Informatica PowerCenter Advanced Edition
Standardize Data Integration at the Enterprise Level

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Ahold

“PowerCenter Advanced Edition includes all the essential capabilities we need—high-performance, high-productivity data integration with metadata management designed for enterprise deployments. The integration metadata catalog, with personalized lineage, comprehensive impact analysis, and reporting, boosts confidence in our data with enhanced visibility into data relationships. Features such as unified user management significantly simplify the management of our complex environment.”

High-Performance Data Integration for Enterprise Deployments

*Informatica® PowerCenter® Advanced Edition™* is scalable, high-performance enterprise data integration software for accessing and integrating data from virtually any business system, in any format, and delivering that data throughout the enterprise at any speed.

PowerCenter Advanced Edition is for IT organizations that are standardizing data integration at an enterprise level, across numerous projects and departments. It combines all the capabilities of PowerCenter Standard Edition™ and extends them with additional capabilities ideally suited for establishing data governance practices and Integration Competency Centers.

Key features of PowerCenter Advanced Edition include:

- Dynamic partitioning for high-performance, highly scalable concurrent data processing
- Powerful metadata management for data lineage and impact analysis
- A business glossary for a common taxonomy of business names linked with technical artifacts
- Team-based development to help global teams operate more efficiently
- Web-based data profiling and reporting capabilities

PowerCenter Advanced Edition is broadly used across a wide spectrum of data integration initiatives, such as:

- B2B data exchange
- Data migration
- Data synchronization
- Data warehousing
- Master data management
Key Features

Metadata Manager

Metadata Manager increases insight into complex data relationships by consolidating metadata into a single integration catalog. This catalog is used to explore and find relationships between data sources, link business names with technical artifacts, and provide a common taxonomy for business and IT users. Metadata Manager mitigates redundancy and promotes reuse by rapidly identifying information assets, relationships, and process flows across data sources, transformation mappings, and business intelligence reports from a central integration metadata catalog.

Metadata Manager delivers end-to-end lineage of all data by importing, aggregating, and linking metadata from different applications, systems, and business glossaries. You can document changes to data as it flows through various enterprise systems, engendering trust and confidence in business information.

Business Glossary

Business Glossary enables data analysts, business analysts, and data stewards to work together to create, manage, and share a common vocabulary of data integration business terms. It provides business context to technical artifacts related to data integration so that data can be cataloged, governed, and used consistently and efficiently across the enterprise. It facilitates an approval workflow to propose, notify, and review new business terms and edit existing terms, helping to establish good data stewardship.

Business Glossary fosters cross-functional alignment and helps all business sectors better understand the context and usage of data. IT organizations can give business users immediate access to Business Glossary information from external applications for a greater understanding and trust of the data they use to run the business. Business Glossary helps to establish data ownership and accountability through audit trails that are critical for successful data governance programs, risk management, and compliance initiatives.

Dynamic Partitioning with Data Smart Parallelism

PowerCenter Advanced Edition increases performance on multiprocessor and grid-based hardware environments through parallel data processing. Its partitions automatically align with database table partitions. This edition supports multiple partition schemes, including parallelization through such multiple mechanisms as key range, hash algorithm-based, round robin, or file partitions.

By supporting parallelization through concurrent processing of specified partitions along the data transformation pipeline, PowerCenter Advanced Edition maximizes data throughput. Session design tools, which use a graphical partitioning map for determining the best partitioning points, enable IT teams to create user-defined partitioning schemes. They can gather session statistics, such as throughput, rows/second, error details, and performance optimizations, to identify potential bottlenecks and recognize trends.
Key Features (continued)

Team-Based Development

PowerCenter Advanced Edition’s flexible, metadata-driven architecture ensures that development work can be reused across projects without recoding. It fosters collaboration across different IT functions—such as development, quality assurance, and production administration—or across geographically disparate teams, whether onshore or offshore. Powerful version control and configuration management capabilities enhance IT productivity and flexibility. PowerCenter Advanced Edition expedites IT’s response to changing business needs while reducing development costs.

Workflow on Grid

PowerCenter Advanced Edition scales to meet increased project demands by distributing workload across multiple servers. This feature effectively optimizes resource usage through adaptive load balancing, and it allows for unlimited scalability through incremental investments in processing capacity.

Unified Web-Based Administration Console

This console centralizes all configuration and monitoring tasks across PowerCenter Advanced Edition repositories, including management of users, groups, privileges, and roles. It simplifies user and security management, which keeps administration costs down in an enterprise environment.

Re-Entrant Workflows

With PowerCenter Advanced Edition, IT teams can run a single instance of a data integration workflow multiple times to maximize limited computing capacity. Web services deployments can be dynamically scaled on a single grid node or multiple grid nodes. This edition supports thousands of concurrent service requests, a valuable feature for shared services environments, such as Integration Competency Centers.

PowerCenter Advanced Edition’s Administration Console centralizes all configuration and monitoring tasks to ensure that development work can be reused across projects without recoding.
Benefits

Provide Timely, Trusted Data to the Business

With PowerCenter Advanced Edition, your IT team can help the business meet its analytical and operational needs for high-quality, timely data delivered throughout the enterprise. PowerCenter Advanced Edition enables your IT organization to be more responsive to business demands with faster and more flexible delivery of more data. By providing enterprise-wide visibility into data definitions, lineage, and relationships, you raise your company's confidence in its data. And by supporting monitoring and audit activities for data governance and stewardship programs, your IT organization can help the business minimize compliance exposure.

Execute Mission-Critical Data Integration Initiatives

PowerCenter Advanced Edition meets demands for security, scalability, and performance, serving as the ideal foundation for enterprise-wide data integration initiatives. Your IT organization can cost-effectively scale data integration initiatives throughout the enterprise to meet increased data requirements. You save hardware costs by making better use of all existing computing resources. You reduce the costs and risks associated with data downtime. And you establish a secure infrastructure for data governance and regulatory compliance.

Drive Global, Cross-Team Productivity and Cross-Functional Collaboration

PowerCenter Advanced Edition helps global development teams, as well as cross-functional teams of IT and business analysts, to work together more efficiently, effectively, and securely. You increase developer productivity rates by reducing repetitive coding and mapping tasks, streamlining administration and easing configuration change and management. You reduce IT project development and deployment costs. By enabling teams to readily share and reuse work and results, PowerCenter Advanced Edition increases agility by strengthening alignment among IT organizations, development teams, and the business.

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Informatica Corporation (NASDAQ: INFA) is the world’s number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today’s global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,000 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off-premise and in the cloud.