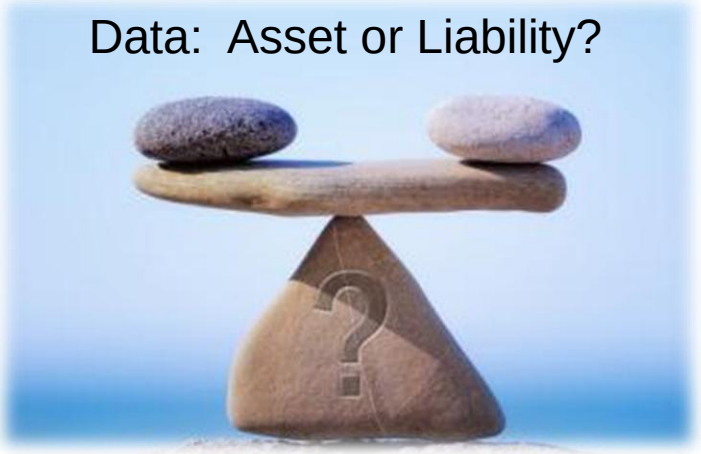

Az adatintegráció értéke nagyvállalatok számára

Halász Gábor
Üzletfejlesztési igazgató

Areus Infokommunikációs Zrt.

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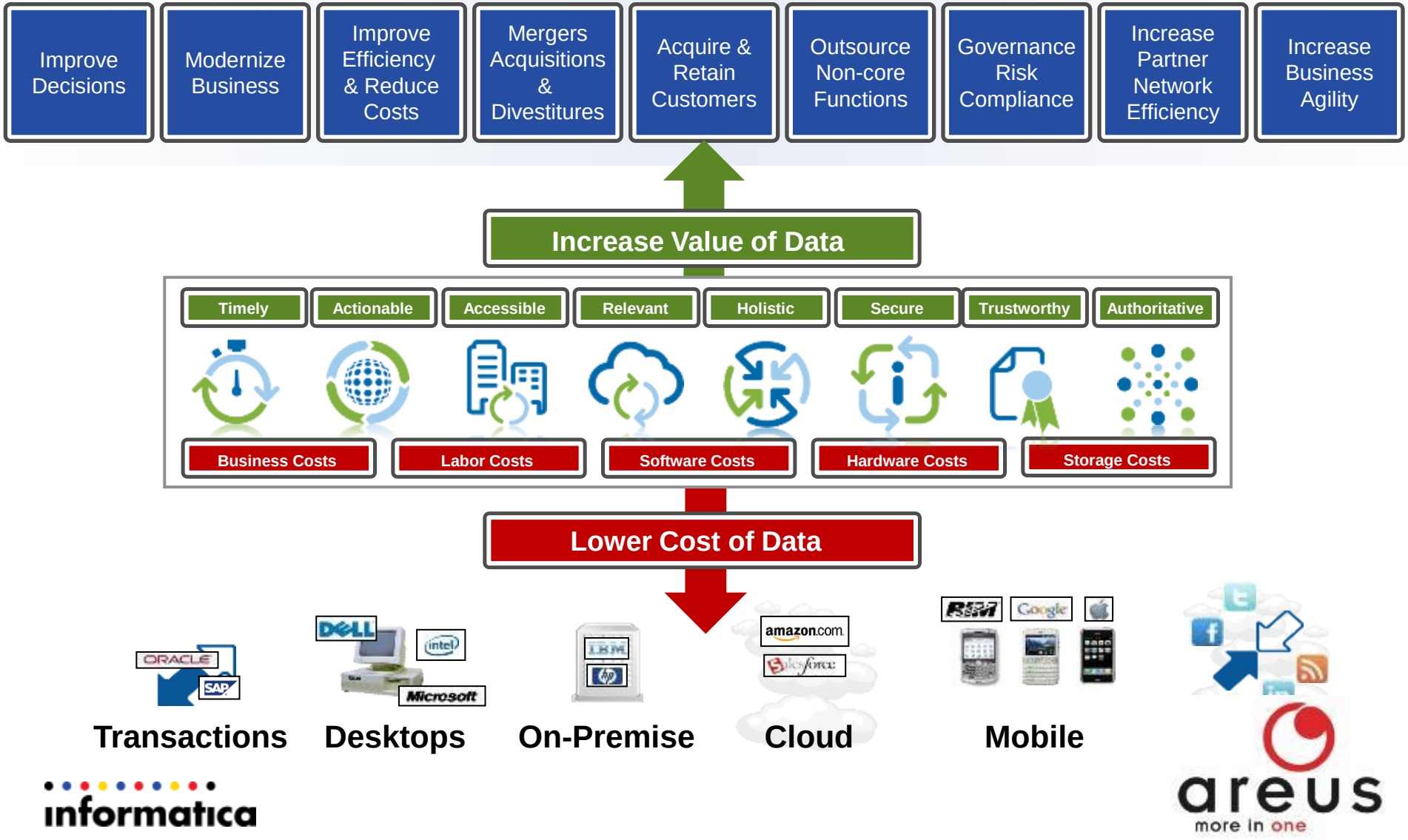
Delivering Business Value from Data



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Value of Data begins with Access!

Messaging, and Web Services

WebSphere MQ	Web Services
JMS	TIBCO
MSMQ	webMethods
SAP NetWeaver XI	

Relational and Flat Files

Oracle	Informix
DB2 UDB	Teradata
DB2/400	Netezza
SQL Server	ODBC
Sybase	JDBC

Mainframe and Midrange

ADABAS	VSAM
Datacom	C-ISAM
DB2	Binary Flat Files
IDMS	Tape Formats…
IMS	

Unstructured Data and Files

Word, Excel	Flat files
PDF	ASCII reports
StarOffice	HTML
WordPerfect	RPG
Email (POP, IMPA)	ANSI
HTTP	LDAP

MPP Appliances

EMC/Greenplum	AsterData
Vertica	Hadoop:
MapR	HDFS, Hive
	SAP HANA

Packaged Applications

JD Edwards	SAP NetWeaver
Lotus Notes	SAP NetWeaver BW
Oracle E-Business	SAS
PeopleSoft	Siebel

SaaS/BPO

salesforce.com

ADP

Salesforce CRM	ADP
Force.com	Hewitt
RightNow	SAP By Design
NetSuite	Oracle OnDemand
	MS Dynamics

Industry Standards

HL7 PAA

EDI–X12	AST
EDI-Fact	FIX
RosettaNet	Cargo IMP
HL7	MVR
HIPAA	

XML Standards

IFX ebXML

XML	ebXML
LegalXML	HL7 v3.0
IFX	ACORD (AL3, XML)
cXML	

Social Media

Facebook	LinkedIn
Twitter	Thomson Reuters
Bloomberg	

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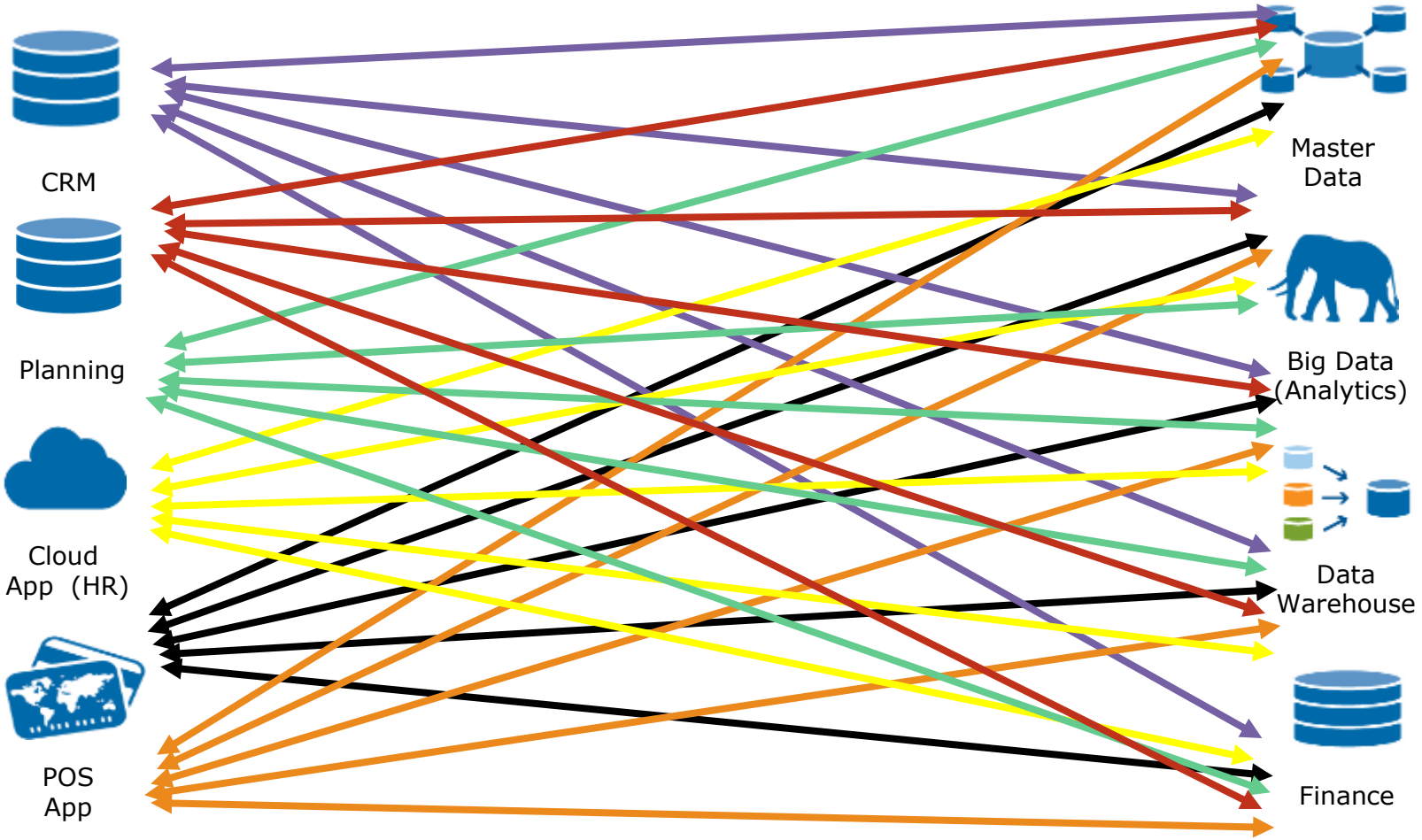
The Problem: „Integration hairball”



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Already it Takes too Long to Deliver New Critical Data or Reports to the Business…

On average, how long does it take to add a new source of data to your data warehouse?

On average, how long does it take to change a hierarchy (e.g. a new way of classifying products or organizing sales regions)?

On average, how long does it take to create a complex report or dashboard with about 20 dimensions, 12 measures, and 6 user access roles?

2011
TDWI BI BENCHMARK REPORT
Organiazational and Performance Metrics for Business Intelligence Teams

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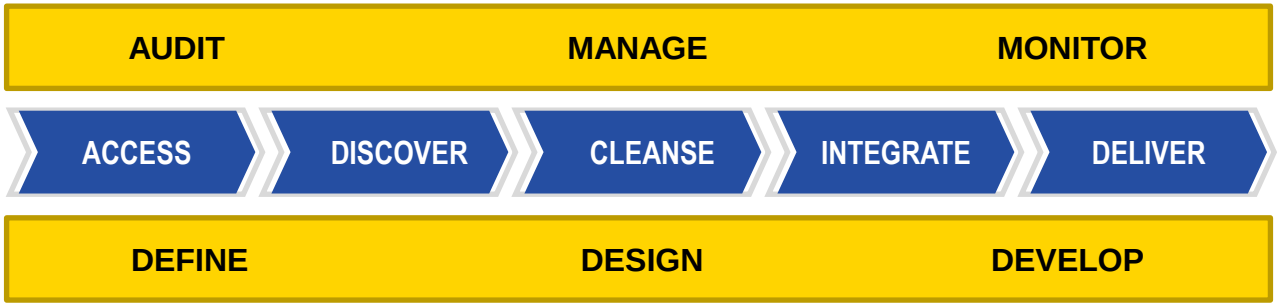
Solution: Enterprise Data Integration

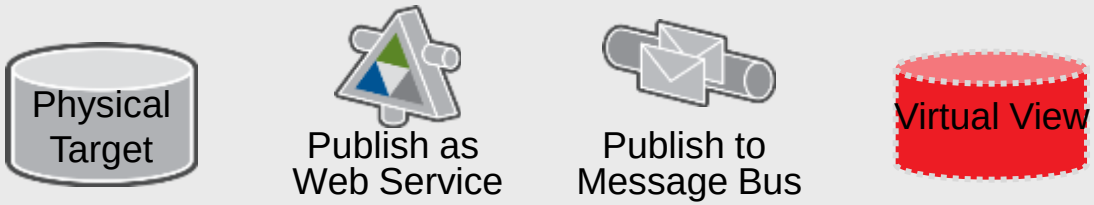
The right data in the right time in the right way



Any Data Source

Any Latency

Any Delivery Mechanism



- **Universal Data Access**
- **Multi-Modal Data Provisioning**
- **Business-IT Collaboration**
- **Cost-Effective Scalability**

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Use Cases

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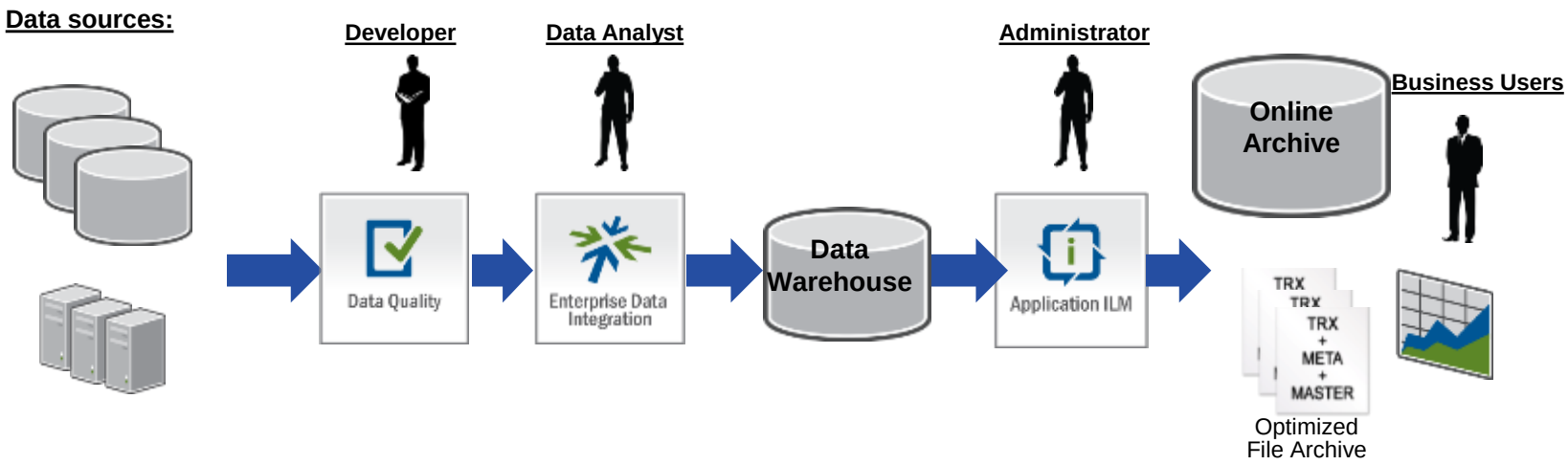
Data Warehouse

Optimize Data Warehouse Infrastructure & Reduce Cost



- Data warehouse backups taking too long and cutting into operational hours
- Escalating storage and data warehouse license cost

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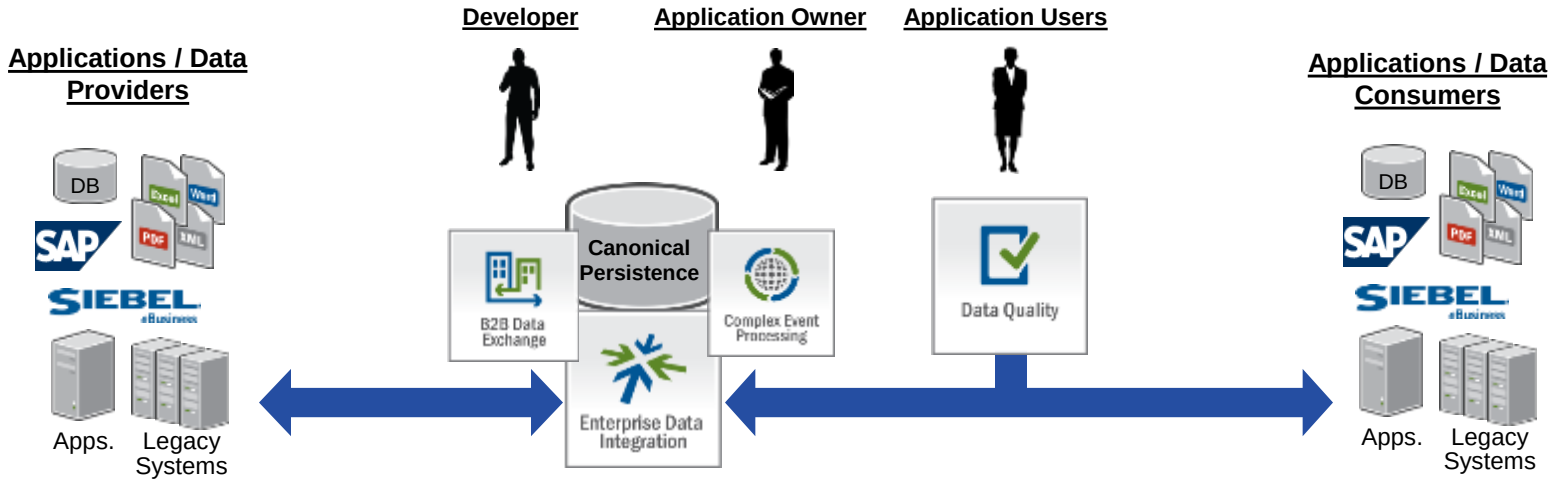
Enterprise Data Integration for Applications

Integration Agility for Better Business Efficiency



- No consistent approach to data integration between applications
- No traceability, auditability of information flowing between systems
- No quality control over information, leading to corrupted business processes
- Constant application adds or changes making maintenance a nightmare

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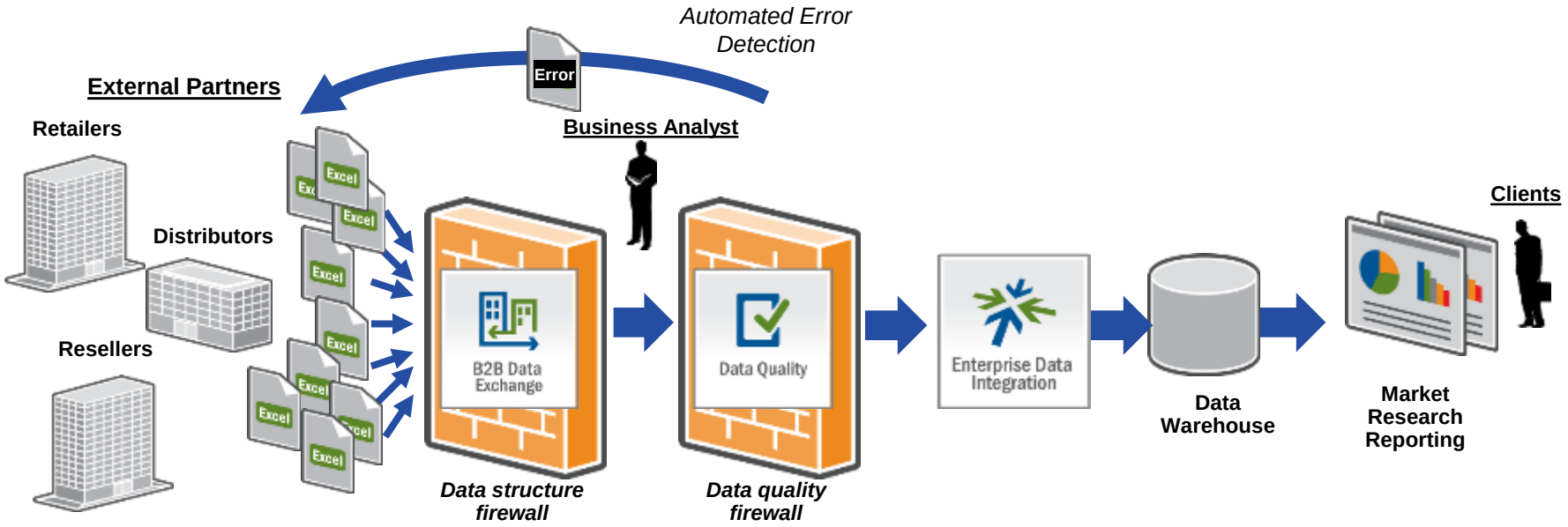
Operational Efficiency

Trading Partner Network



- Aggregate point-of-sale information from thousands of retailers, resellers, and distributors
- Handle more than 300 Excel file formats which frequent changes
- Decrease time-consuming manual efforts to reconcile data from suppliers
- Reduce high error rates

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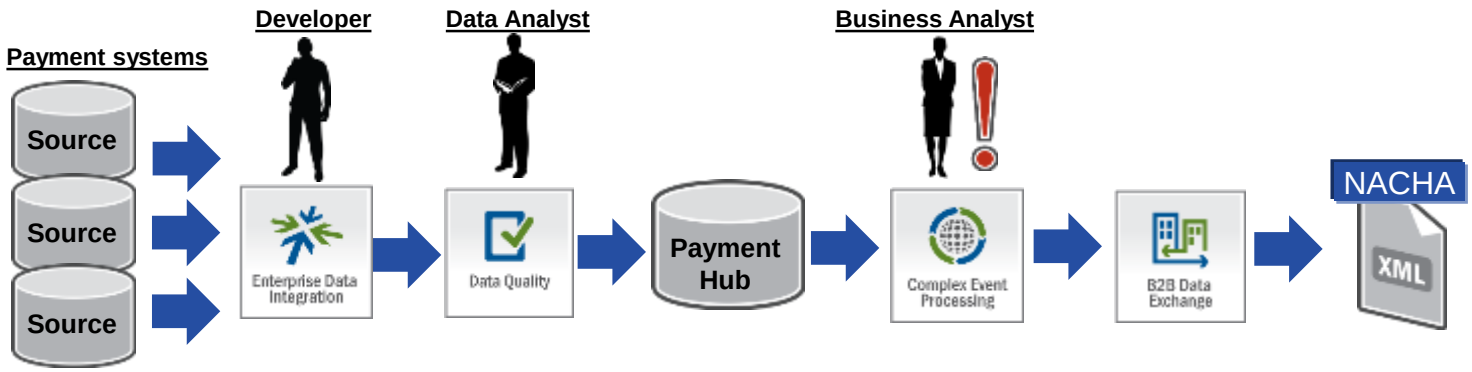
Business Process Automation
Automated Payment Processing



- Access payment data from multiple transaction systems in real time
- Ensure high quality payment data
- Automate exception handling
- Deliver accurate NACHA files to Federal Reserve for payment settling

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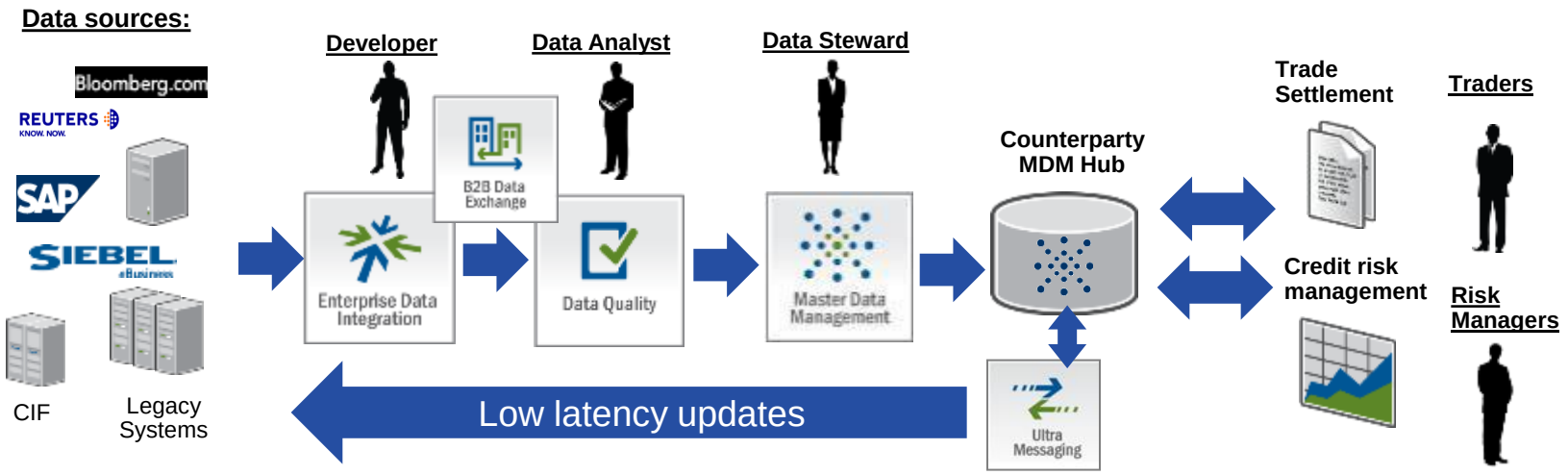
Enterprise Risk and Compliance

Multi-domain MDM Counterparty Risk Management



- Access counterparty data from disparate systems
- Reconcile external 3rd party data
- Ensure high quality data
- Manage trusted counterparty master data
- Synchronize master data in real-time

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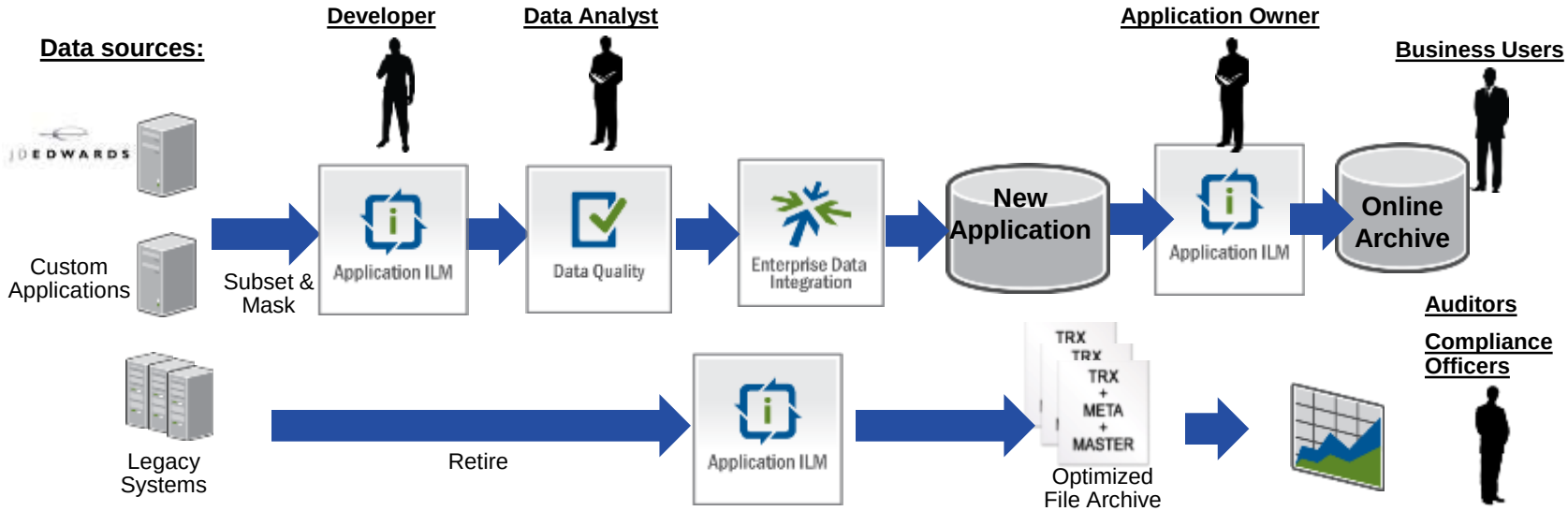
Application Data Migration and Retirement

Retire Legacy Application & Optimize New Application



- Custom Bill Pay application is growing very rapidly at a rate of 1 TB/month
- Meeting application SLA
- Slow response time for 10 million customers
- Keeping legacy application operational is a significant portion of IT budget

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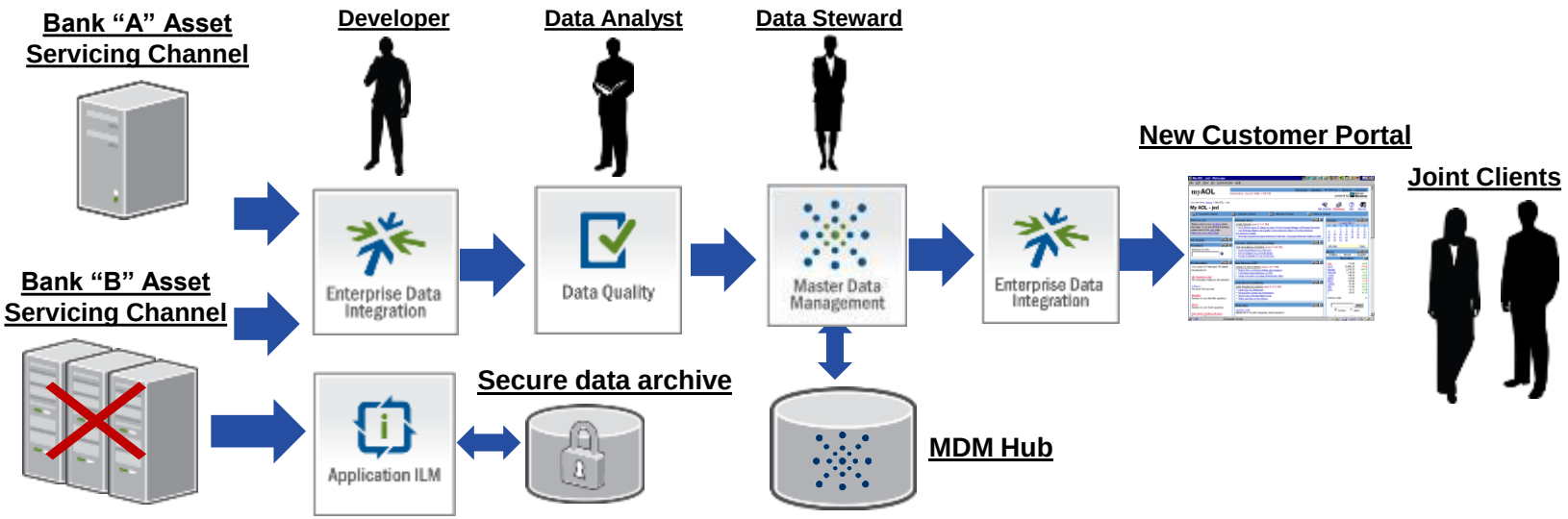
Post Merger Integration



- Integrate data in real time for single common asset servicing portal
- Ensure high quality data
- Create 360 degree view of combined customer base
- Retire redundant apps

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The Informatica Platform

Enabling the Data-Driven Enterprise

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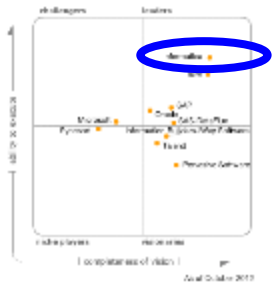
Informatica Platform *- Proven Technology Leadership*

Gartner



Enterprise Data Integration

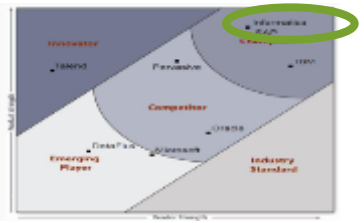
Gartner

Data Quality

Gartner

Master Data Management

INFO~TECH research group



Cloud Data Integration

ULTRA MESSAGING | COMPLEX EVENT PROCESSING | B2B DATA EXCHANGE | CLOUD DATA INTEGRATION | ENTERPRISE DATA INTEGRATION | APPLICATION ILM | DATA QUALITY | MASTER DATA MANAGEMENT

Application ILM

Gartner

B2B Data Exchange

Informatica supports the requirements of cross-organizational data exchange, so users apply familiar & trusted data integration tools and techniques to the growing practice of B2B data integration.

tdwi

Complex Event Processing

Informatica received high praise for its services from customers. For deployments involving systems monitoring use cases, Informatica offers a five-day stand-up of RulePoint.

Aite

Ultra Messaging

In spite of the new entrants, Informatica remains the market leader in this highly demanding part of the messaging market.

OVUM

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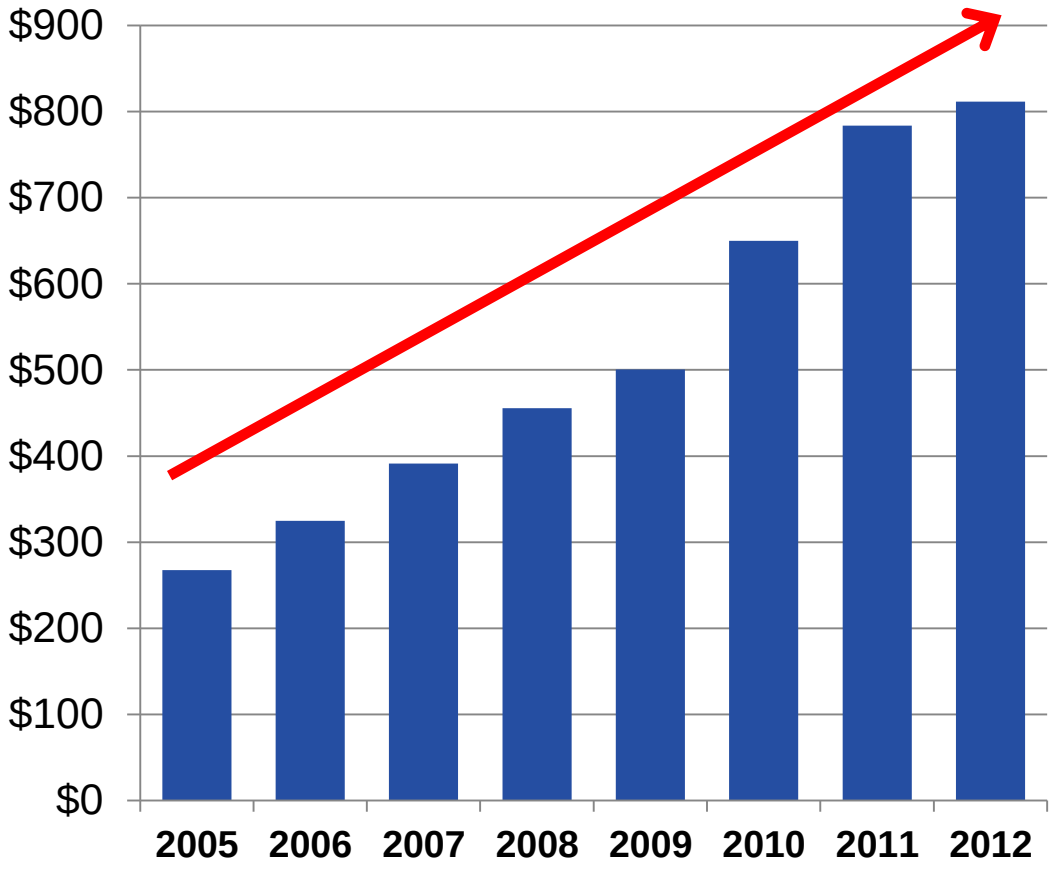
Informatica
The #1 Independent Leader in Data Integration

- **Founded: 1993**
- **2012 Revenue: $811.6 million**
- **7-year Annual CAGR: 17% per year**
- **Employees: 2,810+**
- **Partners: 450+**
  - Major SI, ISV, OEM and On-Demand Leaders
- **Customers: Over 5,000**
  - Customers in 82 Countries
  - Direct Presence in 28 Countries
  - # 1 in Customer Loyalty Rankings (7 Years in a Row)



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Informatica PowerCenter

Consistent Enterprise Data Integration Approach

- A single and centralized solution that can manage all data integration needs
  - Any format, Any size, Any Latency, Any Protocol
- Repeatable, Reliable, Scalable, Controllable
- Visibility, auditability, and governance of your data integration processes

- Stop the most costly integration spending and focus on business value

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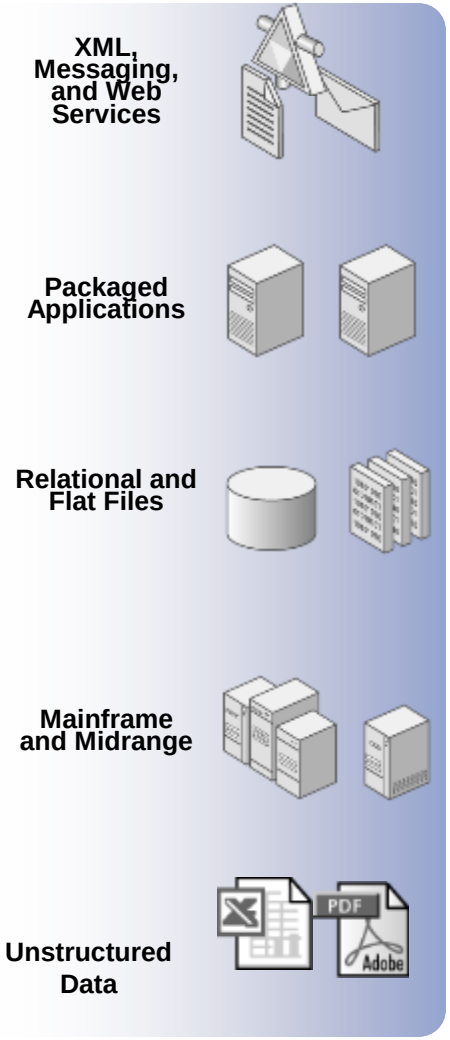
Informatica PowerCenter



- Unified, application and platform independent SOA architecture
- Universal connectivity
- No latency, real time data integration, proactive monitoring and event processing
- High performance, linear scaleability
- H/A, load balancing and fault tolerancy
- Web service and API access

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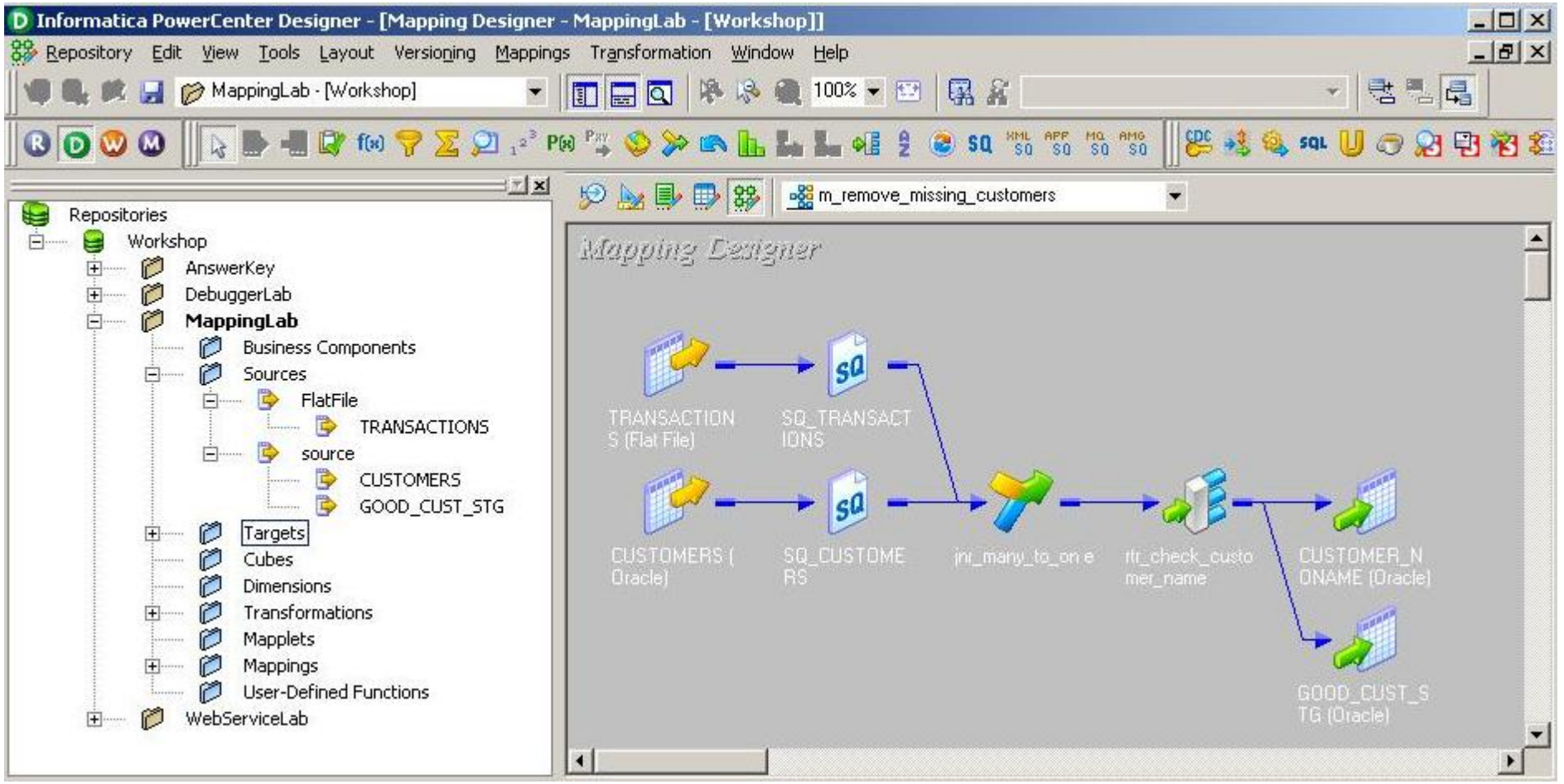
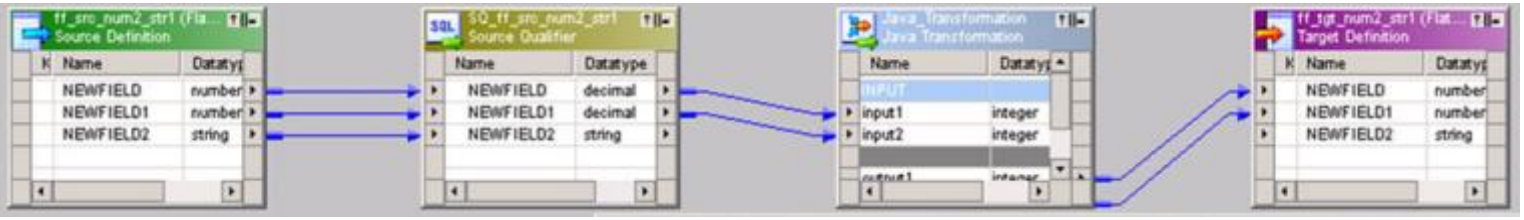
PowerCenter GUI





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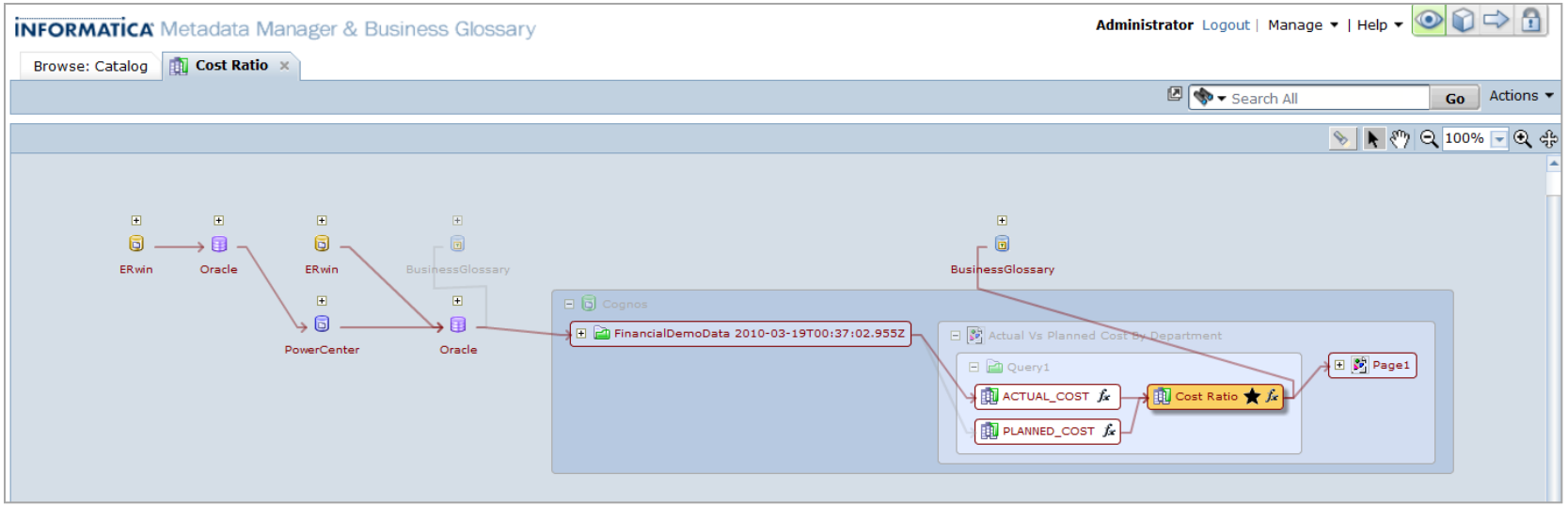
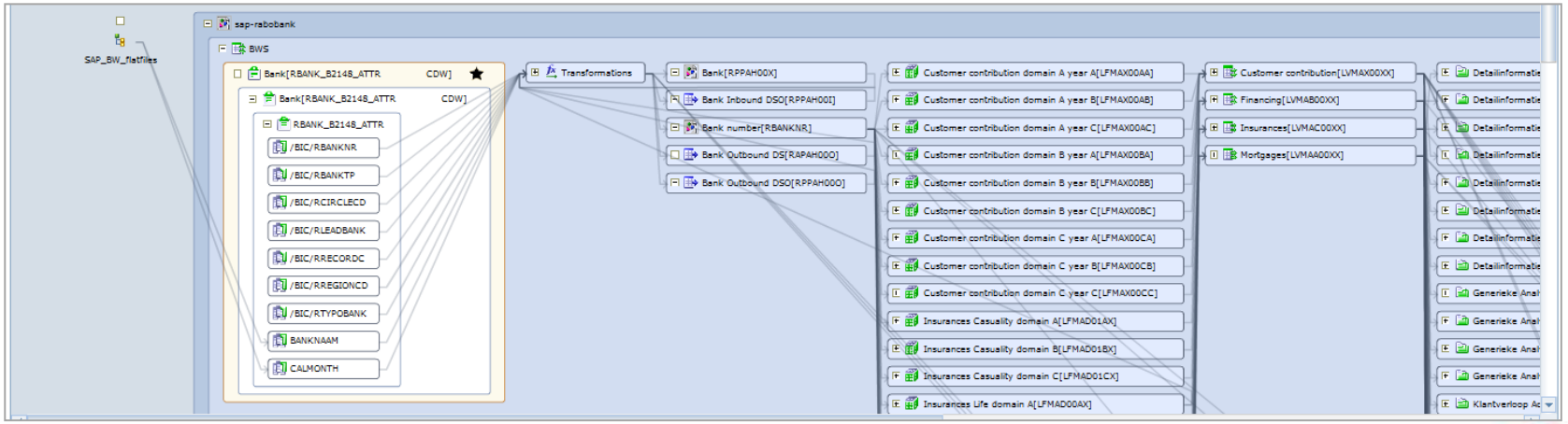
PowerCenter: Data Visualisation





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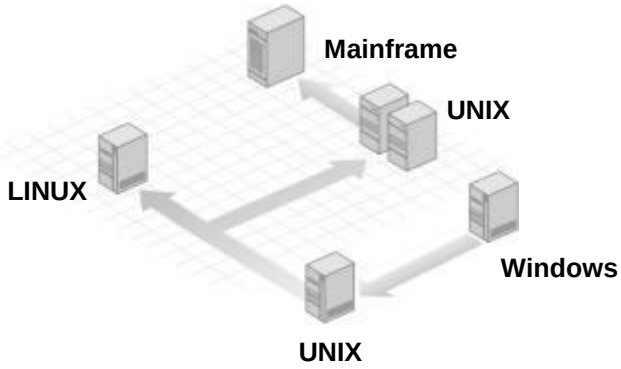
Optimisation possibilities

- Linear scaleability, 64 bit architecture
- Heterogenious Grid + Load balancing
- Dynamic memory allocation
- Pushdown Optimization (EL-T)
- Dynamic partitioning
- Multiple data loading methods:
  - Batch
  - Change Data
  - Real-Time



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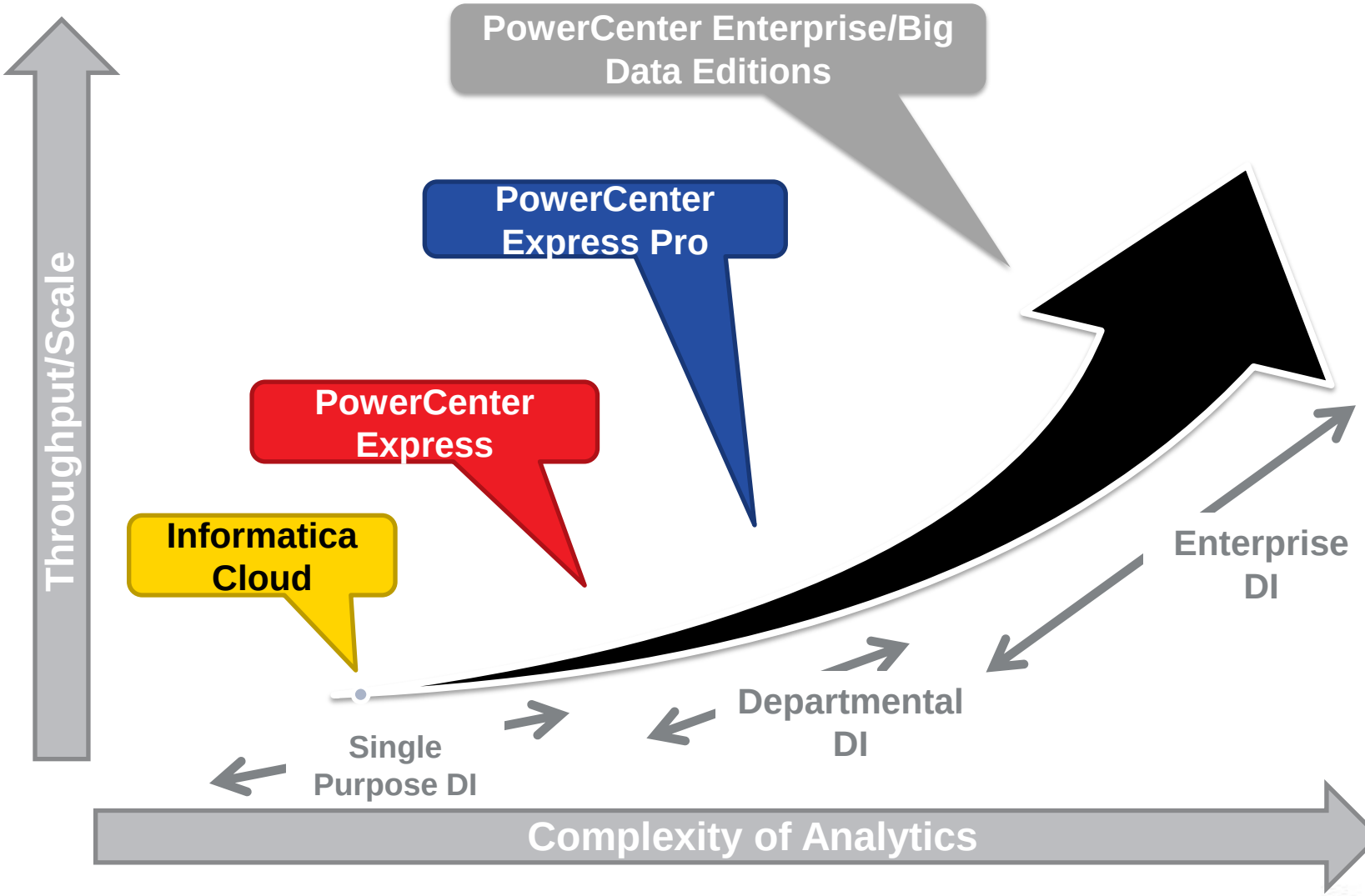
PowerCenter Continuum



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New solutions in Data Integration

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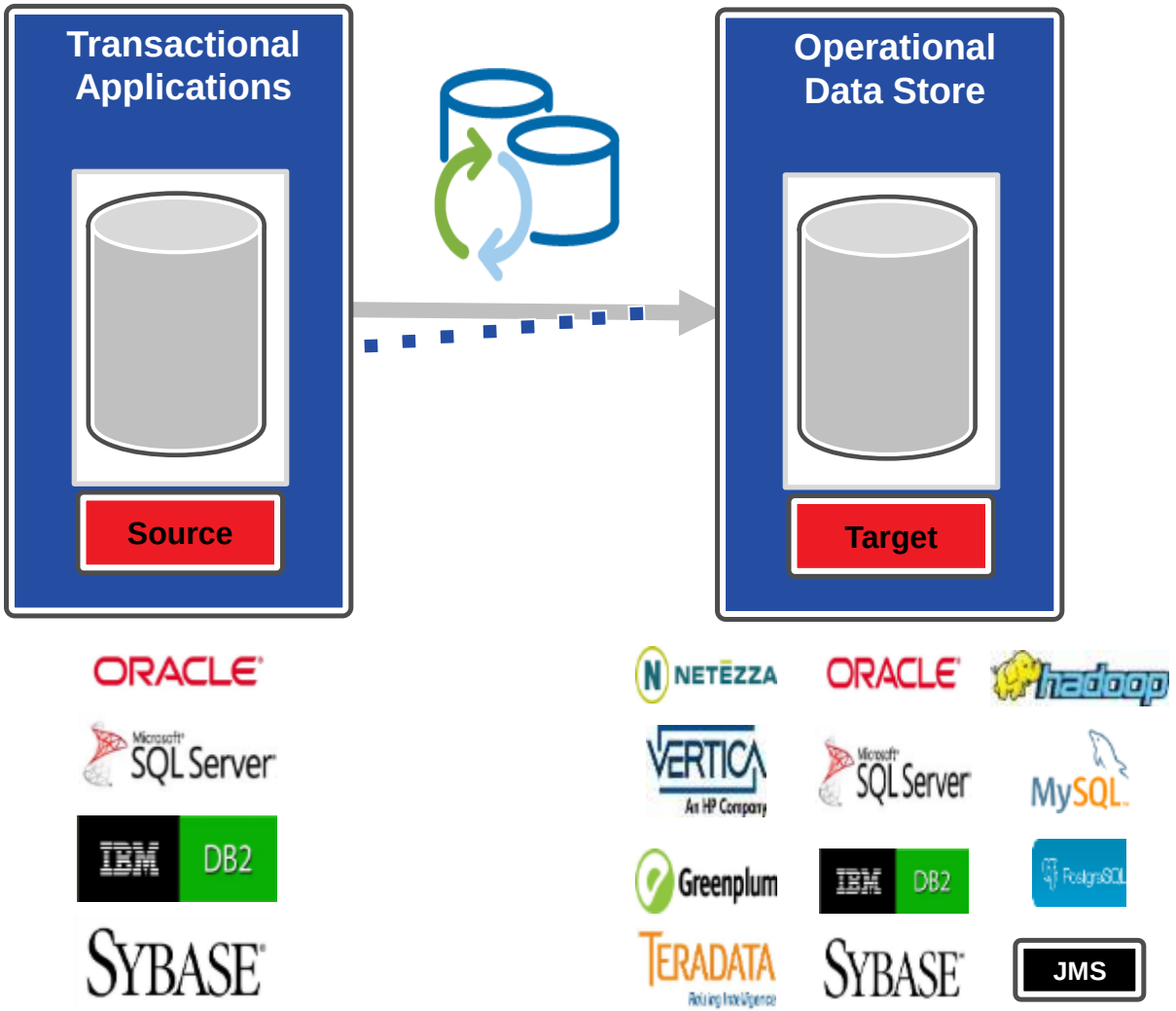
Traditional delivery: data replication



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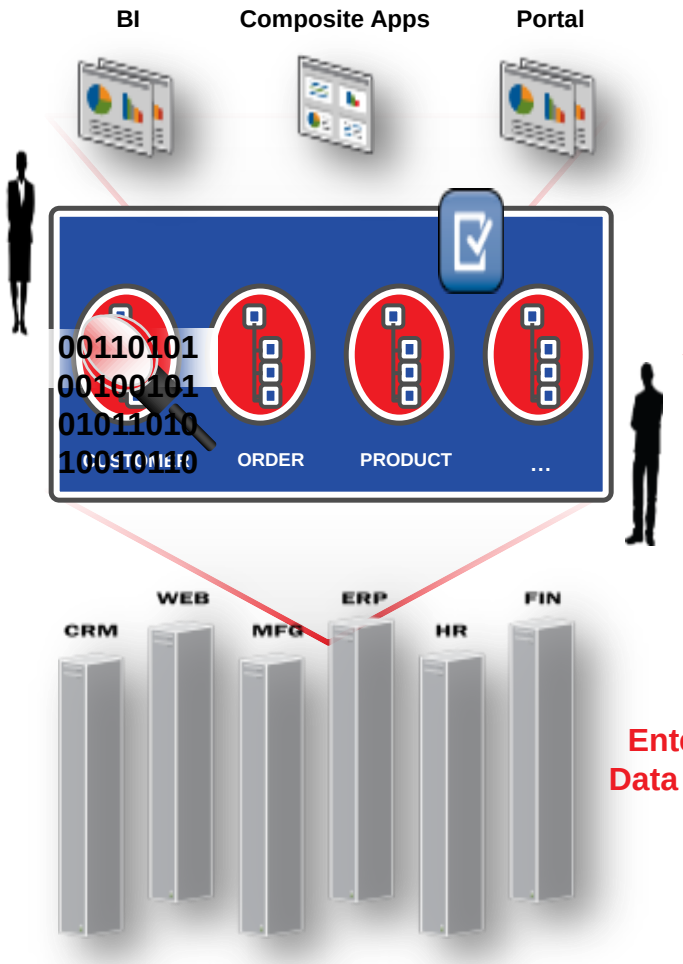
Data Virtualization



Logical View of All Underlying Data

CREATE A COMMON ACCESS LAYER ACROSS DATA SOURCES

QUICKLY & DIRECTLY ACCESS DATA WITHOUT MOVEMENT

PROFILE AND CLEANSE DATA SO IT CAN BE READILY TRUSTED

DELIVER REUSABLE DATA SERVICES TO CONSUMERS

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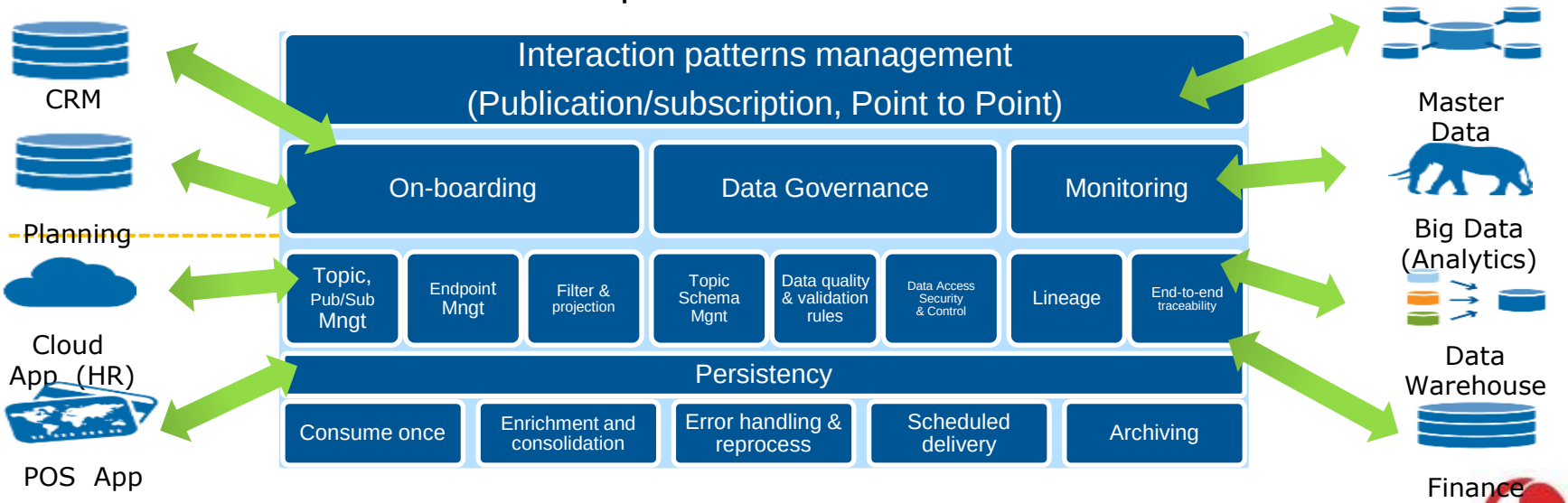
Data Integration Hub

Decoupling source of data from its targets:

- Data analyst can self subscribe to data
- Subscriber can receive data in multiple formats and manners
  - Real-time, Batch, Delta, Transformed
- Publish data once
- Map data using an automated ETL by multiple variables
  - Subscribes, Topics, Users
- User Interface is for non-developers



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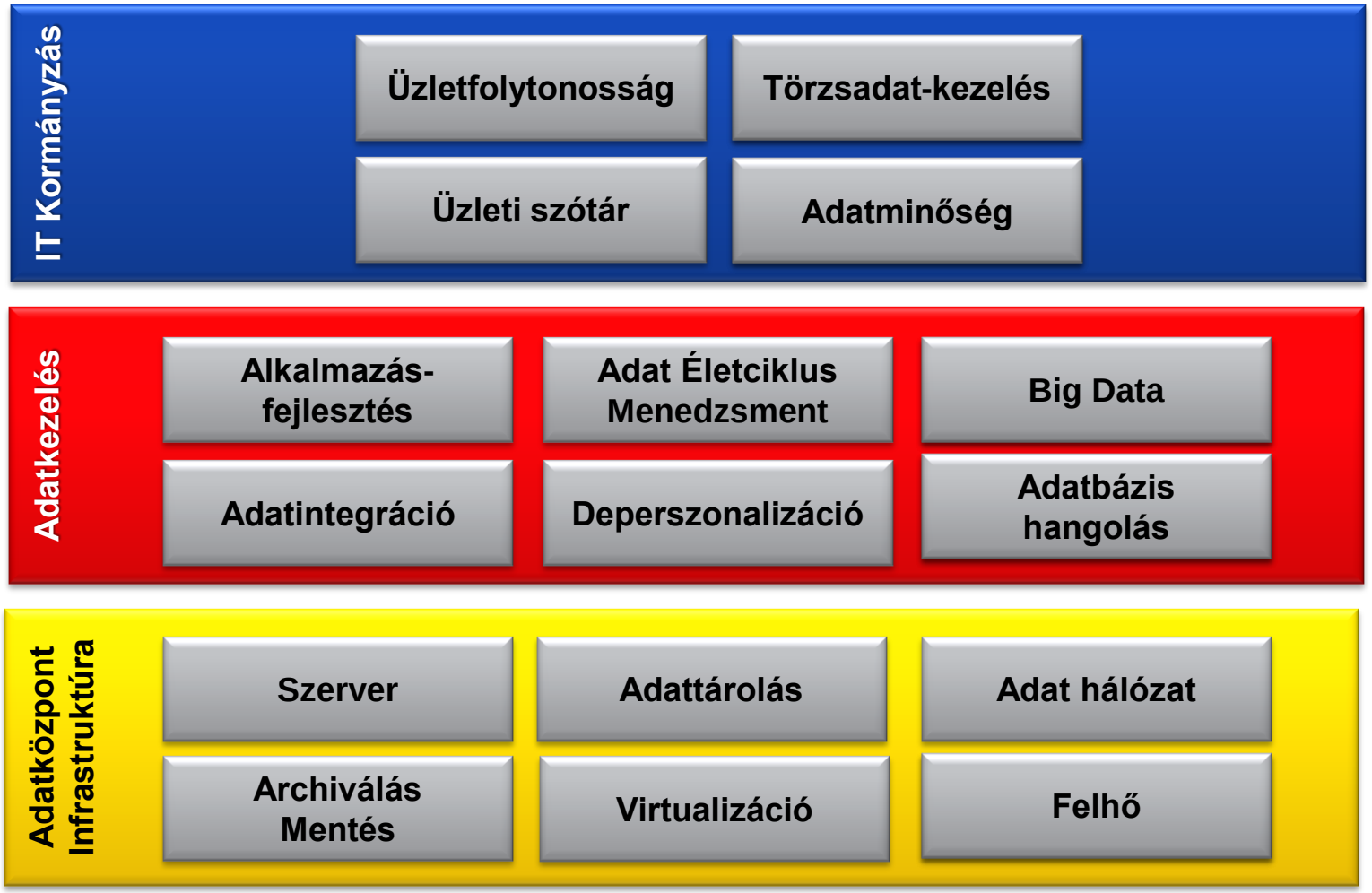
AREUS Infokommunikációs Zrt

A nagyvállalati adatvagyon-kezelés specialistája



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Areus - Partnerek

Köszönöm a figyelmet!

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