

Any Data. Any System. Anytime.

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“Informatica PowerCenter includes what IDC sees as the required components of a data integration platform—data quality, data profiling, metadata management and integration visibility—as well as important innovations in security, on-demand computing and data stewardship in the framework of a service-oriented architecture.”

BENEFITS:

- Integrate data to provide business users holistic access to enterprise data—data is comprehensive, accurate, and timely
- Scale and respond to business needs for information—deliver data in a secure, scalable environment that provides immediate data access to all disparate sources
- Simplify design, collaboration, and re-use to reduce developers' time to results—unique metadata management helps boost efficiency to meet changing market demands

Informatica® PowerCenter®, the leading data integration platform, delivers your enterprise comprehensive information, scalable systems, and lifecycle productivity. With PowerCenter, you can realize your successful strategy on an enterprise data integration platform that provides all traditional capabilities for accessing and delivering accurate and complete data. This allows for flexibility, scalability, and availability, not just of data, but of development resources. PowerCenter's unique Active Metadata captures and allows you to manage all technical, operational, and business metadata—or, data about data—in a single open repository, so you can track and build confidence in your data.

Holistic, Consistent Access to Enterprise Information

In order to compete effectively, your organization needs to count on IT to support the needs of the business, whether the issue is growing revenue, driving operational efficiency, meeting regulatory compliance, or any other strategic initiative. But IT often can't respond effectively. Hindered by a complex environment of disparate systems that were not designed to share data, IT responds slowly and often ineffectively, potentially compromising your organization's success.

To support the success of the business, IT must provide users holistic and consistent access to enterprise information, respond quickly to the business' demands for information despite dramatically increasing data volumes, and empower IT developers with the technologies they need for faster time to results. To achieve these goals, organizations must integrate data using a robust enterprise data integration platform.

Global 2000 organizations are using Informatica products and services to integrate, migrate, and consolidate enterprise data across systems, processes, and people. They are reducing complexity through Informatica PowerCenter, an enterprise data integration platform that helps organizations access reliable data from a large variety of systems and deliver that information to other transactional systems, real-time business processes, and business decision makers.

PowerCenter also supports Integration Competency Centers (ICC) and other integration experts by serving as the foundation for a broad range of enterprise-wide integration initiatives including data warehousing, data migration, consolidation, “single-view” or master data management, metadata management, and synchronization. By enabling enterprises to create a single, consistent enterprise-wide information resource, PowerCenter helps them reduce IT costs and complexity, harness new technologies, and empower the business.

All Your Data—Anytime

Enterprise-level data integration goes well beyond creating departmental data warehouses or marts. Instead, it helps the business act in a more coordinated, strategic way by bringing together all data and ensuring that it is trustworthy and timely.

Access Any System

To deliver a business access to all its data, PowerCenter leverages current and emerging standards including XML and Web services to capture all data from heterogeneous systems, including EAI and ERP systems. Its near-universal mainframe data access enables you to unlock the value of the information stored in your legacy applications and databases. And, if you want to leverage data from distributed sources—locally or remotely, in heterogeneous systems, within or beyond your enterprise—go ahead: PowerCenter makes it easy.

Trust Your Data

Data is only valuable if it's accurate. PowerCenter provides a single environment for you to access, profile, transform, cleanse, reconcile, and deliver all your data. Informatica also offers enterprise metadata management that integrates metadata from disparate systems and offers audit and intelligent lineage capabilities for complete understanding of your IT environment.

Get It Now

Timely access to data enables you to quickly identify issues as they arise and address them immediately, instead of seeing opportunities or problems only after it's too late. PowerCenter delivers data to the right people, processes, and systems whenever they need it—whether that's in real-time, on-demand, or through periodic updates.

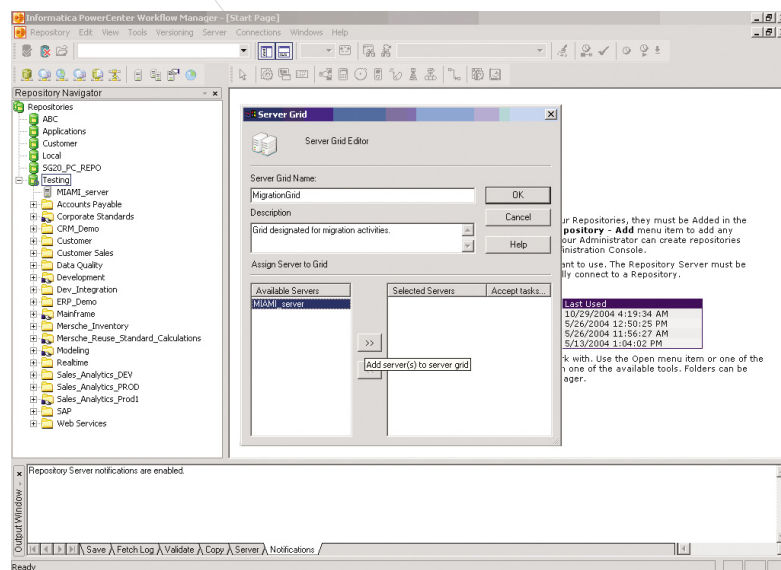


Figure 1: Server Grid capability. Creating server grids in the Server Grid editor.

Scale Up to Success

If you're going to depend on a single platform to deliver a holistic view of all your enterprise data, that platform is going to be in demand—and it will need to scale seamlessly as data volumes grow. No matter how many users, processes, or data you add to your system, it must consistently provide secure, scalable, on-demand data.

Secure Your Data

PowerCenter ensures security through complete user authentication and granular privacy management through leading encryption and remote site access capabilities. It also provides secure transport of your data across systems and locations.

Scale, Cost-Effectively

PowerCenter delivers linear scalability that optimizes use of available resources—including SMP architectures, 64-bit processors, distributed Linux-based or mainframe systems. Open APIs make it easier to add new data sources for extensibility. Processing options—including pipeline, parallelism, and the ability to scale out to heterogeneous grids—deliver flexibility in meeting increased demands.

Deliver Data on Demand, Even When Demand Grows

In order to ensure timely, on-demand access to data even as volumes grow, PowerCenter provides server grid and partitioning capabilities. Interoperable and extensible, PowerCenter is portable across platforms without re-coding. It makes best use of system resources while supporting batch updates, changed-data capture, and real-time data delivery.

Meet Today's Challenges—and Tomorrow's

As your business needs change, your IT infrastructure should adapt to meet your new needs. Your IT teams must be able to respond promptly, designing, collaborating on, and building solutions that address your latest requirements. With PowerCenter's patented metadata-driven architecture, IT can change and modify solutions easily and quickly without requiring recompilation or excessive reengineering.

Simplify Design

PowerCenter simplifies design processes by making it easy to search and profile data, reuse objects across teams and projects, and leverage metadata.

Facilitate Collaboration

PowerCenter facilitates collaboration across teams, sites, and projects by providing granular version control and automated configuration and flexible deployment tools

Change Your Solution

PowerCenter's metadata management helps you adapt your solution quickly by maximizing re-use of code. It also helps you minimize the risk of making changes by providing data lineage and leveraging PowerCenter's impact analysis to assess the consequences of each change before you implement.

PowerCenter: Comprehensive Data Integration with Rapid Time-to-Value

PowerCenter is the leading data integration platform. Its proven and comprehensive capabilities make it faster and easier than ever for your business to achieve the benefits of data integration, including more holistic access to enterprise information, greater IT responsiveness to the business' demands for information, and reduced time to results on IT projects.

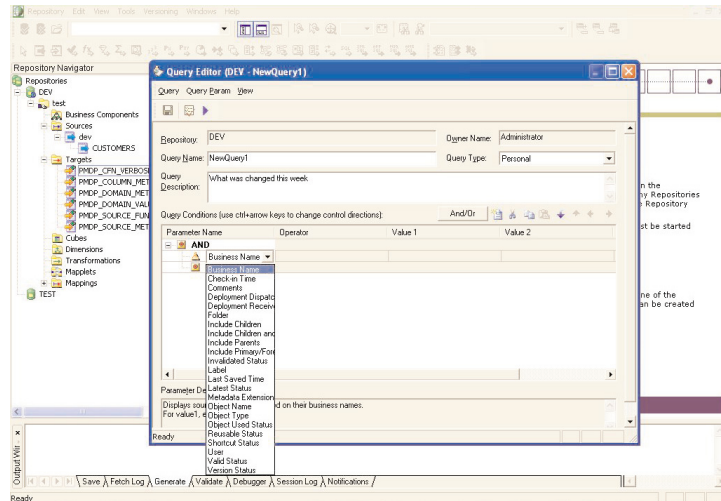


Figure 2: Team-based development functionality facilitates collaboration.

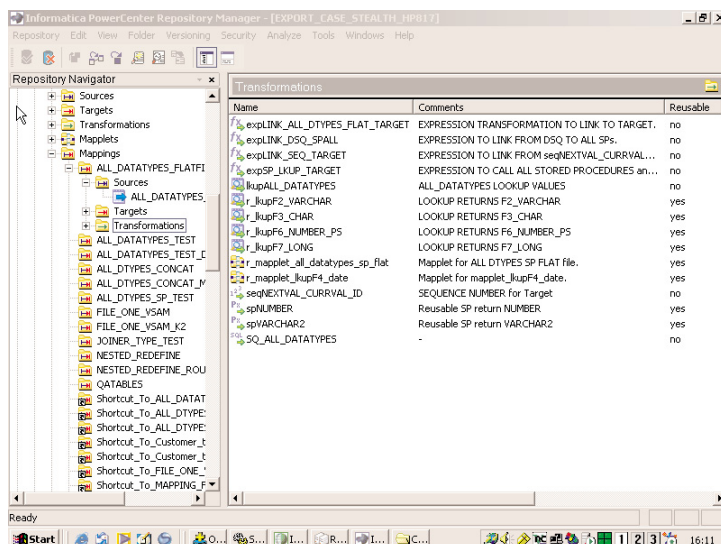


Figure 3: The Repository Manager allows you to easily search and profile data.

New Options, Faster Installation

Informatica has simplified its packaging of PowerCenter, and is working to a goal of enabling one-hour installation.

PowerCenter Standard Edition

The industry's leading adaptive software for accessing, integrating, and delivering data, PowerCenter Standard Edition cost-effectively leverages data from any system, to any system.

PowerCenter Advanced Edition

In addition to all the capabilities of PowerCenter Standard Edition, PowerCenter Advanced Edition provides broad enterprise data integration with a single platform, robust metadata analysis and data-ready reporting, cost-effective grid computing and team-based development capabilities. With PowerCenter Advanced Edition, organizations can realize the benefits of the full data integration lifecycle—helping to drive productivity, lower maintenance costs, and gain a substantial cost advantage with a rapid out-of-the-box experience. PowerCenter Advanced Edition allows installation all from one CD, all in under an hour.

PowerCenter Options, Available With Either Edition:

- **Partitioning:** optimizes parallel processing on multiprocessor hardware by providing a thread-based architecture and built-in data partitioning.
- **Real-time:** extends PowerCenter's batch processing capabilities to transform and process operational data in real time.
- **Data Cleansing:** standardizes, validates, and corrects name and address data to maximize the integrity and value of an organization's most important information assets and provide users with accurate business-relevant information
- **Data Profiling:** furnishes thorough, accurate information about the content, quality, and structure of the data in virtually any operational system to enable effective data integration.
- **Metadata Exchange:** provides the ability to synchronize metadata between specific modeling and BI tools to further map your data integration environment



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