

theme

“Today’s information economy is enabled through data. Data is the lifeblood of any organization, it is the currency of the modern economy and over the last 10 years we have seen an explosion of data across the organization. The traditional organization has large quantities of data held within operational databases including half of the data held within unstructured and semi-structured data sources, but less than a quarter of the information used to make business decisions comes from these unstructured data sources. As a result, companies are unable to accurately make decisions and measure corporate performance. This presentation first examines the problem of obtaining data from all internal and external sources and aims to help organizations gain greater business value from their information assets.”

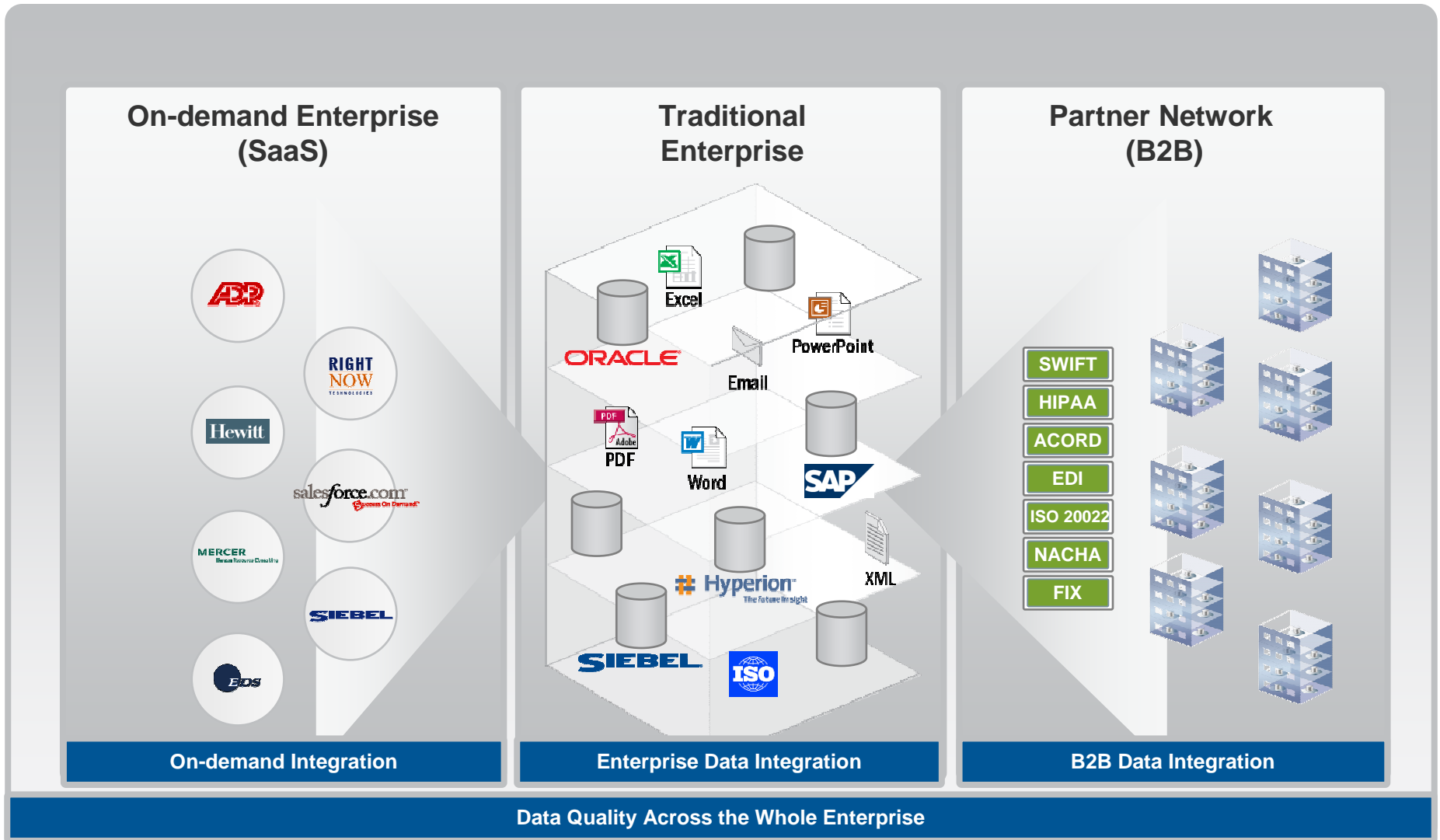
Maximize business performance with a holistic view

Alistair Seaton
Senior Consultant, Informatica South East Europe

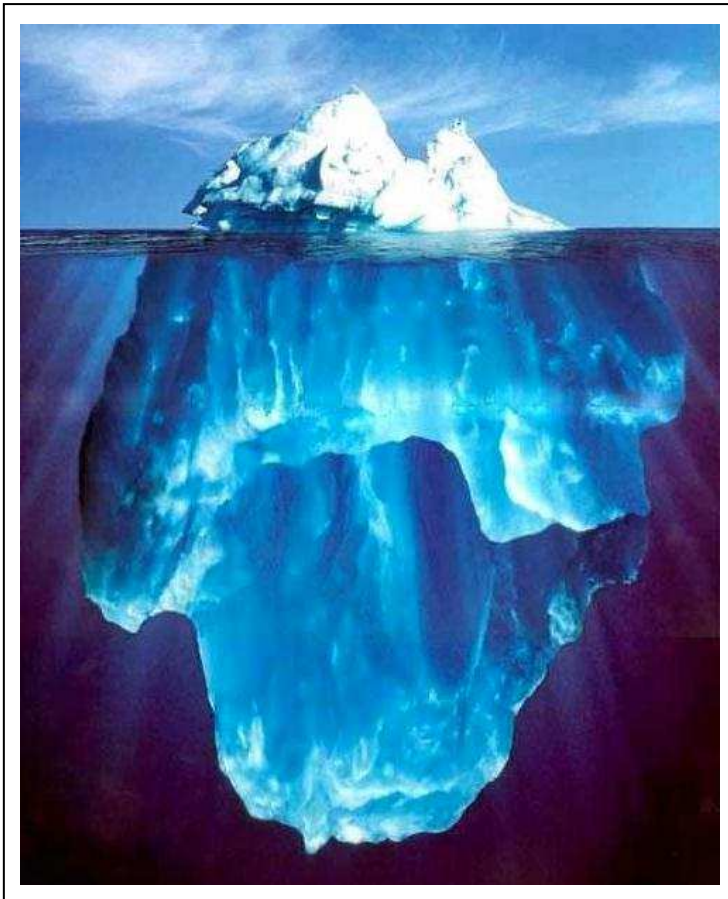
The Informatica logo consists of a horizontal line of small white dots above the word "INFORMATICA" in a bold, white, sans-serif font. A registered trademark symbol (®) is located at the end of the word.

Data Visibility

Capturing the whole picture



Structured Data is the Tip of the Iceberg



Over 80% of enterprise data is in unstructured formats

- 300 million Excel installations worldwide
- 200 million PDF documents on the web
- 100 million new Office documents authored every day

Impact on Cost and Complexity?

"For medium-to-large-sized organizations, unstructured, semi-structured and complex-structured data has become prevalent in many service-oriented integration scenarios. At times complex transformation requirements go beyond the capabilities of many traditional integration solutions and instead must be coded by hand, which can impact up to 60-70 percent of an integration implementation budget."

Massimo Pezzini, vice president and distinguished analyst, Application Integration & Middleware Strategies at Gartner, Inc.

Extending Traditional Data Integration

Complex Data Integration

- Access and Integrate Unstructured Data
- Handle Complex Industry Standards

Capture Partner Data

- Integrate Business Partner data whilst maintaining the highest data quality
- Manage the Business Process Among Partners Most Efficiently

Unified Approach

Increase Productivity
for Integration
Development &
Maintenance

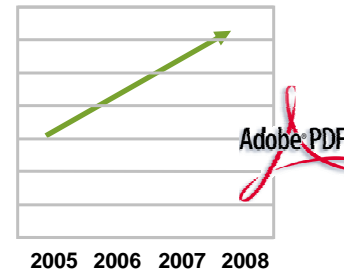
Increase visibility of
ALL enterprise data

Reuse Transformations
Across Infrastructures

Challenges to extending Data Integration

Increasing amount and complex

Growth



Regulatory Compliance and Indust

Governance



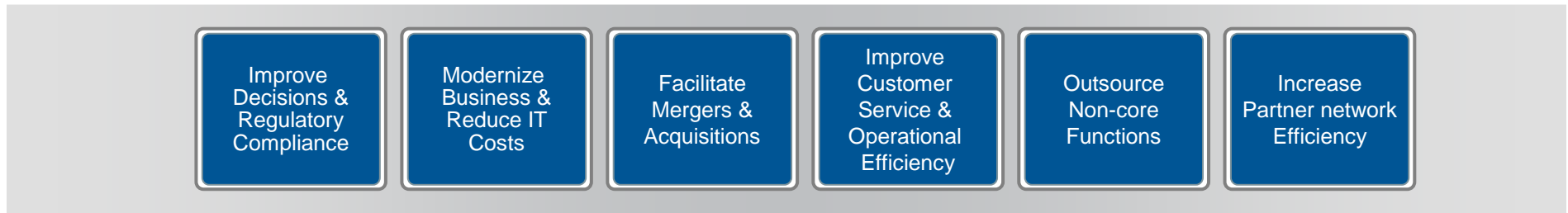
Expanding Markets and Co

Globalisation



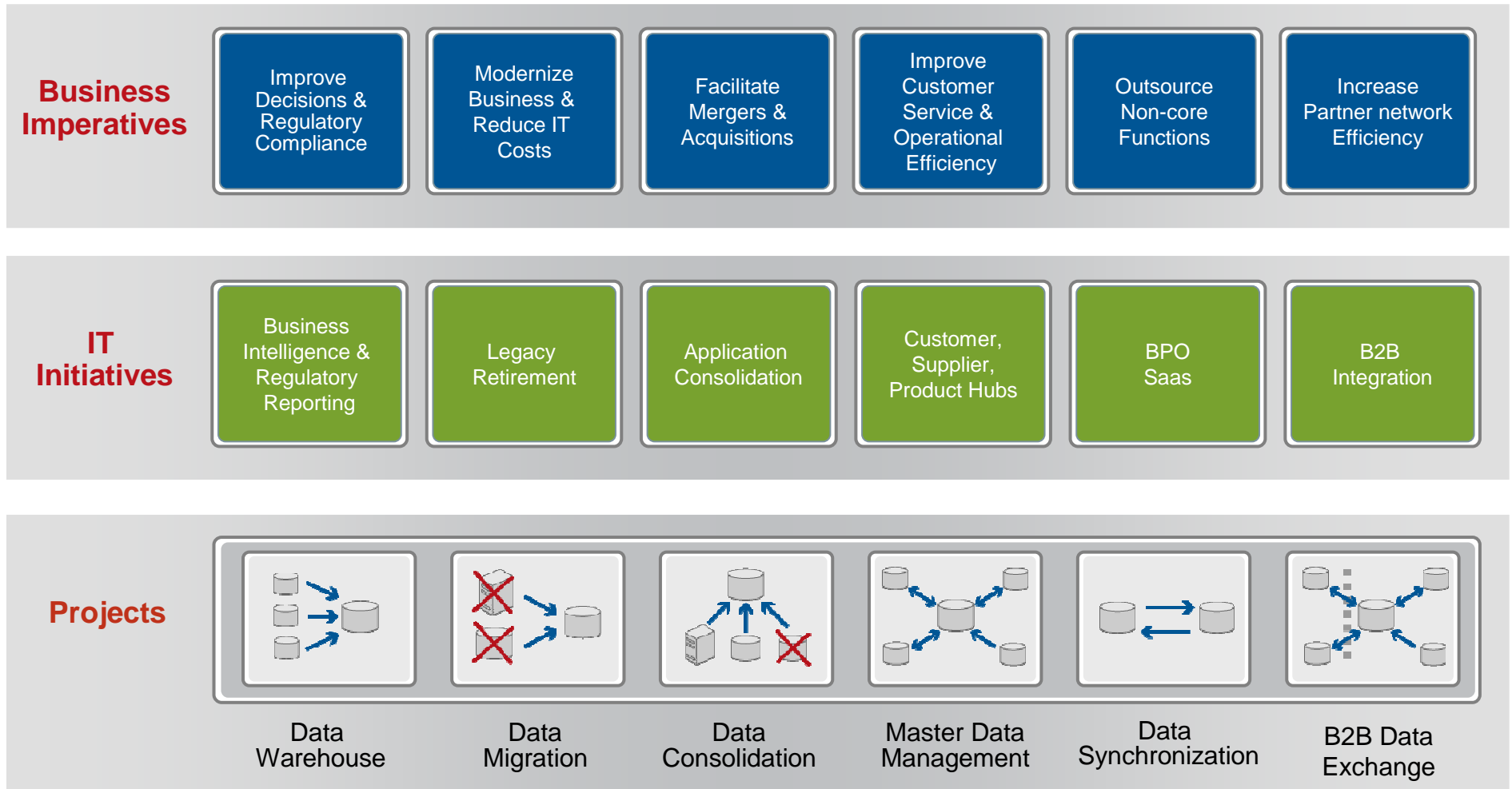
The Information Economy

Business Imperatives For Success



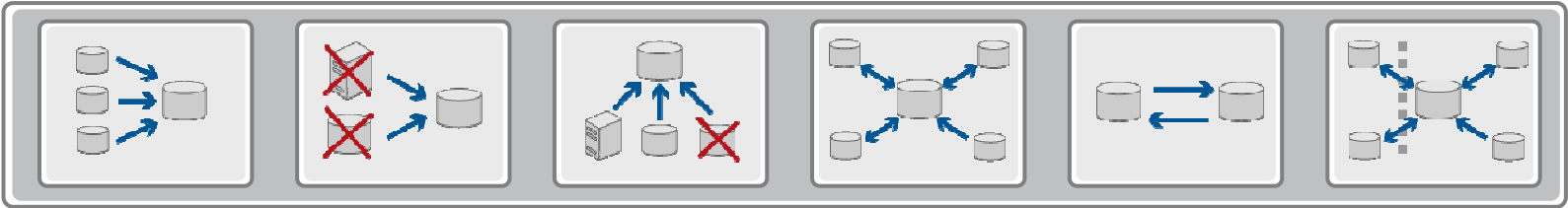
The Information Economy

Key Customer Business Imperatives

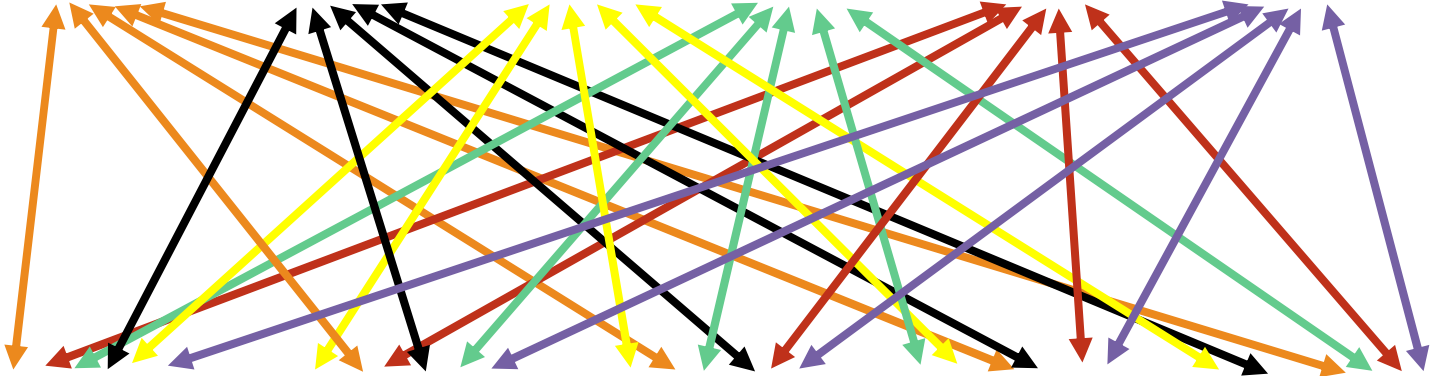


The Information Economy

Key Customer Business Imperatives



Data Warehouse Data Migration Data Consolidation Master Data Management Data Synchronization B2B Data Exchange

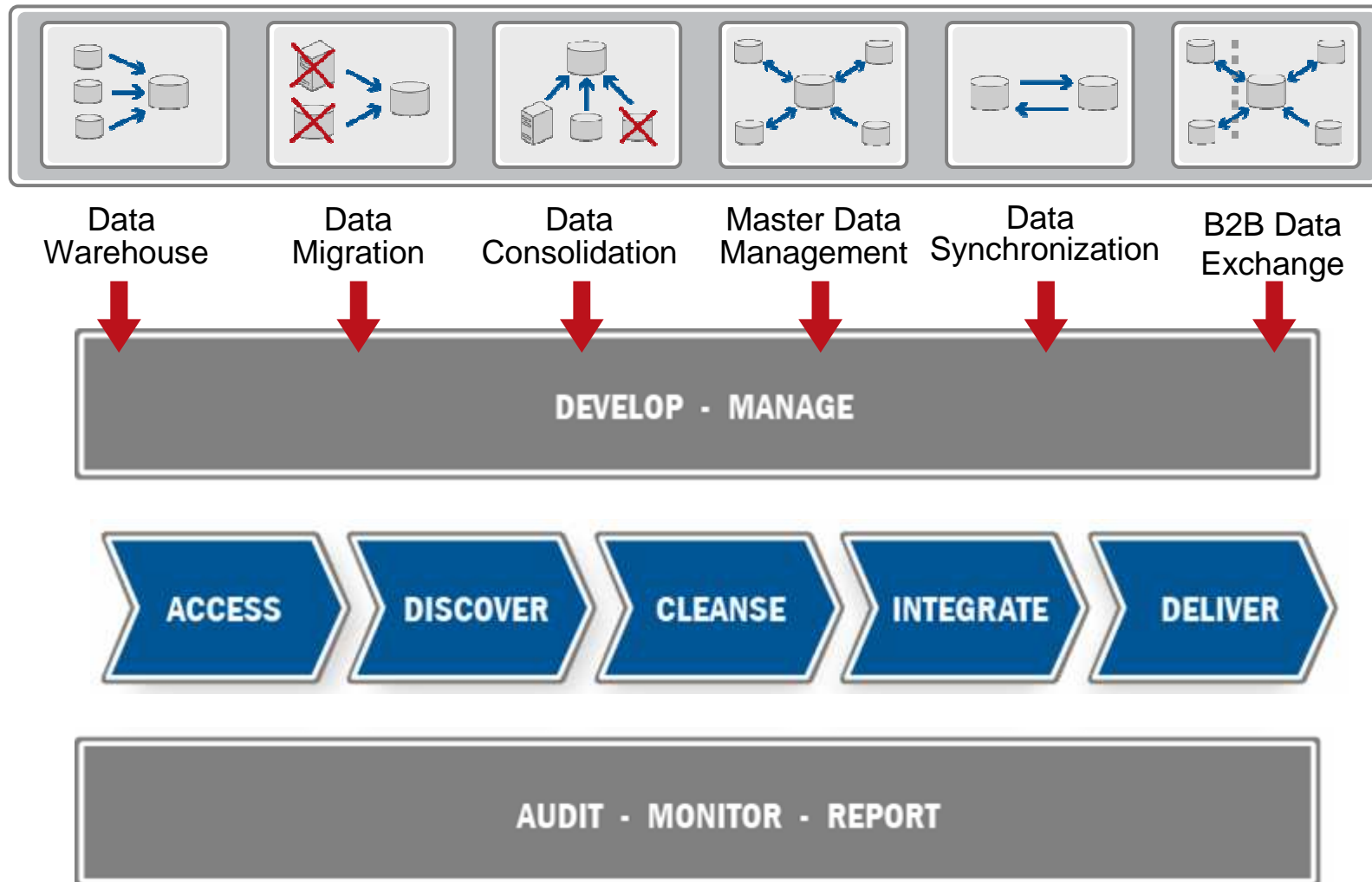


The extended enterprise – data everywhere

<p>On-Demand</p>	<p>Application</p>	<p>Database</p>	<p>Unstructured</p>	<p>B2B</p>
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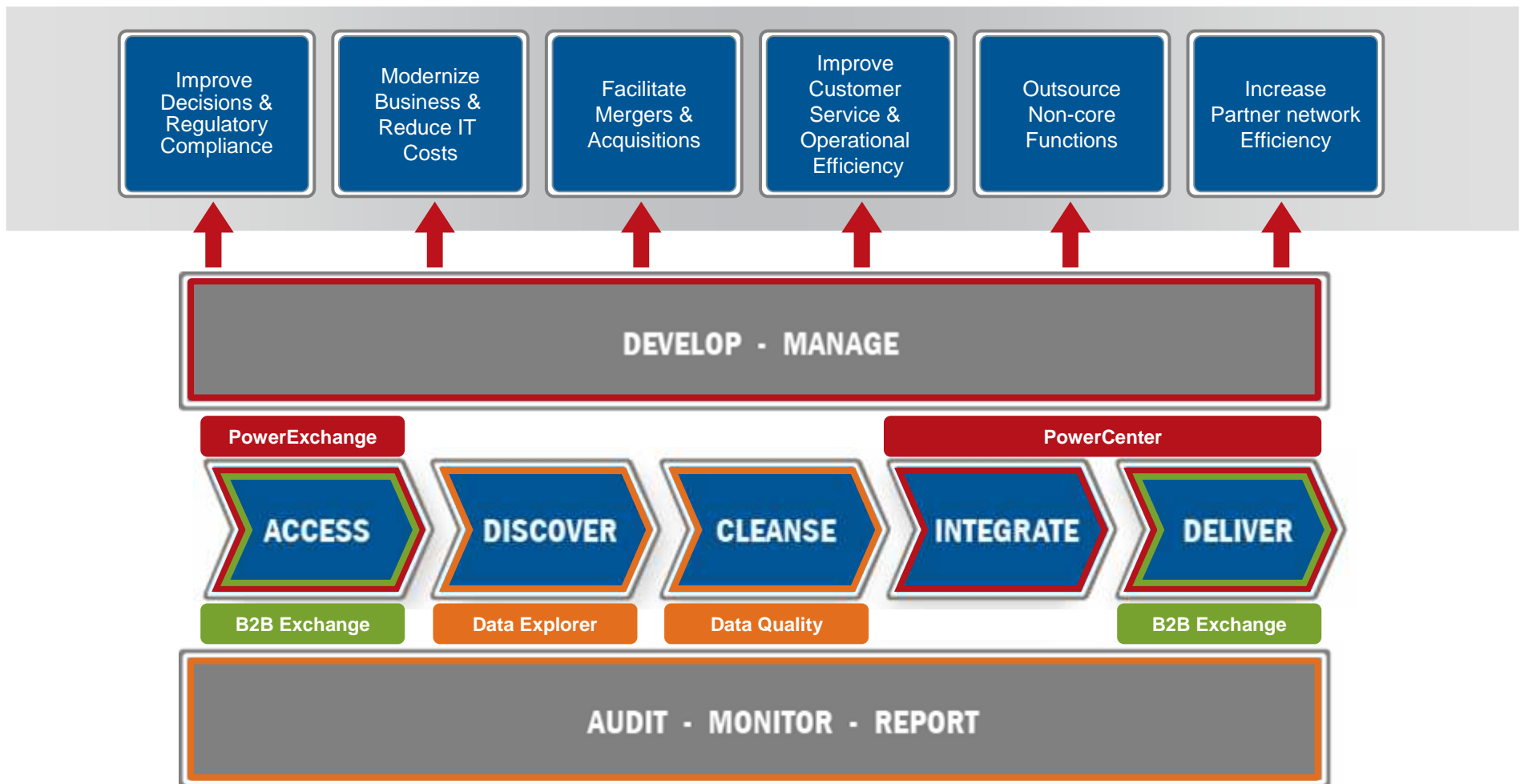
Gain Business Value From Data

Common Project Lifecycle: Do More With Less



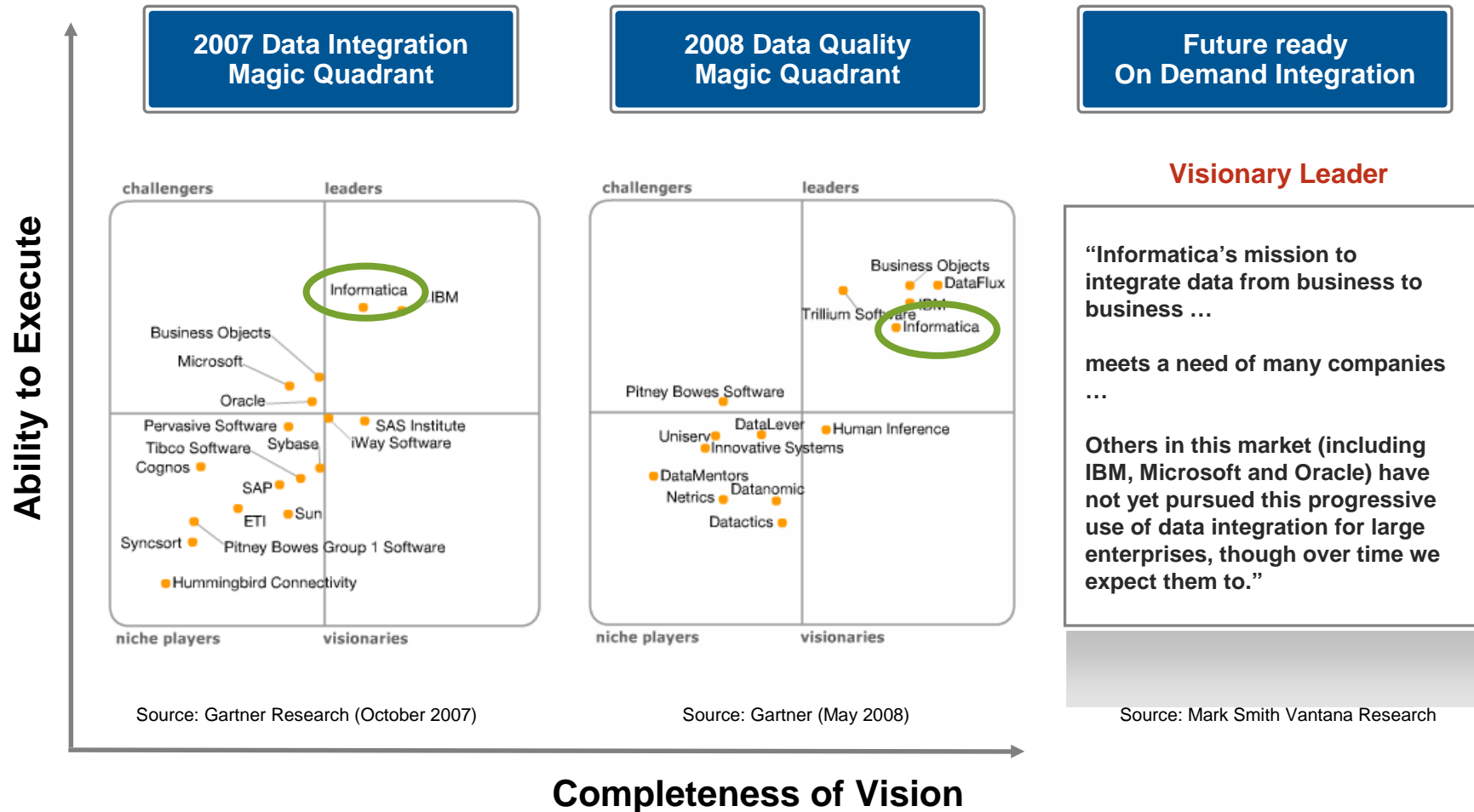
Informatica

The Data Integration Platform To Enable Business Imperatives



Why Informatica?

Proven Technology Leadership



Why Informatica?

The Neutral Trusted Partner

<p>BI</p>	<p>Applications</p>	<p>On-Demand</p>	<p>Global Systems Integrators</p> <p>Regional: Digital China, LGCNS</p>
<p>Database and Infrastructure</p>			
<p>Operating Systems</p>			
<p>Platforms and Technologies</p>			



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