



Data Replication

Advance Decision-Making With the Freshest Data Possible

Business users these days demand access to the most current information. They need immediate insight into rapidly changing data in order for their companies to survive and thrive. But current architectures typically supply outdated information—operational data that is a day, a week, or even a month old. With the fast pace of business today, data that's just a few hours old is often useless.

To meet these challenges, business users require robust data replication: technology to copy and deliver up-to-the-minute information from operational systems, with no direct impact to source system performance. With such replication, users can operate at the speed of their business, free from the constraint of stale information.

But while most data replication technologies offer similar capabilities, many of them increase complexity and cost. To be truly effective in meeting requirements for real-time data movement and delivery, your data replication software should offer:

- Simplicity of use and ease of implementation
- Non-invasive change data capture
- Scalability and high reliability
- Support for heterogeneous sources and targets
- Versatility to meet all your data integration, data movement, and data currency needs

The Informatica Data Replication Family

The Informatica® Data Replication family of products offers a uniquely reliable, high-performance, and low-latency technology that is economical, easy to implement, and nonintrusive. With Informatica's database-agnostic and heterogeneous solution, enterprises have been able to access current data from within their business-critical operational systems irrespective of the complexity and diversity of the IT landscape.

The Informatica Data Replication product family enables IT organizations to:

- Meet business demands for real-time reporting and analysis, even for extremely large data volumes by replicating data between databases—including data warehouses, analytical appliances, and big data stores—without compromising the data's transactional integrity
- Easily and efficiently move and synchronize data across the enterprise to improve data currency, availability, and continuity
- Sustain availability and minimize downtime while performing migrations or maintenance by replicating operational data
- Rapidly unload even the largest Oracle database tables by exporting them into portable formats that can be loaded or directly streamed into a host of target systems

BENEFITS

- Streamline capture and delivery of high-volume transactional data
- Increase efficiency and timeliness of data warehouse and appliance loading
- Minimize downtime and migration costs with rapid deployment
- Reduce network overload through rapid extraction and compression of data

Informatica Data Replication



Replicate Transaction Data for Heterogeneous and Big Data Systems in Real Time

Informatica Data Replication is real-time transaction replication software that is highly scalable, reliable, and easy to configure. It allows your IT organization to share information across different systems in a heterogeneous environment. The software replicates data between different hardware platforms and data sources—including appliances and Hadoop—while maintaining the transactional integrity of the data.

With Informatica Data Replication, your IT organization can:

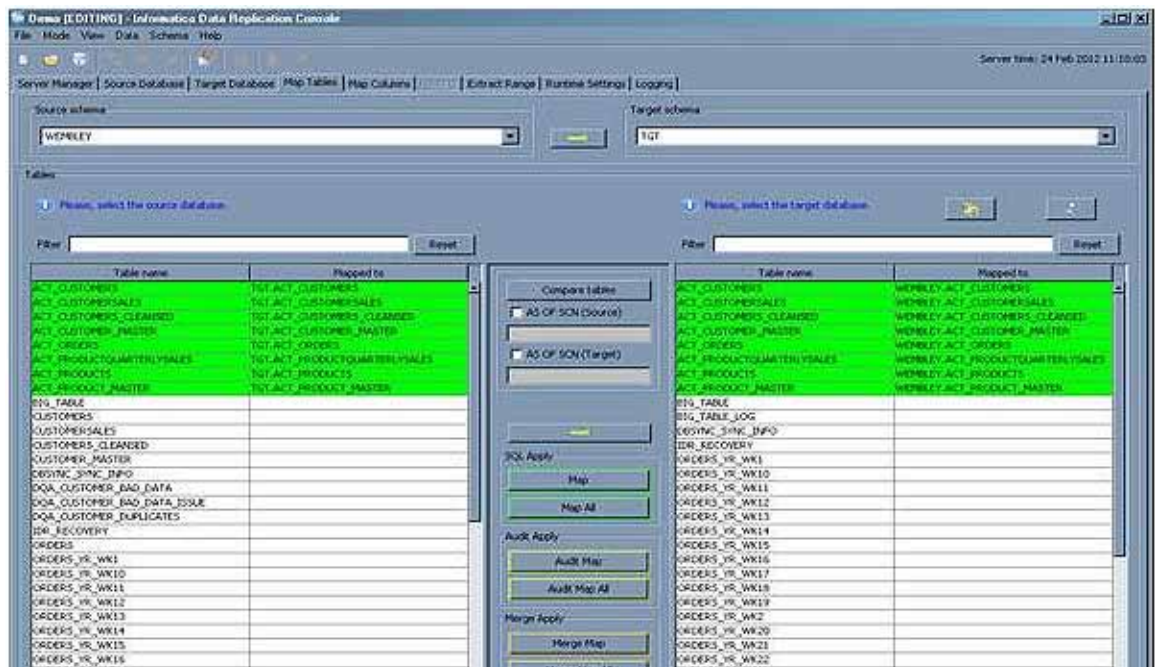
- Continuously deliver fresh, up-to-date information from business-critical on-line systems to analytical and other operational systems
- Rapidly load and seamlessly deliver updates into data warehouses, analytical appliances, and big data stores
- Maintain continuous availability and minimize downtime and migration costs by replicating and mirroring operational data while performing enhancements, migrations, or maintenance
- Offload operational reporting and business intelligence/analytics to lower cost systems for high value at lower cost
- Improve compliance and responsiveness to risks by maintaining a full audit trail of every transaction event

Features

- Continuous and selective, unintrusive log-based change data capture
- Optimized apply techniques for data warehouses, appliances, and Hadoop
- Comprehensive management console with intuitive, easy-to-use GUI

Benefits

- Streamline capture and delivery of high-volume transactional data
- Maximize efficiency of data warehouse, appliance, and Hadoop data delivery
- Optimize operational BI, reporting, and auditing
- Minimize downtime and costs with continuous data availability



With Informatica Data Replication, your IT organization can automatically map thousands of tables and columns and configure the capture, routing, and application of updates with full monitoring and scheduling across local or distributed topologies.

Informatica Fast Clone



Rapidly Clone and Load High-Volume Oracle Data into Heterogeneous and Big Data Systems

Informatica Fast Clone quickly unloads and extracts Oracle data into a universally portable format for movement into a variety of target systems, including appliances and Hadoop. It allows

high-speed cloning of application data—even terabytes of data—without compromising production system performance.

With Informatica Fast Clone, your IT organization can:

- Reduce storage needs and network overload by rapidly extracting and compressing data from large databases
- Maximize your investment in warehouse appliances with rapid data loading
- Accelerate project delivery by automatically preparing input for various high-speed loaders
- Ensure high-performance, scalable, and secure data transfer and migration
- Increase productivity by quickly unloading Oracle tables of any size into portable flat text files or a named pipe for loading to a destination database system, including warehousing appliances and Hadoop

Features

- Built-in, on-the-fly compression for data unloading and loading
- Comprehensive formatting capabilities
- Broad platform, database, and OS support

Benefits

- Rapidly deliver high-volume data with minimal network load
- Accelerate project delivery through automatic input preparation
- Deploy scalable and secure data transfer and migration

The screenshot shows the Informatica FastReader Manager application window. The title bar reads "FastReader Manager". The menu bar includes "File", "View", "Data", "Schema", and "Help". Below the menu bar is a toolbar with icons for file operations and database connections. The main window has several tabs: "Source DB", "Source Tables", "Source Table Partitions", "Source Columns", "Destination DB", "Runtime Settings", and "Monitoring". The "Source Tables" tab is active, displaying a table selection interface. At the top, it says "Please select owner" and shows a dropdown menu with "WEMBLEY" selected. Below that, it says "Please select tables to be used:" and shows a table with columns: "Unload", "Table Name", "Tablespace Name", "Support Direct", and "Perform Direct Unload". The table lists various tables from the WEMBLEY owner, all with "Support Direct" set to "Yes" and "Perform Direct Unload" checked. To the right of the table are several buttons: "Select All", "Select None", "Show All", "Show Direct Supported", "Make All Direct", and "Make None Direct".

Informatica Fast Clone provides lightning-fast extraction of high volumes of Oracle data for loading into heterogeneous databases and appliances, including Hadoop.

WESTLAKE FINANCIAL MAKES BETTER, FASTER BUSINESS DECISIONS WITH REPLICATED DATA



- Improved revenue management, increasing profitability
- Reduced reporting costs, improved decision making accuracy
- Enhanced customer care responsiveness and quality

Westlake Financial Services acquires and services auto loans. The company needed to increase profitability by improving revenue management and reducing the cost of reporting. It also needed to enhance its customer service and support operations.

To meet these business challenges, Westlake's IT organization was on the hook to transfer large volumes of data from a critical transaction system to an operational reporting system in near real time, without compromising the integrity or performance of the source system.

With Informatica Data Replication, the IT organization captured, routed, and delivered high-volume transaction data unobtrusively and in near real time from the company's Oracle 10g critical production database to its MySQL reporting system. With Informatica Data

Replication, there was no need for a batch window. The software consumed few system resources and had no impact on Westlake's production database performance.

Westlake's operational decisions are now based on data that is never more than 10 minutes old, and the company's aim is to reduce this latency to 3 minutes. The company's risk department uses the replicated data to forecast future demand for automotive loans, the fee structure and interest rates for these loans, and the future income derived from the loans. Sales executives can drill down into the data to analyze automotive dealer performance and target sales calls more effectively. Informatica Data Replication has also directly influenced the quality of customer care. With updated customer profiles, Westlake only contacts customers at their preferred time.

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.



"Informatica Data Replication enables Westlake to gain faster business value from its data [and] plays a vital role in helping Westlake increase profitability, by improving revenue management and delivering the full spectrum of lending to each and every automotive customer."

– Henry Torres, Senior Linux Systems Administrator
Westlake Financial Services



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