Informatica PowerCenter

Benefits

- Empower business users with the right information at the right time

- Solve business problems such as customer churn, campaign effectiveness, fraud detection, and sales optimization

- 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 you require more visibility into your data

- 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 companies need reliable data to make timely, insightful decisions and stay ahead of the curve. With exploding data sources, complex data types, and increasing data volumes, integrating data from disparate sources and getting value from that data has become even more challenging. Shrinking IT budgets and changing business requirements only add to the problem.

How can you deliver the right data at the right time without compromising developer productivity and overall costs? A high-performance, agile data integration platform is the key to your business success—a platform that will scale to expanding business needs and solve business problems such as customer churn, campaign effectiveness, fraud detection, and sales optimization.

Raising the standard for enterprise data integration

Informatica PowerCenter helps you unlock the value of your data. It offers a unique end-to-end data integration platform, with a broad set of capabilities to integrate raw, fragmented data from disparate sources and transform into complete, high-quality, business-ready information. As your environment grows and matures, PowerCenter scales to meet your expanding business needs, data volumes, and complexity, while providing insights to IT and the business.

Whether you're planning a data warehousing project, integrating or migrating applications, or evolving to a hybrid architecture, Informatica PowerCenter supports your plans and keeps your business agile. It delivers results at speeds up to five times faster than hand-coding and traditional graphical tools.

Meet business demands with improved developer productivity

The highly visual, easy-to-use environment enables IT to jump-start and cost-effectively scale data integration projects without any hand-coding. And you can leverage those skills to support other initiatives.
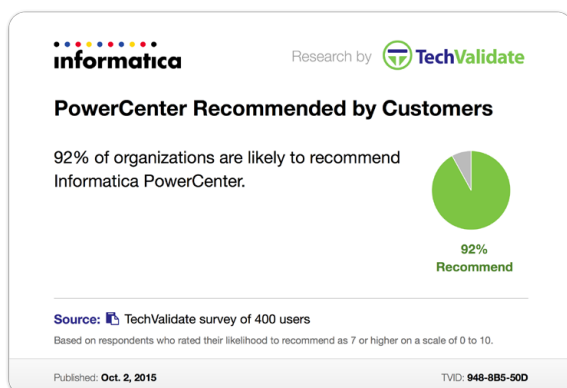
Enhance business–IT collaboration

Built-in messaging and collaboration provides greater visibility into data lineage and builds business confidence in the data. A common business vocabulary helps keep business and IT in sync. PowerCenter allows the two to share common metadata, manage business definitions, and collaborate.

Real-time data for application and analytics

Fresh data is critical to stay on top of market realities and take action at the right time. PowerCenter offers continuous data processing with a zero-latency engine enabling business users to make timely decisions.

Highly scalable, always-on data integration

PowerCenter can scale to any volume and complexity of data and any number and type of projects and users, while providing the foundation for data integration. It enables you to automate data validation, proactively monitor operations, and enforce best practices.

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.

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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.

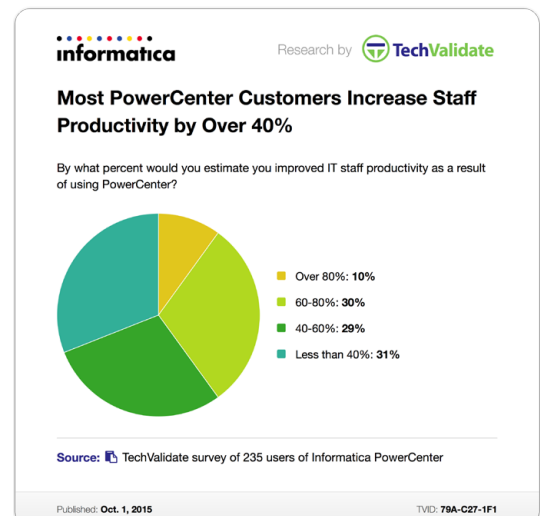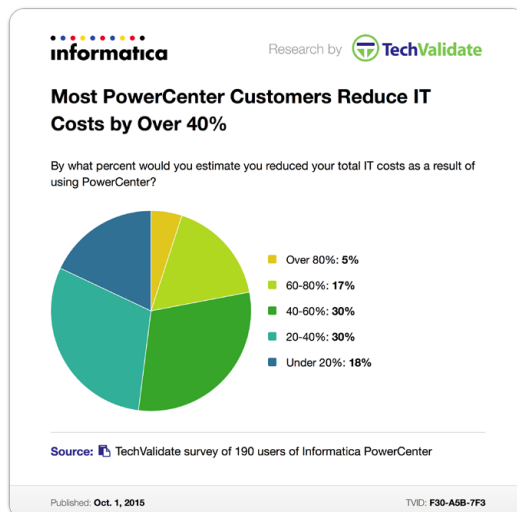## Informatica PowerCenter Standard Edition

Informatica PowerCenter Standard Edition is a scalable, high-performing, easy-to-use enterprise data integration software that will greatly improve staff productivity and promote IT and business collaboration. The highly visual environment lets you connect and integrate data from any data source in any data format and automatically generate data integration mappings and workflows, without hand-coding. This edition includes basic XML processing, connectors to foundational data sources, an analyst tool to understand source data, partitioning, administration capabilities, basic data profiling, rapid prototyping, and batch data integration.

Informatica PowerCenter Advanced Edition

Informatica PowerCenter Advanced Edition is for organizations that are facing increased volume and complexity of data, while improving the context and usage of data across the enterprise. Using this edition you can scale performance on available hardware using techniques such as parallelization of sessions across grids and push-down optimization. You can collaborate with the business and empower them by providing an easy-to-use interface to build and manage a common business vocabulary across the organization and provide end-to-end visibility into data lineage. The real-time data integration engine lets you provide the right data at the right time to make better, more timely business decisions.

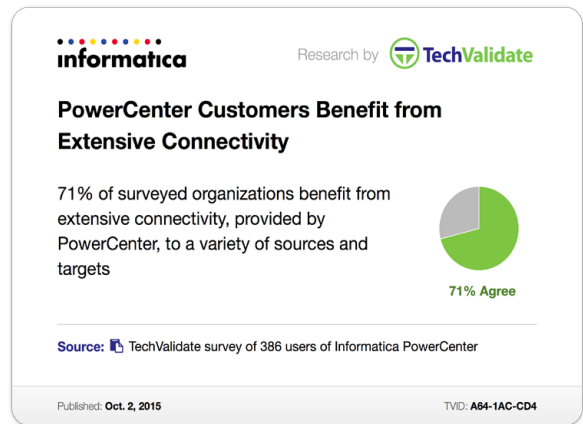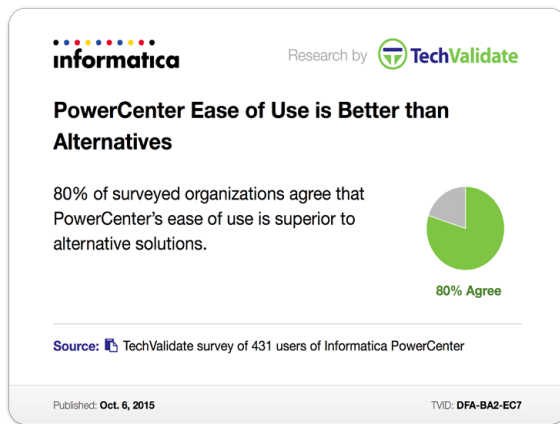[1] Gartner, Inc., 2015 Gartner Magic Quadrant for Data Integration Tools, Eric Thoo, Lakshmi Randall, 29 July 2015. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings 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.

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

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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

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Informatica PowerCenter Premium Edition

Business-critical data integration environments have to be highly dependable, available, and reliable. Informatica PowerCenter Premium Edition offers all of the capabilities of both the Standard and Advanced Editions. In addition, it offers highly automated data validation testing and monitoring of processes that help you proactively detect and address issues. This reduces down-time, improves service-level agreements (SLAs), and boosts business confidence. It 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.

Compare these PowerCenter Enterprise editions to select the one that's right for you.			
	Standard	Advanced	Premium
High Performance ETL/Batch Data Integration	●	●	●
Role-based Tools for Business/IT Collaboration	●	●	●
Centralized Administration and Management	●	●	●
Comprehensive Metadata Reporting	●	●	●
Rapid Prototyping for Agile Data Integration	●	●	●
Basic Data Profiling by Business	●	●	●
Partitioning	●	●	●
Bundled Relational, Batch, & ODBC Connectors	●	●	●
Metadata Manager and Business Glossary		●	●
Enterprise Grid, High Availability, Pushdown Optimization		●	●
Real Time Engine		●	●
Proactive Monitoring: Operations & Governance			●
Data Validation Testing: Development, Production			●❙
Advanced Transformation			●❙

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.

Related Editions and Add-ons

PowerCenter Productivity Add-on Package

Enhance PowerCenter with highly reusable mappings that can dynamically adjust to changes in data schema.

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.

Informatica PowerExchange Add-on Package

Secure, codeless connectivity to major enterprise applications; database systems, mainframe systems; midrange systems; message-oriented hardware; and industry-wide technology standards such as email, LADP, and web services.

Informatica offers a highly available and scalable platform for accessing, discovering, cleansing, and integrating data from virtually any data source, in any format and delivering that data through the enterprise at any speed. Informatica has helped thousands of companies successfully overcome data challenges and unlock the power of data to improve operational efficiency, better serve customers, minimize risk and gain competitive advantage.

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Put potential to work.™

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