

# Informatica B2B Data Exchange

## Benefits

- Out-of-the-box self-service partner portal for collaboration and greater agility
- Reduce implementation time with comprehensive data transformation capabilities to handle unstructured data and specialized formats along with industry standard data
- Enhance productivity and ensure compliance with continuously updated prepackaged data format standards and Accelerators for EDI and other standards

## A Modern Solution for Collaborative Partner Network Data Integration

Your IT organization needs to support many types of business processes, data formats, and communication protocols to address the specific needs of your company's customers and trading partners in a scalable and cost-effective manner. In order to efficiently scale your inter-company data integration, tools for partner self-service and management are required. In addition to EDI, organizations are increasingly exchanging a wide variety of data via different transport methods which can also benefit from automation.

Informatica® B2B Data Exchange empowers your IT organization to define processes and transformations and allows business users to configure these processes per partner and source. All users can then monitor the data events for each partner and process, and effectively respond to changes. By enabling self-service, partners can collaborate with your team to set-up, upload and download data, update configurations and monitor activities. With visibility of the data throughout the exchange, your IT organization can successfully implement and manage these highly complex data exchange activities.

With Informatica B2B Data Exchange, your IT organization can:

- Maintain the highest possible control and visibility around transactions and processes, ensuring compliance with all regulations and service-level agreements
- Integrate external data with data within the firewall for a complete and comprehensive view, improving decision making and increasing operational efficiency
- Leverage partner self-service to create collaboration and reduce the need for every change to be implemented by your IT organization
- Gain end-to-end visibility with business event monitoring

### Robust, Versatile, and Automated Data Transformation

Informatica B2B Data Exchange supports any-to-any data format transformations for structured, semi-structured, and unstructured data—all while complying with the leading industry standards that govern those formats. Users can design and manage data transformation projects, regardless of structure, all in a codeless and reusable manner.

### Powerful Partner Management and Business Event Monitoring

Dynamic trading partner management allows both your company and its partners to create, edit, and manage partner profiles and define the specific data flows particular to a partner. The dynamic capability of Informatica B2B Data Exchange allows users to

designate any custom properties in any partner-specific data flows as configurable parameters in trading partner profiles. Users can upload and download data to the partner network themselves with new easy to use self-service tools. Users can manage business events by viewing, monitoring, and reconciling them, as well as diagnosing issues and notifying others of issues. Flexible, easily customized dashboards, combined with out-of-the-box operational key performance indicator (KPI) charts, provide a consolidated view of the partner gateway business and data activities.

With powerful partner management and business event monitoring capabilities, Informatica B2B Data Exchange can help your company collaborate efficiently and cost-effectively with its extended network of trading partners and customers. As a result, your company can be more agile, reduce costs and grow your business.

“Informatica [B2B Data Exchange] offered everything we were looking for in terms of features, performance, stability, and long-term sustainability. Together, these factors made Informatica a very easy choice.”

– Peter Fliessgarten, Center for Information Technology, Deutsche Telekom

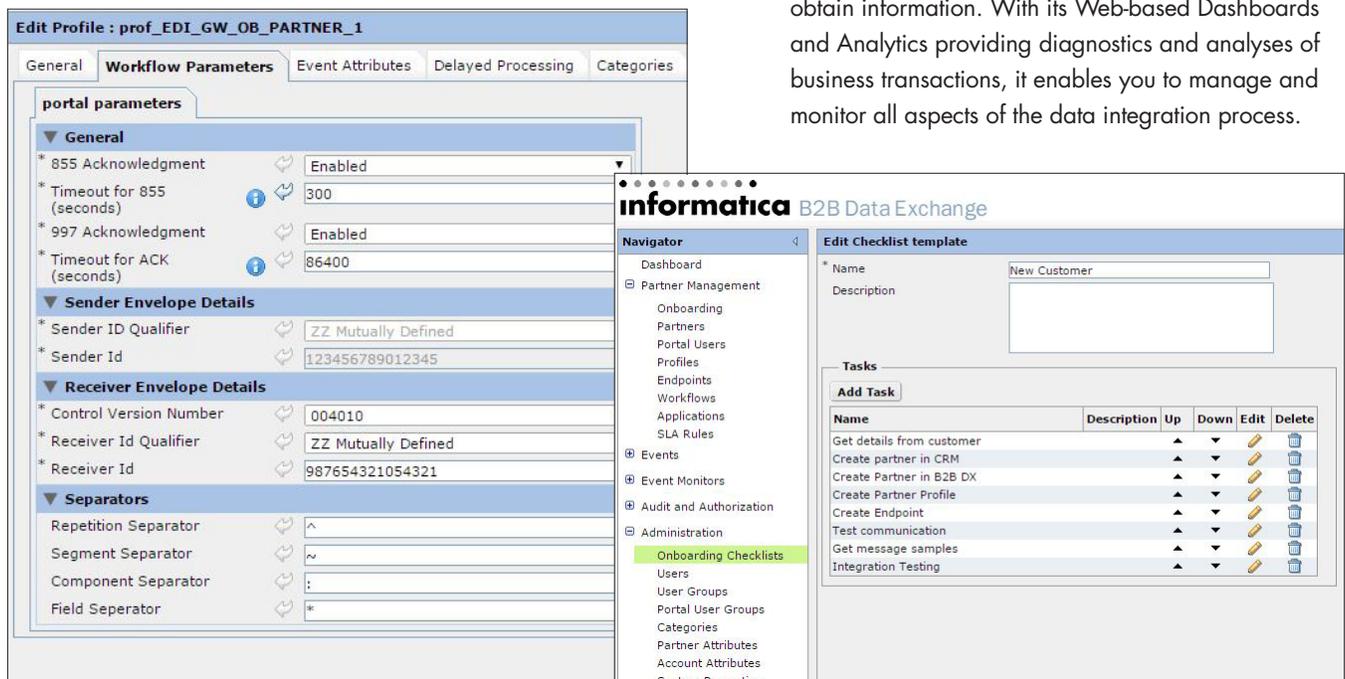
## Key Features

### Universal Data Transformation

Informatica B2B Data Exchange provides a single, centralized, consistent, and reusable data transformation service that enables true “any to any” data transformation. It supplies unique support for binary documents (e.g., PDF, Excel, Word), printing formats (e.g., AFP and PostScript), and large batch file and real-time messages. It also features full support for complex flat files, including deep hierarchy, complex looping, delimited, and fixed- and variable-width data, and furnishes unparalleled support for complex hierarchical industry standards (e.g., HIPAA, HL7, NCPDP, ACORD, DTCC, EDI-X12, EDIFACT, SWIFT, FIX, NACHA, Telekurs). Providing native support for XML, the software enables enterprises to rely on and leverage XML while integrating data.

### Business Visibility Through Data Event Monitoring

Informatica B2B Data Exchange provides end-to-end visibility into data as it is integrated, plus deep insight into data’s content as it changes in each step of the process. Through field-level data events monitoring it pinpoints specific data format discrepancies, validations, restrictions and enumerations, errors, failures, and exceptions and generates relevant events and triggers. Its Event Viewer enables you to see a list of events, search on a specific one, and drill down to obtain information. With its Web-based Dashboards and Analytics providing diagnostics and analyses of business transactions, it enables you to manage and monitor all aspects of the data integration process.



Out-of-the-box self-service partner portal provides collaboration and file transfer functionality.

## Partner and Data Source Onboarding

With Informatica B2B Data Exchange, you can create detailed partner and partner data profiles (including data sources, formats, and communication protocols). It lets IT define the data flow template with configurable attributes or parameters in real time and enables business analysts to define variables for the onboarding process.

Informatica B2B Data Exchange provides a customizable checklist for onboarding EDI partners, enabling operations to quickly see bottlenecks in the onboarding process and proactively address these bottlenecks.

## Quality-Ensured Data Exchange

With Informatica B2B Data Exchange, comprehensive data quality processes can be built directly into the data exchange process. This guarantees that all data is complete, consistent, accurate, and current, regardless of where it resides.

## Robust, Scalable Data Integration

Informatica B2B Data Exchange enables you to leverage the ability of Informatica PowerCenter® to integrate customer and partner data from virtually any business system, in any format, with your company's data and business processes. It scales to support the integration of large data transactions as well as high-volume data transactions, and it connects

to virtually all databases and mainframes, plus flat files, messages, Web services, and major connectivity systems. It provides common data services in a service-oriented architecture that is interoperable with major connectivity, business process management, and messaging systems.

## Codeless, Visual Design and Mapping Environment

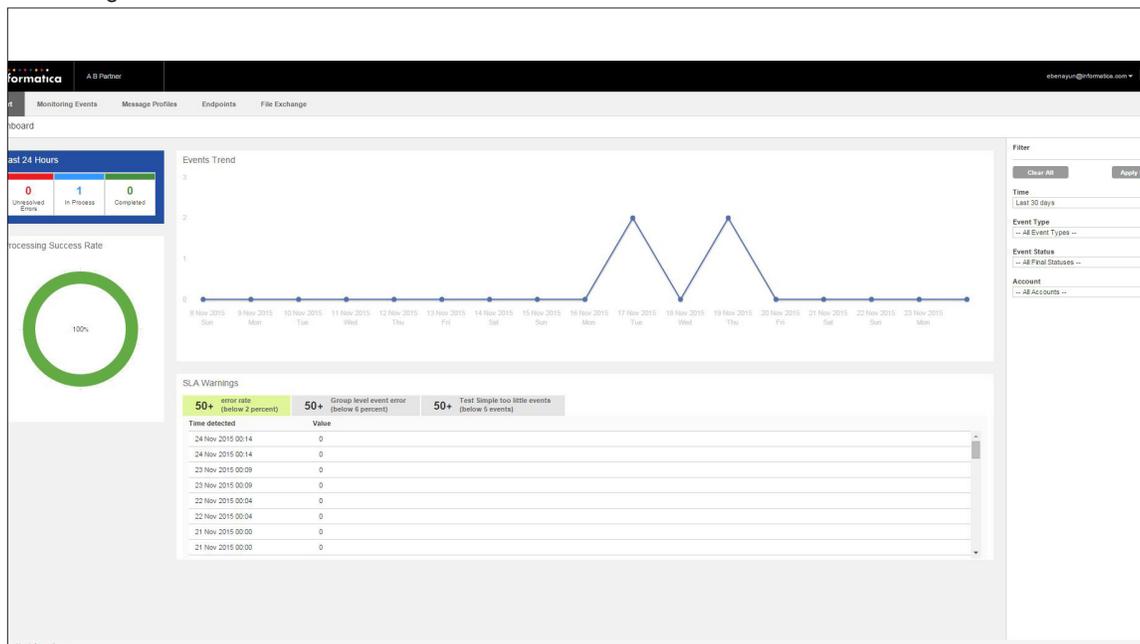
Informatica B2B Data Exchange features a single, easy-to-use environment for designing, mapping, debugging, testing, and deploying to increase team collaboration.

## Secure Connectivity Through Managed File Transfer

Informatica B2B Data Exchange provides security-ensured data/file transfer and support for all communications protocols as well as managed file transfer through file movement visibility.

“Using Informatica [B2B Data Exchange], Zyme is onboarding EDI feeds faster than before—freeing up development resources to address other important tasks.”

– Ted Dimbero, Senior Vice President, Operations, Zyme Solutions



The Partner Portal Dashboard provides end-to-end visibility into data as it is integrated through field-level data and event monitoring.

# Key Benefits

## Reduce Operational Costs with Comprehensive Data Transformation

Informatica B2B Data Exchange allows you to make better, faster business decisions by basing them on a complete view of all your data regardless of format, type, or where it resides—inside your corporate firewalls or with your trading partners. It allows you to respond more quickly and effectively to changing business needs with a complete and accurate view of corporate performance. The comprehensive transformation capability reduces IT operational costs by automating the integration of all forms of data with less or no custom coding, streamlining multi-enterprise collaboration, and protecting and increasing revenue streams by conducting new business through broadened channels.

## Streamline Management of Interactions with Dynamic Business Partner Management

Informatica B2B Data Exchange streamlines the management of multi-enterprise interactions by enhancing visibility into and control over transactions with customers, vendors, and trading partners. It enables you to find and fix problems in your multi-enterprise environment quickly and meet all service levels, and accelerate time to revenue by bringing new customers and partners onboard faster and at lower costs. It also accommodates the diverse and dynamic nature of all partners within a business ecosystem to promote multi-enterprise operational efficiencies and collaboration.

## Enhanced Productivity and Ensured Compliance with Prepackaged Data Format Standards

Informatica B2B Data Exchange automates the integration of all forms of data with prepackaged transformations for most industry and governmental standards and with a prepackaged industry-specific workflow. This allows you to eliminate custom code, reduce implementation time by 50 to 80 percent, and decrease maintenance costs. With a complete and regularly updated library of industry-specific data format standards for banking, insurance, healthcare, and manufacturing, Informatica B2B Data Exchange helps you ensure compliance with the most current industry and regulatory standards. Frequent updates allow you to adapt to new requirements as soon as they emerge, avoiding regulatory penalties and loss of data.

## 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.



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