Real-Time Data for Data Warehouses

Real-time analytics demands a new approach to data warehousing. Informatica PowerCenter Real Time is enabling “real-time or right-time” delivery of quality data, at the speed of your business.

Business Challenges

- Enabling real-time decisions
- Moving from historical reporting to real-time analysis

IT Challenges

- Minimizing disruption to the IT environment
- Meeting business demands for data quality and timeliness

“Real-time data warehousing is in use by 15% of respondents today, while another 47% say they will adopt it in the next three years.”

Will you?

Source: TDWI Real-Time Data, BI and Analytics, September 2014

Solution

Advantages for PowerCenter users when adding Real Time to a current PowerCenter environment.

- Familiar and flexible solution
- Leverage existing Informatica skills
- Allow batch, near real-time, or real-time response
- Cost effective, easy, non-intrusive
- Minimal disruption to current environment

PowerCenter +

Guaranteed message delivery
Change data capture for relational data sources
Zero-latency processing
Reliable, scalable data processing & delivery

PowerCenter Real Time

Results

Better & Faster

- Value-added decisions
- Responsiveness
- Operational efficiency
- Reporting
- Customer experience
- Monitoring & performance

Savings

- Saves time
- Saves money
- Eliminates hand-written code

Productivity Gains

Over half of users report productivity gains of >50%

Customer Success

“Informatica has given us a robust and consistent platform to manage the flow of data into and out of our analytic infrastructure. In addition, we have solved other data movement problems with Informatica. Whenever we have a data integration opportunity, our first thought is now Informatica.”

– Mark Cothron, Data Warehouse Architect, Ace Hardware

“Inforamtica has given us a robust and consistent platform to manage the flow of data into and out of our analytic infrastructure. In addition, we have solved other data movement problems with Informatica. Whenever we have a data integration opportunity, our first thought is now Informatica.”

– Mark Cothron, Data Warehouse Architect, Ace Hardware

For more information go to www.informatica.com/products/data-integration/real-time-integration

in developer productivity

60%

20%

increase
reduction

in integration development time

in developer productivity

60%

20%

increase
reduction

in integration development time

“One of the keys to successfully building Con-way’s business intelligence solution was adopting a consistent, scalable data integration platform that can be leveraged across the business to improve operations. Informatica proved to be the ideal choice for that role.”

– Scot Lambert, Senior Manager of Business Intelligence, Con-way Freight

60%

20%