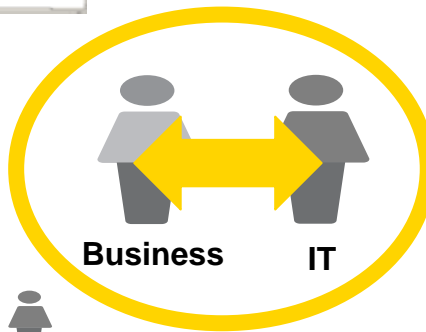
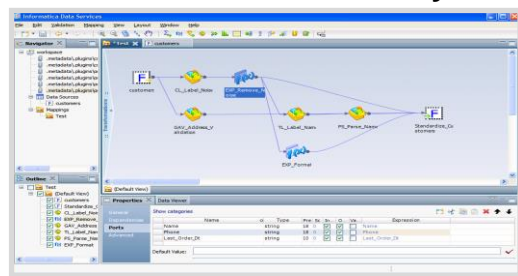
3

Prototype and Validate
Results



4

Fine-tune and Deploy
Desired Solution in Days

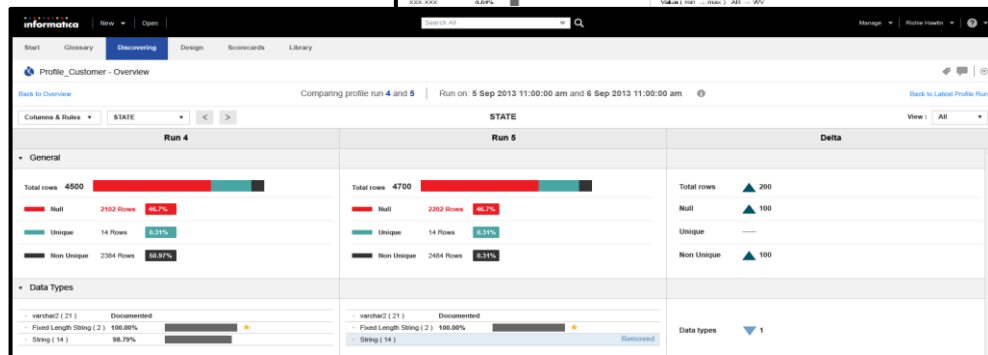
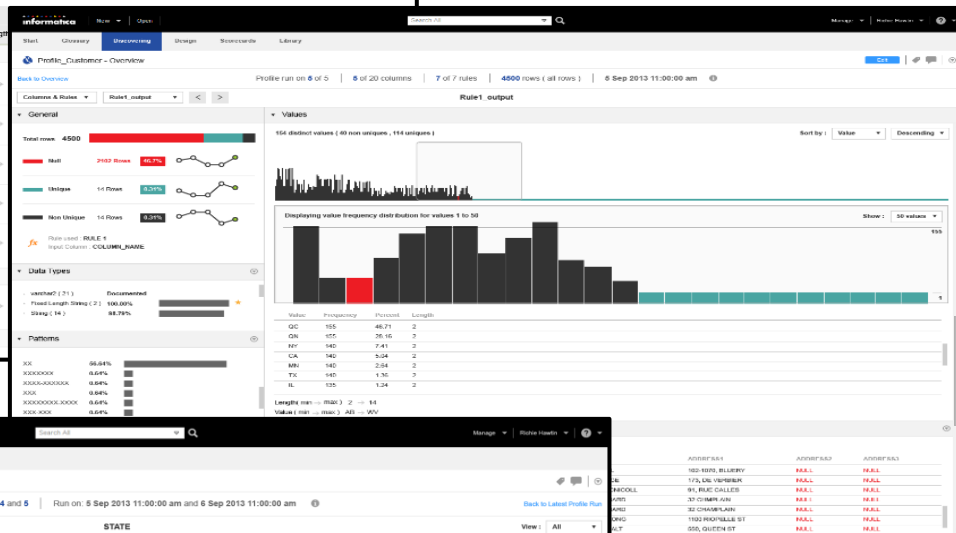
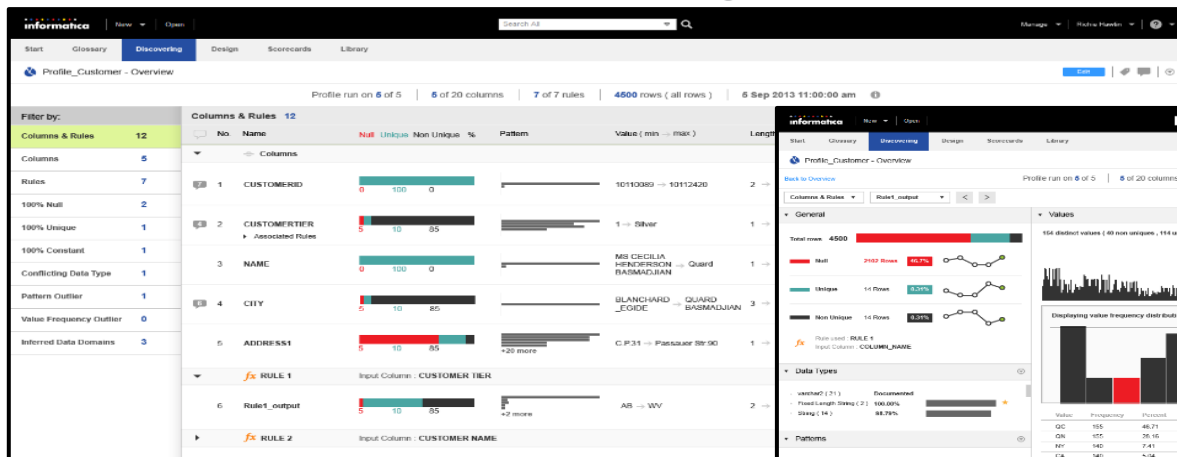


An aerial photograph of a massive, dense crowd of people, likely at a large-scale event or festival. The individuals are packed closely together, filling the entire frame. The colors of their clothing are varied, creating a mosaic of reds, blues, yellows, and greys. The perspective is from directly above, looking down on the sea of people.

Data Profiling

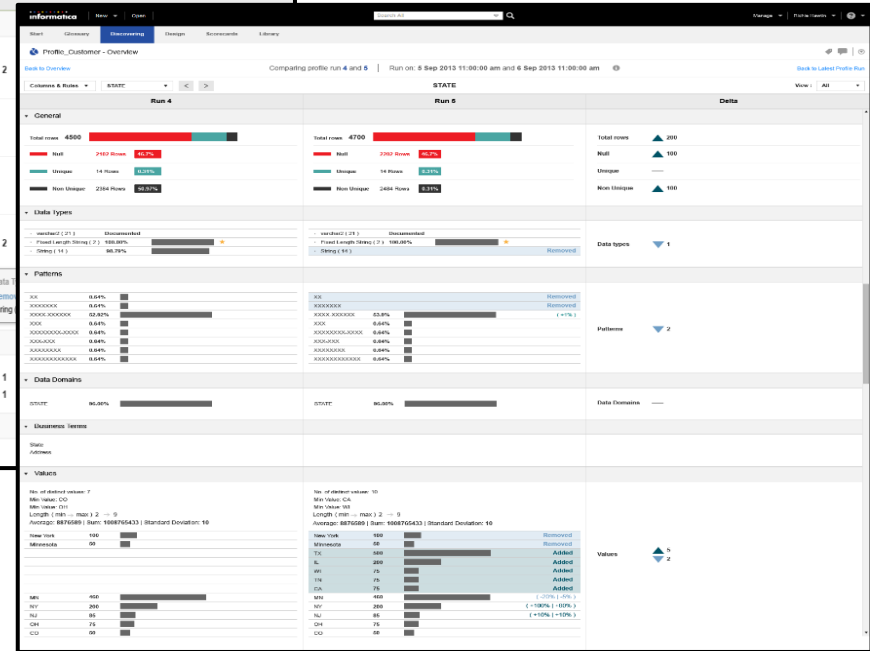
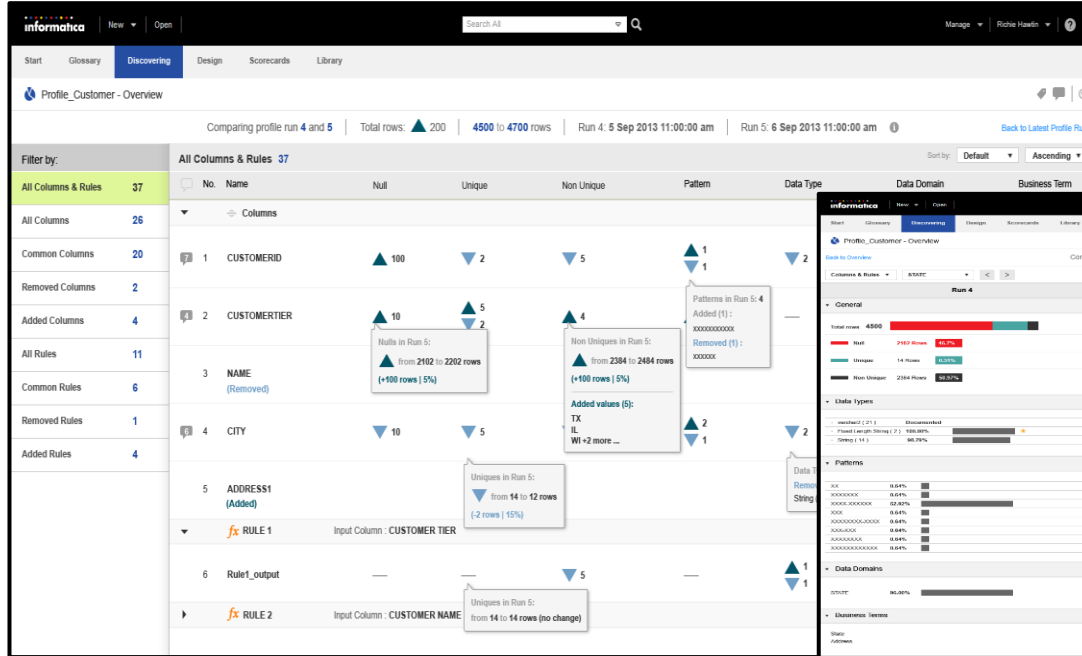
Profile and Understand Your Data

Improved Experience for Viewing Results & Detecting Outliers



Profile and Understand Your Data

Historical Profile Results and Comparisons



Profile XML/JSON

New Profile

Single Data Object Profile.

Select the columns and other configuration options for column profiling, primary key profiling, functional dependency profiling, and data domain discovery.

☒ Enabled as part of the "Run Profile" action

Column Profiling and Domain Discovery

- Column Profiling
 - Column Selection
- Data Domain Discovery
 - Data Domain Selection
 - Column Selection
 - Inference Options
 - Sampling Options
 - Drilldown Options
 - Run Settings

| | Column | Datatype | Precision | Scale | Nullable? | Descriptio |
|-------------------------------------|--|----------|-----------|-------|-----------|------------|
| <input checked="" type="checkbox"/> | Tim\car_inp1_car (/cars/car) | | | | | |
| <input checked="" type="checkbox"/> | id (/cars/car/@id) | string | 255 | 0 | | |
| <input checked="" type="checkbox"/> | maker (/cars/car/... | string | 255 | 0 | | |
| <input checked="" type="checkbox"/> | model (/cars/car/... | string | 255 | 0 | | |
| <input checked="" type="checkbox"/> | doors (/cars/car/... | string | 255 | 0 | | |
| <input checked="" type="checkbox"/> | color (/cars/car/... | string | 255 | 0 | | |
| <input checked="" type="checkbox"/> | type (/cars/car/e... | string | 255 | 0 | | |
| <input checked="" type="checkbox"/> | size (/cars/car/en...string | | 255 | 0 | | |
| <input checked="" type="checkbox"/> | Tim\car_inp1_option (/cars/car/options/option) | | | | | |
| <input checked="" type="checkbox"/> | option (/cars/car... | string | 255 | 0 | | |
| <input checked="" type="checkbox"/> | id (/cars/car/opti... | string | 255 | 0 | | |

informatica

1

User can select entire groups to profile or specific elements within the structure.



Connectivity

New Connectivity

- Bundled with all Editions
 - Oracle
 - DB2
 - SQL Server
 - Sybase
 - Informix
 - ODBC
- New Adapters available
 - Vertica
 - MS Azure
 - Amazon Redshift, RDS, S3
 - Tableau
 - Cassandra
 - SFDC Analytics

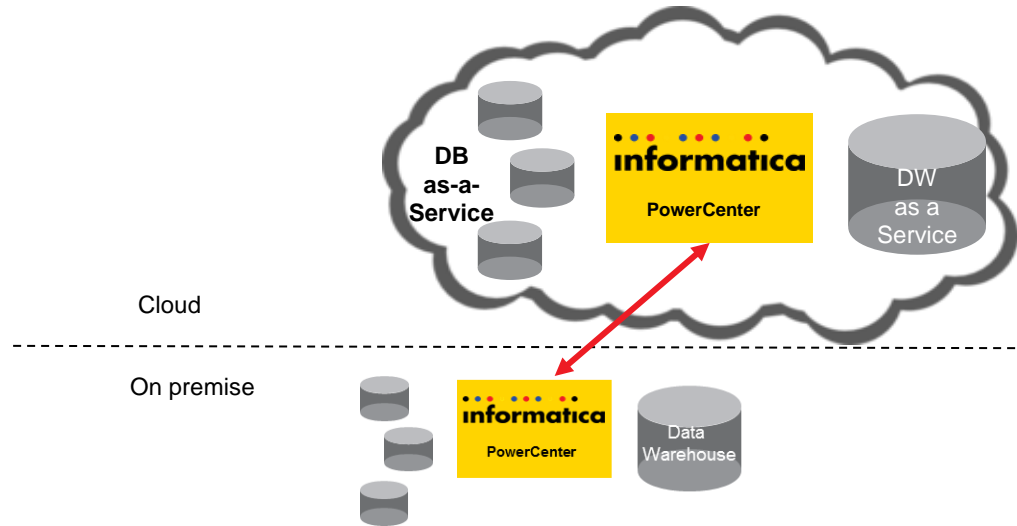
Integrate Sources Faster & More Efficiently

Enhancements to existing connectivity (9.6.1 HFs and 10.0)

- Updates on version certifications
- Other enhancements to existing connectors
 - Oracle 12c : Multi-tenancy & in-memory support
 - DB2 : Certification for in-memory BLU Acceleration
 - SQL Server: Change in interface to DD ODBC and Bulk mode support
 - Teradata : Kerberos and Array insert support
 - Greenplum : Native interface SSL support
 - SAP : Improved impact check to minimize ABAP code regeneration when mappings are modified
 - Sybase IQ : Parallel Load Support

PowerCenter in Hybrid Deployments

- Certified for deployment in cloud ecosystems
 - Amazon AWS
 - Microsoft Azure
- Broad range of cloud connectivity
 - Amazon Redshift
 - Amazon RDS, S3
 - Salesforce

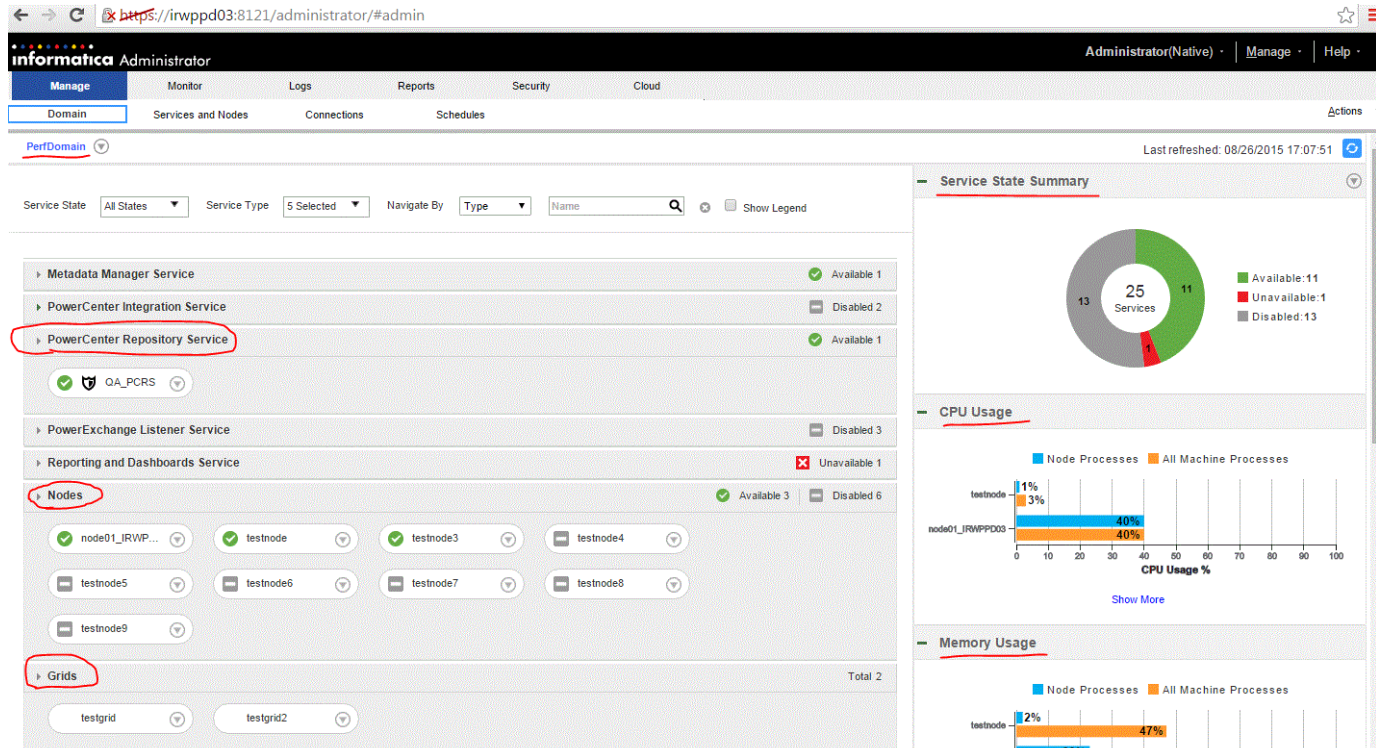




Operations and Monitoring

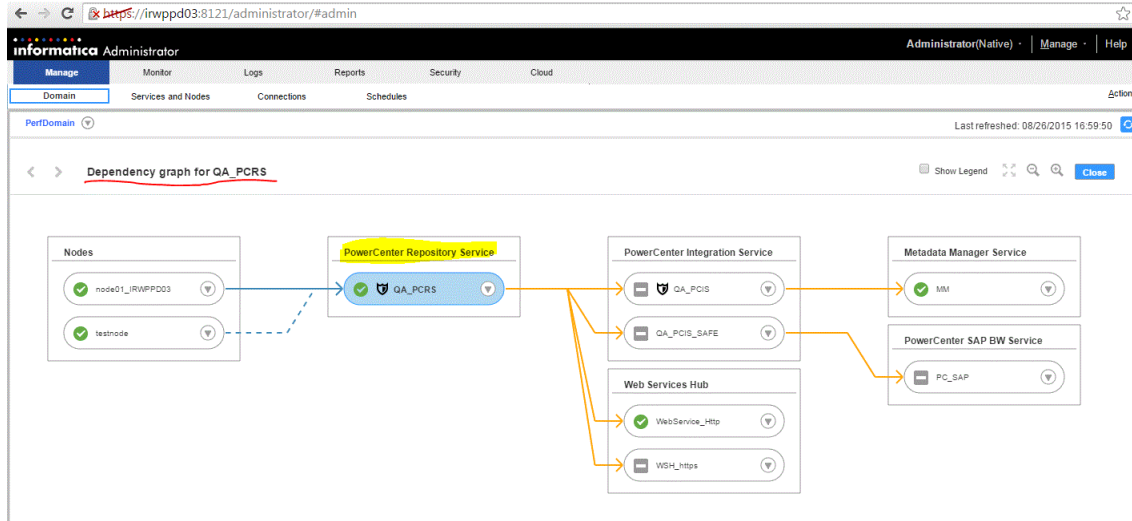
Improved Administration & Monitoring

Bird's Eye View Of Service Health & System Usage



Improved Administration & Monitoring

Graph view and One-click recycle of a service and its dependencies



Disable Downstream Dependents

Disable Type: **Unplanned**

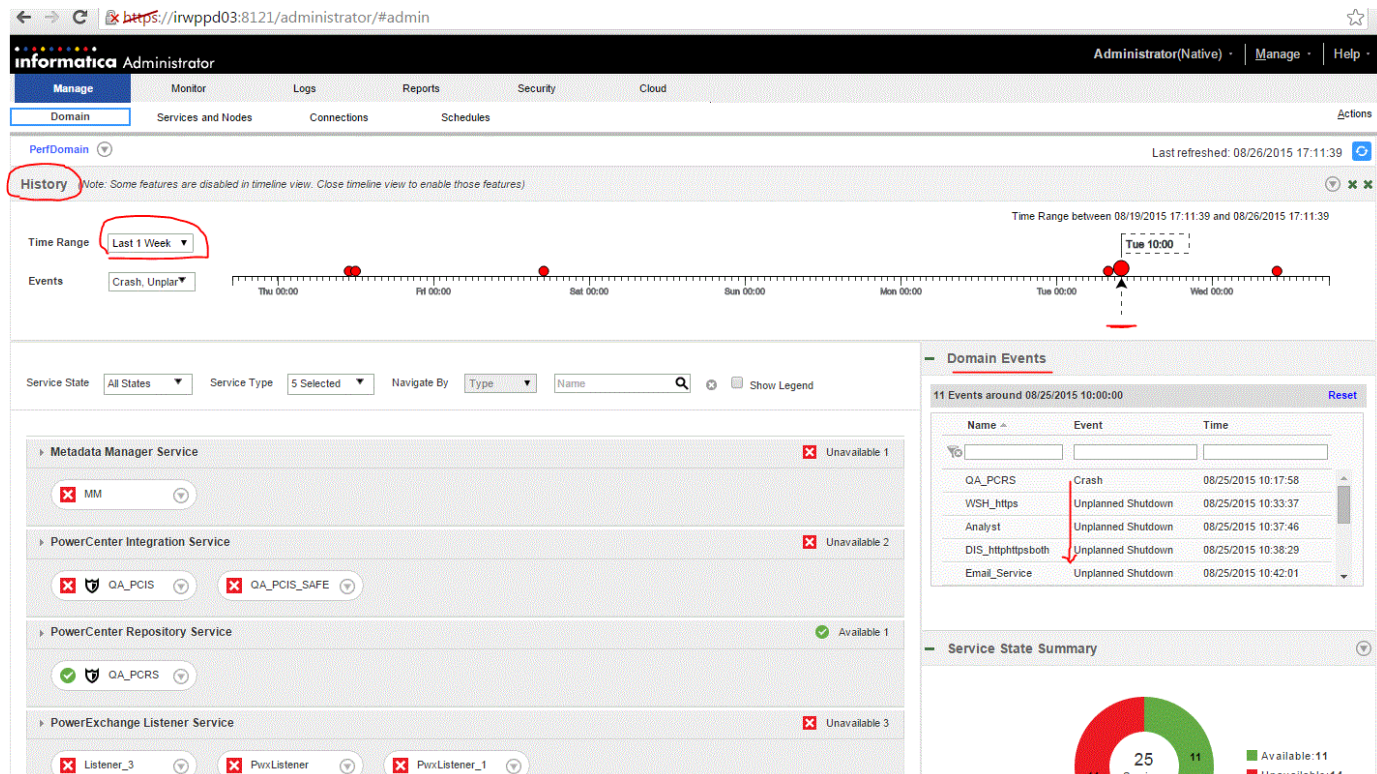
Comments: Security patch

| Service Name | Type |
|---|---------------------------------|
| <input checked="" type="checkbox"/> QA_PCRS | PowerCenter Repository Serv... |
| <input type="checkbox"/> QA_PCIS_SAFE | PowerCenter Integration Service |
| <input type="checkbox"/> PC_SAP | PowerCenter SAP BW Service |
| <input type="checkbox"/> QA_PCIS | PowerCenter Integration Service |
| <input checked="" type="checkbox"/> MM | Metadata Manager Service |
| <input type="checkbox"/> WSH_https | Web Services Hub |
| <input checked="" type="checkbox"/> WebService_Http | Web Services Hub |

[Disable Services](#) [Cancel](#)

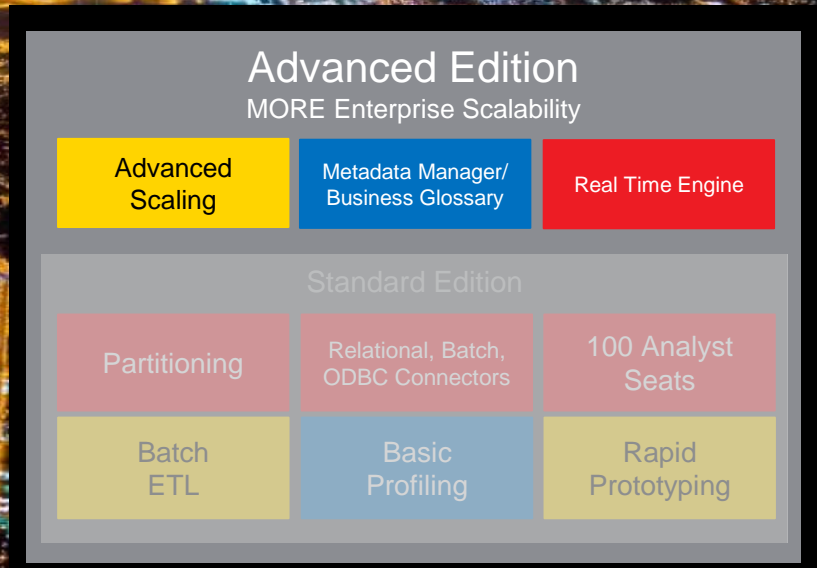
Improved Administration & Monitoring

Walk back in time to view past health of the domain



Demo

What's New in PowerCenter 10?



Several Ways to Scale Data Integration

In addition to Partitioning now offered in Standard Edition...

High Availability

Overview / Need

- Need for relative availability
- Ensure zero downtime deployment

Benefits

- Mitigate impact of failures to the app layer
- Maintain resiliency from source to target
- Reduce time lost due to external failures
- Improve effectiveness of your team

Enterprise Grid

Overview / Need

- Need for horizontal scaling
- Leverage resources in a grid

Benefits

- Optimize computing assets
- Provide load balancing
- Boost system performance
- Reduce overall deployment costs

Pushdown Optimization

Overview / Need

- Offload processing from PowerCenter
- Leverage processing power of database

Benefits

- Improve overall performance
- Reduce data movement
- Maintain metadata and lineage in PowerCenter



Real-Time Engine

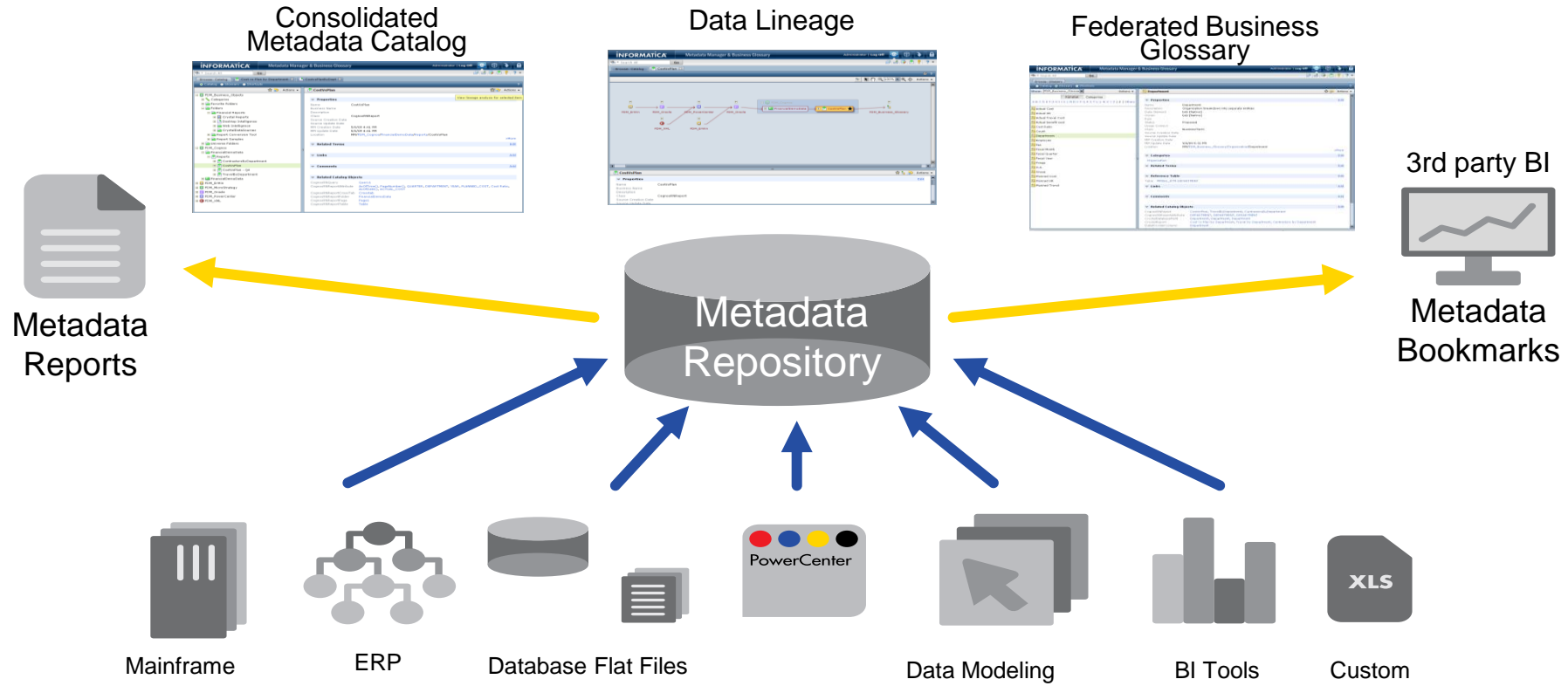
Real Time Web Services & JMS Messaging Support

- Integrate incoming data via continuous sessions
- Process real-time web service requests
- Real Time Engine includes:
 - JMS PowerExchange
 - Real-time Request response capabilities for Web Services Hub
 - Option to add connectivity to Web Services, CDC and messaging/EAI



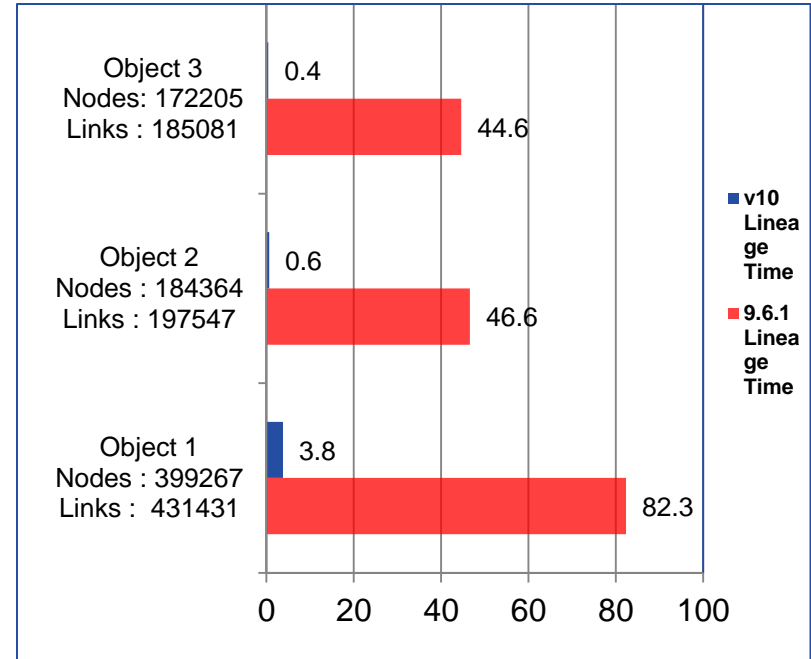
Metadata Manager

You Need to Be Able to Manage Metadata



Metadata Manager Enhancements

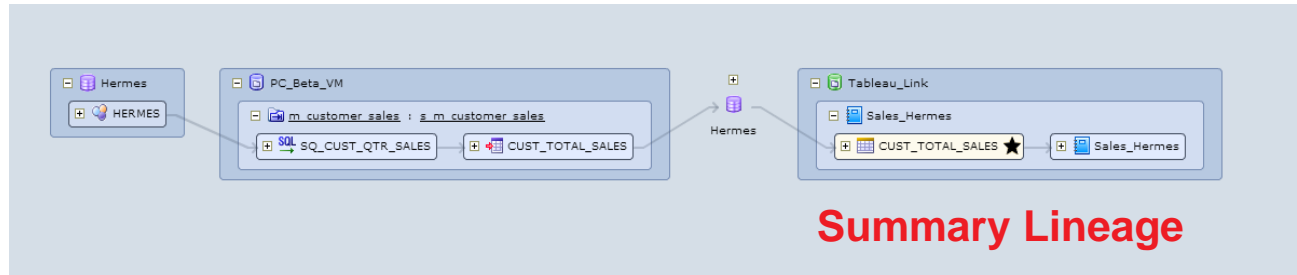
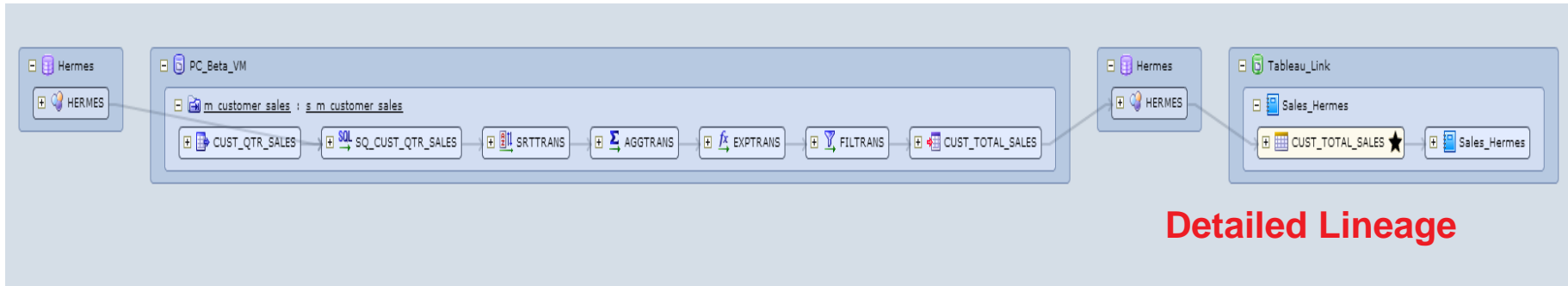
- **Up to 50X data lineage rendering performance (graph database)**
 - Faster rendering for current environment
 - Capable of scaling to much larger environments
- **Data Lineage**
 - Provides end-to-end diagram of data flows and transformations
 - Essential for change management



Metadata Manager

Summary Lineage

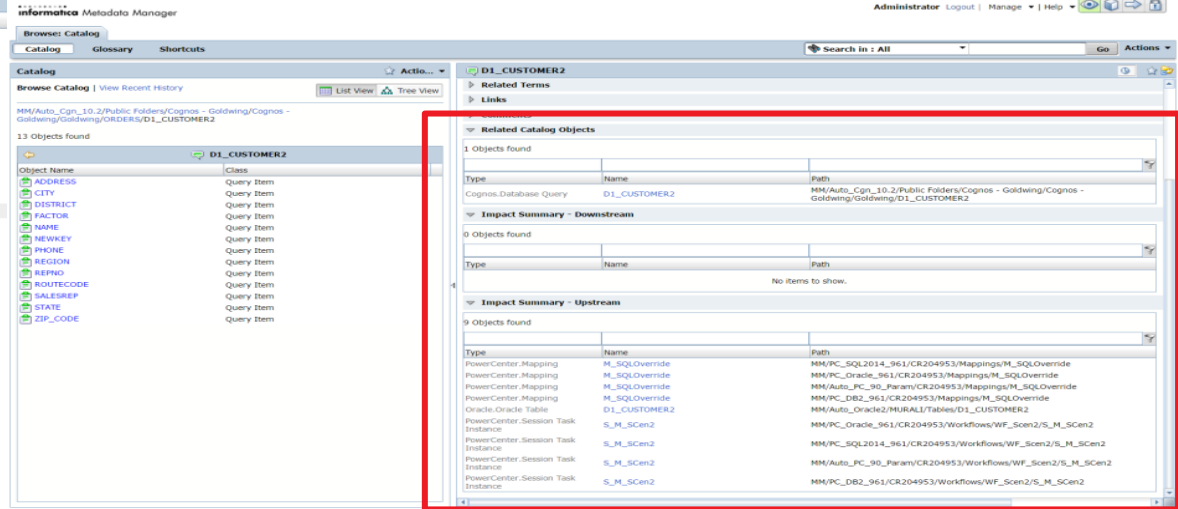
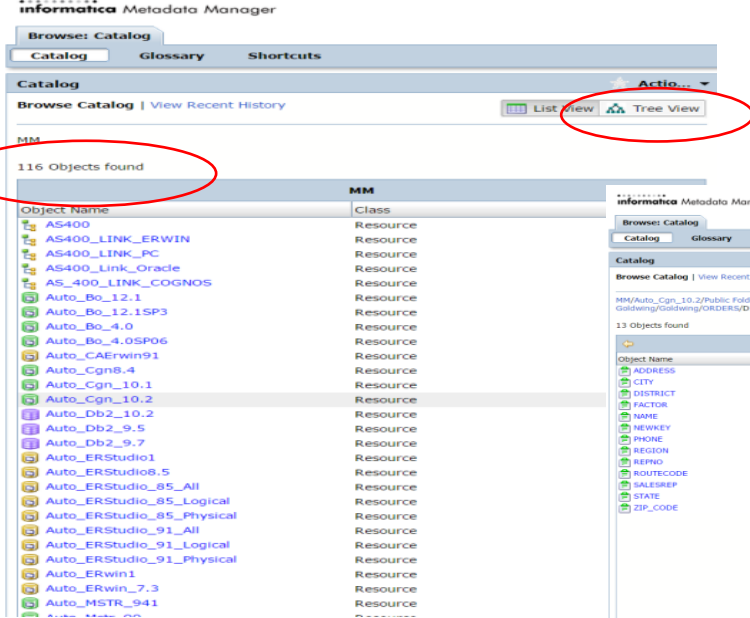
- Easy to understand, end-point level summary lineage
- Switch between Summary and Detailed lineage seamlessly



Metadata Manager

Improved Catalog Performance

- Default “list view” which loads faster, scrolls less
- Tabular view for Related Catalog Objects



Metadata Manager

Tableau Server X-Connect

The screenshot displays the Metadata Manager interface, divided into two main panes. The left pane, titled 'Catalog', shows a tree view of objects under the path 'MM/tb_DirectCust/Workbooks/sai'. A list of 9 objects is shown, with 'Direct_DemoCustomer' highlighted. The right pane, titled 'Direct_DemoCustomer', shows the properties of the selected workbook. The 'Properties' section includes fields for Name, LastModificationTime, NativeId, Class, Class Type, Location, MM Creation Date, and MM Update Date. Below this, there are sections for 'Related Terms', 'Links', 'Comments', and 'Related Catalog Objects'. The 'Impact Summary - Downstreams' section shows 1 object found, and the 'Impact Summary - Upstreams' section shows 2 objects found.

Catalog

Browse Catalog | View Recent History

MM/tb_DirectCust/Workbooks/sai

9 Objects found

| Object Name | Class |
|-----------------------------------|----------|
| 2Sheet_Role_SuperStores_Sets_Grps | Workbook |
| Book2 | Workbook |
| Check_Demo_CustomerExtract | Workbook |
| CustomMapData | Workbook |
| Direct_DemoCustomer | Workbook |
| FrmTbServer | Workbook |
| FrmWb | Workbook |
| spl_chans_set1 | Workbook |
| tde2_2Sheets | Workbook |

Direct_DemoCustomer

Properties

Name: Direct_DemoCustomer
LastModificationTime: 2015-07-02 12:25:38
NativeId: /workbooks/Direct_DemoCustomer
Class: Workbook
Class Type: Report
Location: MM/tb_DirectCust/Workbooks/sai/Direct_DemoCustomer
MM Creation Date: 7/14/15 12:39 PM
MM Update Date: 7/14/15 12:39 PM

Related Terms

Links

Comments

Related Catalog Objects

Impact Summary - Downstreams

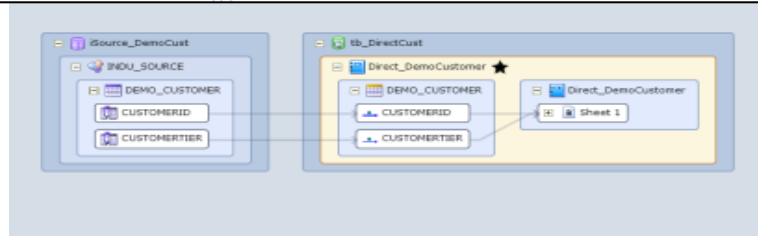
1 Objects found

| Type | Name | Path |
|------------------|---------------------|--|
| Tableau.Workbook | Direct_DemoCustomer | MM/tb_DirectCust/Workbooks/sai/Direct_DemoCustomer/Direct_DemoCustomer |

Impact Summary - Upstreams

2 Objects found

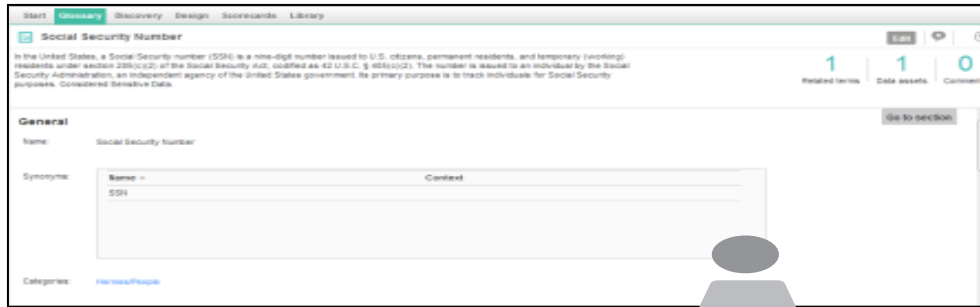
| Type | Name | Path |
|---------------------|---------------------|--|
| Oracle.Oracle Table | DEMO_CUSTOMER | MM/Source_DemoCust/INDU_SOURCE/Tables/DEMO_CUSTOMER |
| Tableau.Workbook | Direct_DemoCustomer | MM/tb_DirectCust/Workbooks/sai/Direct_DemoCustomer/Direct_DemoCustomer |





Business Glossary

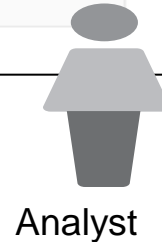
Manage a Common Business Vocabulary



Provide a common vocabulary of business terms

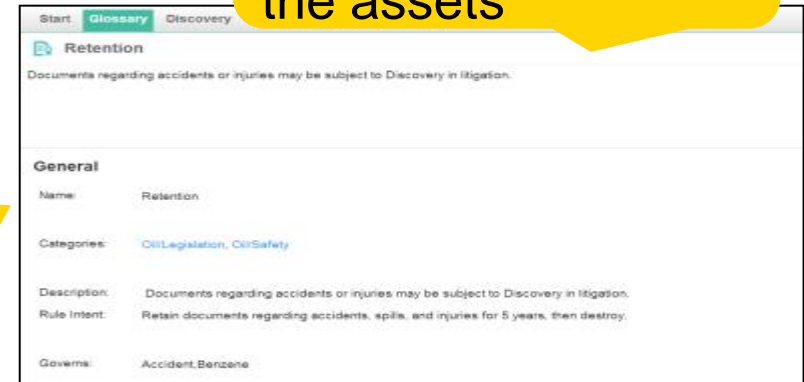
Manage business policies governing the assets

Easily search for glossary assets with workflow



Analyst

Manage relationships with other assets



Business Glossary Enhancements

Formalize Change Approvals using In-built Workflows

- Provides a default workflow for BG Asset approvals
 - Supports two-level voting
 - Displays voting status while the asset is in approval
 - Can be used with Business Initiatives

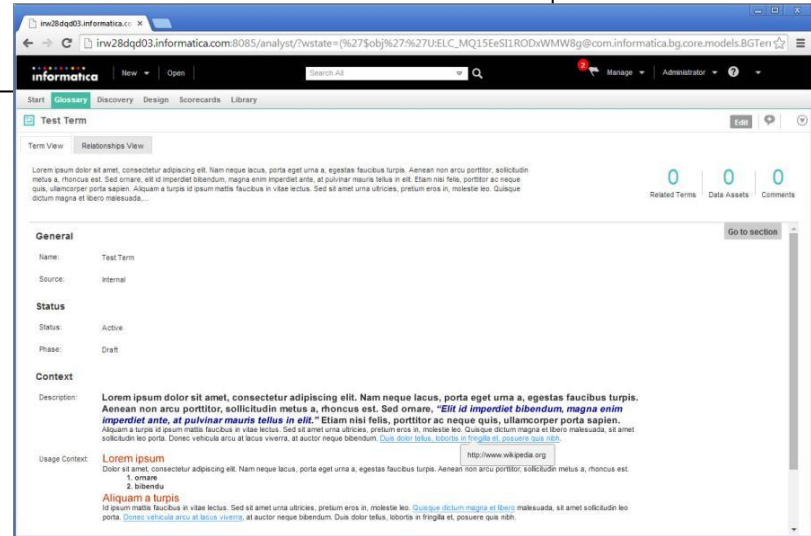
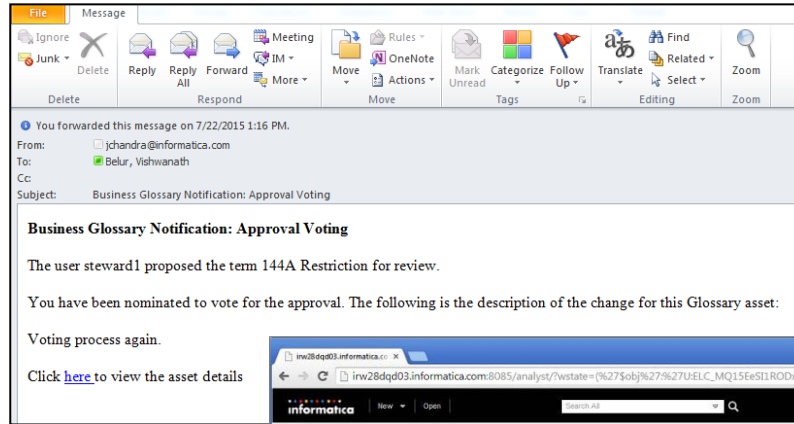
The screenshot displays the Informatica Business Glossary web application. The main content area shows the details for a 'Test_Term' asset. The 'General' section includes the name 'Test_Term' and source 'Internal'. The 'Status' section shows 'Active' and 'Phase: In Review'. The 'People' section lists 'Steven Stoddard' as the Data Steward. The 'Context' section shows 'Sample Description'. The 'Activity' section indicates '1 Comments' and '17 Votes'.

A 'Voting Page' modal is open on the right. It shows a 'Level 1' voting process. The 'Change Description' is a placeholder text. The 'Vote' section has three options: 'Approve', 'Reject', and 'Abstain'. Below this is a 'Comment' field. A 'Voting Status: Voting In Progress' bar shows the progress of the vote. The status bar is divided into four segments: 'Approved 8' (green), 'Rejected 6' (red), 'Abstained 3' (yellow), and 'Not Voted 3' (grey).

The 'Voting Details' section shows a list of 20 approvers. The first two are 'Adam Arkwright' and 'Administrator', both of whom have 'Approved' the change on 11/18/2014 at 07:48:53 PM. Below the list, there are comments from the approvers, including one from the Administrator dated 11/17/2014 at 07:48:53 PM.

Business Glossary

- E-mail notification for glossary changes
- Enrich the text in the glossary asset and attach documents to glossary assets for better expressibility
- Better import/export experience



Business Term Linking

Provide Business Context to Profile Columns

| Filter by: | Columns & Rules 12 | Sort by: Default | Ascending |
|---------------------------|--|------------------|-----------|
| Columns & Rules 12 | No. Name Null Unique Non Unique % Pattern Value (min -> max) Length (min -> max) Data Type Data Domain Business Term | | |
| Columns 5 | Columns | | |
| Rules 7 | 1 CUSTOMERID 0 100 0 10110089 -> 10112420 2 -> 8 varchar2 (10) Documented Integer (8) 99.8% +1 more ZipCode 80% ID ID1 +2 more | | |
| 100% Null 2 | 2 CUSTOMERTIER 5 10 85 1 -> Silver 1 -> 7 varchar2 (7) Documented String (7) 100% +2 more Firstname 85% | | |
| 100% Unique 1 | Associated Rules | | |
| 100% Constant 1 | 3 NAME 0 100 0 MS CECILIA HENDERSON -> Quard BASMADJIAN 1 -> 30 varchar2 (30) Documented String (30) 100% +1 more Name | | |
| Conflicting Data Type 1 | 4 CITY 5 10 85 BLANCHARD -> QUARD _EGIDE BASMADJIAN 3 -> 44 varchar2 (44) Documented String (14) 100% +1 more | | |
| Pattern Outlier 1 | 5 ADDRESS1 5 10 85 C.P.31 -> Passauer Str.90 1 -> 44 varchar2 (42) Documented String (42) 100% +2 more Street Address | | |
| Value Frequency Outlier 0 | fx RULE 1 Input Column : CUSTOMER TIER | | |
| Inferred Data Domains 3 | 6 Rule1_output 5 10 85 AB -> WV 2 -> 14 varchar2 (21) Documented Fixed Length String (2) 98.79% +1 more | | |
| | fx RULE 2 Input Column : CUSTOMER NAME | | |

Users can attach Business terms to profile columns to provide relevant in-place business context.

Demo

What's New in PowerCenter 10?

Premium Edition MORE Operational Confidence

Data
Validation

Proactive
Monitoring

Advanced
Transformation

Advanced Edition

Advanced
Scaling

Metadata Manager/
Business Glossary

Real Time Engine

Standard Edition

Partitioning

Relational, Batch,
ODBC Connectors

100 Analyst
Seats

Batch
ETL

Basic
Profiling

Rapid
Prototyping

What is the Data Validation Option?

DVO is an independent (black box) testing solution that provides:

- ✓ **Automation**
- ✓ **Scalability**
- ✓ **Repeatability**
- ✓ **Auditability**



Improve data quality, reduce time and effort in testing.

Whats New in DVO 10.0

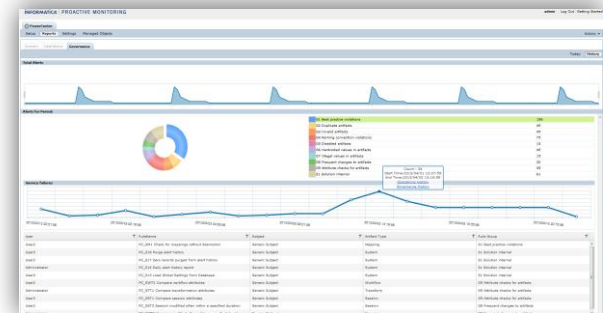
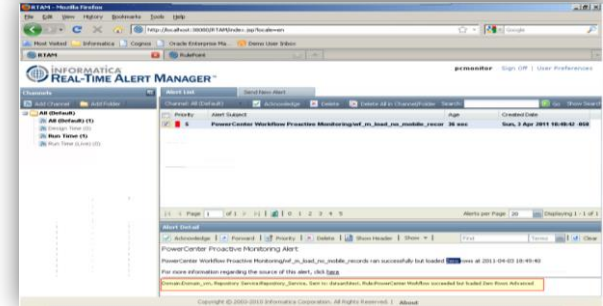
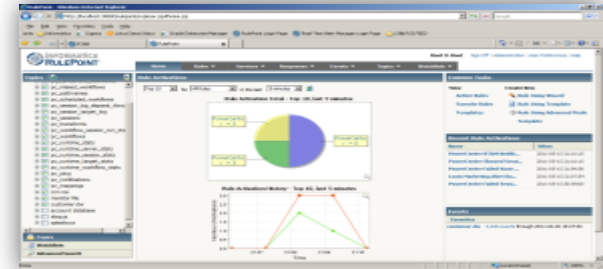
Focus on automation and Hadoop

- DVOcmd
 - Export all objects in one or more folders
 - Export individual objects based on their External IDs
 - Skip invalid objects during export from command line
 - Refresh multiple PC metadata folders at one time
 - Run all Table Pairs/Single Tables in one or more folders
- Metadata Import and Object Copy enhancements
- Metadata refresh performance improvements
- Hadoop support via ODBC

Proactive Monitoring

- Monitoring and Alerting Tool for PowerCenter Issues
 - Governance: In Development
 - Operations: In Production
- Pre-built & Extensible Rules to Monitor PowerCenter
- Delivers Alerts to people, dashboards and systems
- Out of Box Reporting – analyze/drill down into current historical ALERTs

Improve SLAs, Data Trust, Reduce IT Time & Cost



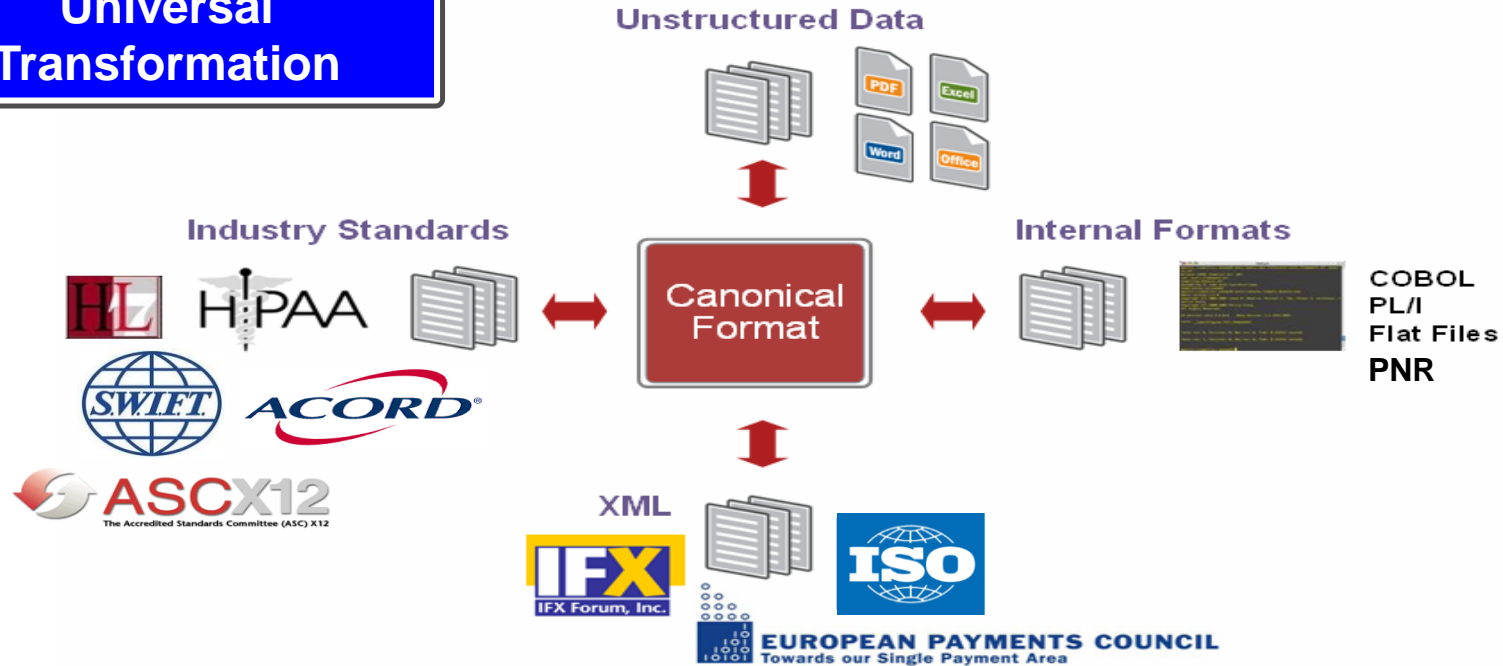
A large flock of birds, possibly terns, is captured in mid-flight over a body of water. The birds are densely packed, creating a large, billowing cloud of white and light brown feathers against a clear blue sky. The water below is calm, reflecting the light. The overall scene conveys a sense of massive scale and dynamic movement.

Advanced Transformation

Any-to-Any Data Transformation

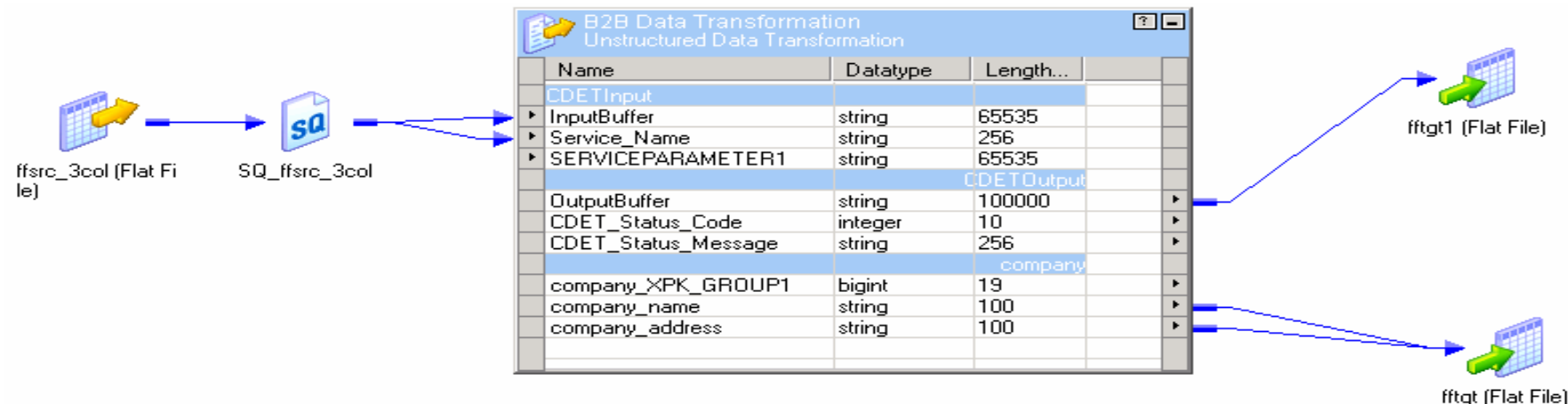
Data Transformation – Comprehensive

**Universal
Transformation**



Unified Integration

Data Transformation – Flexible



**Leveraged in PowerCenter via a
Single Transformation**

Demo

Next Steps/Q&A

- [12/1 Deep Dive Webinar on Data Integration Hub](#)
- Informatica Professional Services:
[PowerCenter Major Release Upgrade Kickoff](#)
- [Deep Dive Webinar on Informatica Data Quality](#) (replay)
- [PowerCenter Brochure](#)
- [Agile Data Integration Webinar Series](#)



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