Informatica PowerCenter

Benefits

- Support better business decisions with the right information at the right time

- Accelerate projects in days vs. months with improved staff productivity and collaboration

- Seamlessly integrate data from disparate systems for a cohesive data foundation

- Scale cost-effectively as your needs grow and require data visibility

- Empower business and IT to work faster and better together

- Ensure on-going success for mission-critical business processes

- Reduce costs by reusing skills and resources across projects

Drive Business Value with End-to-End Data Integration Agility

Data is at the heart of your business. Today more than ever, effective decision-making relies on timely, quality data. Yet IT budgets are decreasing. IT is overextended, and the business isn't always sure what it needs from a data integration project or how to effectively relay requirements. Course-corrections and iterations come so infrequently that a project can end up far off course before anyone notices a mistake or wrong turn.

As data volumes explode and complexity mounts, you need an agile data integration platform that can support your evolving needs. You need the operational confidence to deliver the right data at the right time, every time.

Informatica PowerCenter supports a first-of-its-kind end-to-end agile development process. IT and business stakeholders collaborate from the outset, iterating and course-correcting as needed. A data warehouse that previously would have taken four to six months to build can be finished in just weeks.

As environments grow and mature, PowerCenter scales to meet your expanding data volumes and complexity, while providing data insights to IT and the business. PowerCenter allows you to automatically test and validate your data throughout your development lifecycle and provides an early-warning system to proactively monitor operational issues and development practices.

With unparalleled ease-of-use, connectivity and scalability, PowerCenter provides an end-to-end enterprise platform that rapidly integrates massive data volumes from all discrete data systems to deliver high-quality data in a timely manner. PowerCenter delivers agility that enables data-driven decision-making for competitive advantage.

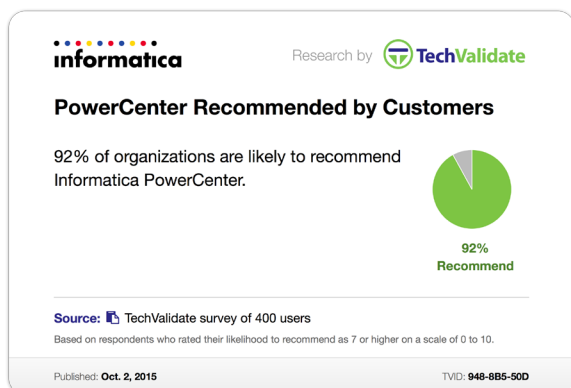### Raising the Standard for Enterprise Data Integration

Whether you're planning a data warehousing project, an enterprise-wide data governance initiative, an application migration or consolidation, or evolution to a hybrid architecture, Informatica PowerCenter supports your plans and keeps your business agile. The software converts raw data into information to drive analysis, daily operations, and data governance initiatives, delivering results at speeds up to five times faster than hand-coding and traditional graphical tools. The same PowerCenter skills, resources and efforts can be leveraged to support all of these initiatives, driving IT efficiencies and improved productivity.

Complete Projects On Time and Under Budget

Avoid delays in end-to-end data integration processes that postpone projects, raise costs, and increase risk so you can safely slash time-to-value from months to days. PowerCenter jumpstarts and accelerates projects with role-based tools and improved staff productivity. PowerCenter allows sharing of common metadata, improve business-IT collaboration, and lets analysts and developers rapidly prototype, iterate, analyze, validate, test, deploy, and monitor data integrations.

Research by **TechValidate**

PowerCenter Recommended by Customers

92% of organizations are likely to recommend Informatica PowerCenter.

92% Recommend

Source: TechValidate survey of 400 users
Based on respondents who rated their likelihood to recommend as 7 or higher on a scale of 0 to 10.
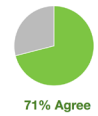
Published: **Oct. 2, 2015**   TVID: **948-8B5-50D**

Scale Easily as Your Environment Grows

PowerCenter supports any volume and complexity of data and any number and type of projects and users, while providing the foundation for data governance. The platform scales to meet your growing needs with advanced scaling capabilities. Greater visibility into data lineage builds business confidence in the data and improves productivity through impact analysis. A common business vocabulary helps keep business and IT in sync. Meanwhile, a familiar graphical user interface lets IT teams leverage existing PowerCenter skills.

Take Advantage of Real-Time Data Updates for Applications or Analytics

PowerCenter Real Time enables "real time or right time" delivery of quality data to and from data warehouses or other big data stores, at the speed of your business providing timely and trustworthy results. By processing and delivering data at the right time, the software helps you improve business performance whether you're integrating data inside or outside your enterprise. Nothing in its class is faster and its security features are industrial strength.

Protect Critical Business Processes from Bad Data

Data integration failures can be stopped before they happen by combining automated, auditable, and repeatable data validation testing with monitoring and proactive alerts to warn stakeholders when issues arise in your development and operational processes. PowerCenter helps automate data validation, monitor operations, and enforce best practices. You can spot and mitigate small problems before they explode into big ones that affect your organization's ability to function, all while reducing time and cost for testing and monitoring.
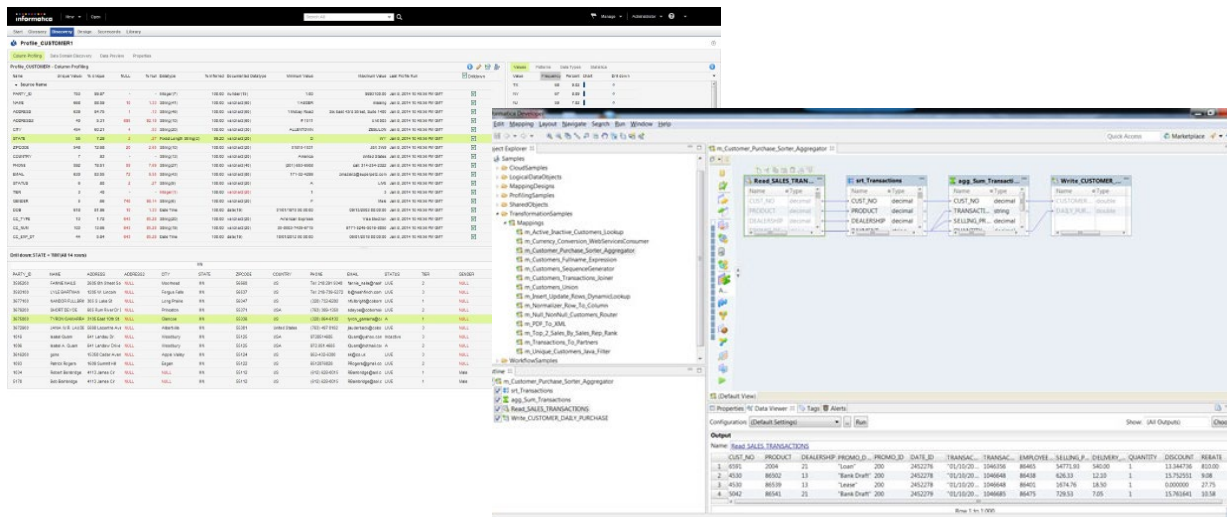
Analysts and Developers can easily and quickly collaborate using role-based tools to jumpstart or accelerate data integration projects.

Top Choice for Enterprise Data Integration

According to the 2015 Gartner Magic Quadrant for Data Integration tools, Informatica is positioned as a Leader for the 10th year in a row.[1] Informatica is positioned furthest and highest on the "Completeness of Vision" and "Ability to Execute" axes, respectively.

PowerCenter, Informatica's enterprise data integration solution, is offered in several editions to meet organizations' unique data integration needs.

Informatica PowerCenter Standard Edition

Informatica PowerCenter Standard Edition is scalable, high-performing, and easy-to-use enterprise data integration software that greatly improves staff productivity and promotes IT and business collaboration. It accesses and integrates data from virtually any business system, in any format, and delivers that data throughout the enterprise—without hand coding.

PowerCenter Standard Edition includes basic XML processing, connectors to foundational data sources, partitioning, administration capabilities, basic data profiling, rapid prototyping, and batch data integration.

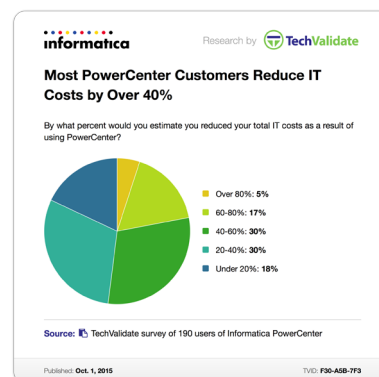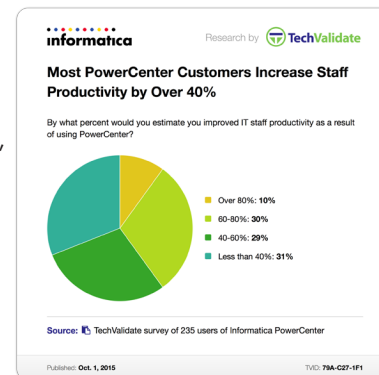## Informatica PowerCenter Advanced Edition

Informatica PowerCenter Advanced Edition is for IT organizations that are facing increasing size, scope, and complexity of their data integration environment and need to manage growing data volume, velocity, and types; as well as more data sources, users, and projects— all while providing data insights to IT and the business.

PowerCenter Advanced Edition provides additional enhancements to performance and scalability and includes workflow on grid, session on grid, high availability, and pushdown optimization. It adds a metadata manager that offers data lineage for impact analysis and improved business trust in data. It also includes a business glossary that lets users across IT and business communicate with consistent terminology. Advanced Edition also includes a Real Time data integration engine for real time and "right-time" data updates for applications or analytics.

Informatica PowerCenter Premium Edition

Informatica PowerCenter Premium Edition protects critical business processes against data integration failures. It combines automated, auditable, and repeatable data validation testing with monitoring and proactive alerts so stakeholders can address issues in their development and operational processes early on. These capabilities reduce cost and time associated with testing and monitoring and improve service-level agreements (SLAs) and business trust in the data.

In addition to all the features of the Standard and Advanced Editions, PowerCenter Premium Edition features automated data validation, including unit and system testing, as well as checking the validity of operational data. It also proactively monitors operational uptime and developmental best practices and provides alerts if systems fail to deliver. Premium Edition also supports enterprise-level advanced transformations for integration of specialized or non-relational data, such as complex XML, JSON, Internet of Things machine data, industry formats and unstructured documents.

informatica   Research by **TechValidate**

Most PowerCenter Customers Increase Staff Productivity by Over 40%

By what percent would you estimate you improved IT staff productivity as a result of using PowerCenter?

- Over 80%: **10%**
- 60-80%: **30%**
- 40-60%: **29%**
- Less than 40%: **31%**

Source: TechValidate survey of 235 users of Informatica PowerCenter

Published: **Oct. 1, 2015**   TVID: **79A-C27-1F1**

informatica   Research by **TechValidate**

Most PowerCenter Customers Reduce IT Costs by Over 40%

By what percent would you estimate you reduced your total IT costs as a result of using PowerCenter?

- Over 80%: **5%**
- 60-80%: **17%**
- 40-60%: **30%**
- 20-40%: **30%**
- Under 20%: **18%**

Source: TechValidate survey of 190 users of Informatica PowerCenter

Published: **Oct. 1, 2015**   TVID: **F30-A5B-7F3**

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[1]Gartner, Inc., 2015 Gartner Magic Quadrant for Data Integration Tools, Eric Thoo, Lakshmi Randall, 29 July 2015. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

PowerCenter Data Integration Testing Add-on Package

Enhance PowerCenter with automated data integration testing, including test data management, static masking, and data validation testing, to deliver better quality data more rapidly and securely.

PowerCenter Real Time Add-on Package

Enhance PowerCenter with increased business agility and performance through real-time connectivity, web services, and Change Data Capture (CDC) support.

PowerCenter Data Integration Hub Add-on Package

Enhance PowerCenter with greater agility and centralized management, leveraging PowerCenter processing and connectivity, using a modern publish/subscribe hub-based data integration approach.

PowerCenter Advanced Transformation Add-on Package

Enhance PowerCenter Standard Edition or Advanced Edition through comprehensive, enterprise data transformation for complex XML, industry formats (SWIFT, HL7, EDI X12), unstructured documents, PDFs, and Microsoft Office documents to unlock the value of non-relational data.

Compare these PowerCenter Enterprise editions to select the one that's right for you.			
	Standard	Advanced	Premium
Monitoring and Alerting			●
Operational uptime			●
Enforce Development Best Practices			●
Data Validation			●
Unit and System Testing			●
Check Validity of Operational Data			●
Advanced Data Transformation			●
Metadata Manager and Data Lineage		●	●
Business Glossary		●	●
Additional Performance and Scalability		●	●
• Workflow on Grid		●	●
• Session on Grid		●	●
• High Availability		●	●
• Push Down Optimization		●	●
Team-based Development and Versioning		●	●
Real Time Engine		●	●
Basic XML Processing	●	●	●
Partitioning	●	●	●
Connectors to Data Sources: Relational, Batch, ODBC	●	●	●
Administration	●	●	●
Basic Profiling	●	●	●
Rapid Prototyping with Business/ IT Collaboration	●	●	●
Analyst and Developer Tools	●	●	●
Batch Data Integration	●	●	●

Key Features

- Role-based tools support iterative business/IT collaboration and development as well as support business and department self-service
- One-click prototype-to-production capability jumpstarts and accelerates data integration projects in the department, the enterprise, or even the Integration Competency Center (ICC)
- Metadata-driven data integration with high-performance ETL engine, library of pre-built data transformations, and near universal connectivity Rapid prototyping and data profiling instantly accesses and combines data from multiple sources to ensure requirements are met early and throughout the development process.
- Graphical, intuitive metadata-driven views of data flows, impact analysis and lineage provide better change management and governance
- Business-friendly user experience for authoring and managing business terms, with context-based business glossary of common business terms for enhanced business/IT collaboration
- Support for grid computing environments with distributed processing, high availability, adaptive load balancing, dynamic partitioning
- Specialized, high-performance pushdown of data transformation processing for optimal use of database resources
- Real-time data updates for applications or analytics that helps improve business performance whether you're integrating data inside or outside your enterprise.
- Rule-based early-warning system that monitors and alerts stakeholders about operational and development risks in their PowerCenter environments
- Script-free automated, auditable, and repeatable data validation for rapid and complete ETL testing in production, development and test environments
- Advanced Data Transformation helps you unlock the value of non-relational data through comprehensive parsing of complex XML, JSON, PDF, Microsoft Office and Internet of Things machine data
- Support for hybrid IT with flexible deployment of reusable data integration logic in the department, the enterprise, or in the cloud

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

Informatica
Put potential to work.™

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