Challenges

The quality and timeliness of business insights on high performance database platforms like Oracle Exadata Database Machine is only as good as the speed and simplicity with which data can be ingested, loaded, transformed, and cleansed. Informatica PowerCenter and Data Quality enable data to be collected faster and perfected more completely, while enabling administrators and developers to reuse their existing skills.

Informatica and Oracle Deliver Extreme Performance

Informatica Corporation, the world’s number one independent provider of data integration software offers Informatica PowerCenter and Informatica Data Quality with Oracle Exadata Optimized status. Running with Oracle Engineered Systems, Informatica provides the best-of-breed combination of software and hardware for integrating and cleansing data for high performance analytics. In conjunction with Oracle’s OEM of Informatica PowerCenter for Oracle Business Intelligence Enterprise Edition, enterprises now have a best-of-breed platform for delivering business insights with extreme performance and accuracy.

About Informatica

Informatica provides data integration software and services that enable organizations to gain a competitive advantage in today’s global information economy by empowering them with timely, relevant and trustworthy data for their top business imperatives.

Over 5,000 enterprises, worldwide rely on Informatica for data integration, data quality and big data solutions to access, integrate and trust their information assets residing on premise and in the Cloud.
Informatica PowerCenter and Data Quality

Informatica PowerCenter and Informatica Data Quality ingest, load, profile, and cleanse data up-to five times faster on Oracle engineered systems allowing customers to exceed current SLAs and manage larger workloads with Data Integration workflows. Informatica PowerCenter and Informatica Data Quality fully support the multitenant and in-memory capabilities of Oracle Database 12c.

CONTACT US: sales@informatica.com
Oracle Engineered Systems

Oracle Engineered Systems are complete, pre-integrated hardware and software systems engineered to work together seamlessly - optimizing performance across the IT stack, from applications to disk.

“The result of Oracle’s multi-billion dollar R&D investments, these systems provide simple solutions that start delivering results from day one. It’s no surprise that Oracle Engineered Systems are the most successful products in Oracle’s history, delivering:

- Massive performance gains with hardware and software engineered to work together
- Rapid innovation with unified development of every layer of the IT stack
- Simplified deployment with pretested, preconfigured solutions accelerating implementation
- Enhanced business agility with the flexibility to respond quickly to changing conditions

“By 2015, 35% of total server shipped value will be as integrated systems.”

December 2001 - Gartner Data Center Conference presentation
“Will Fabric Computing Change the Concept of the Traditional Server?”
An Engineered System for Every Business Need
Oracle Engineered Systems are designed and optimized to provide extreme performance, simplified management, and low TCO across a wide range of different business needs.

Oracle Exastack Ready and Optimized
Oracle Engineered Systems are being adopted worldwide at a very rapid pace. The benefits to both our customers and our partners are significant.

Oracle created the Oracle Exastack Ready program to ensure that Oracle customers and prospects can be confident when choosing partner applications, knowing that those partners support their applications on Oracle Engineered Systems.

Additionally, Oracle created the Oracle Exastack Optimized program to bring partners to Oracle’s Exastack Labs to tune and optimize partner solutions with the goal of delivering optimum performance, reliability, and scalability.

For Additional Information:
http://www.oracle.com/partners/goto/exastack
Informatica PowerCenter and Informatica Data Quality Deliver Up-to-Five Times Faster Performance Improvement with Oracle Exadata Database Machine in data load operations and query execution time

Informatica Corporation (Nasdaq:INFA) is the world’s number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Worldwide, over 5,000 enterprises depend on Informatica to make data ready for analytics. Informatica Powercenter is a market-leading, scalable, and high-performance enterprise data integration platform. It is highly automated, reusable, agile, and engineered to support growing data volumes, increasing numbers of data types and sources, projects and users. Deploying Informatica Data Quality for your PowerCenter projects enables you to work with clean, high-quality data regardless of its size, data format, platform, or technology, greatly enhancing business insights.


RESULTS
3x-5x improvement in data load operations allows customers to exceed current SLAs and manage larger workloads with Data Integration workflows (1TB data set)
5x reduction in query execution time allows customers to exceed current SLAs and manage larger workloads with Data Quality profiling warehouse (1TB dataset)
Average 2x improvement in Metadata Manager extraction (1.5 million objects)
Average 3x improvement in Data Lineage performance
Consolidation of workloads allows customers with cluster of servers to reduce cost of IT operations
Performance metrics provide sales teams with the ability to address the needs of customers with large Data Warehouse environments that require high load and query throughputs
Delivering a Value-Added Combination

The combination of Informatica PowerCenter, Informatica Data Quality, and Oracle Exadata enables organizations to:

• Move higher volumes of trusted data into Oracle Exadata more quickly to support more timely reporting with up-to-date information (up to 5x performance improvement)
• More easily and economically manage large-scale analytic data warehousing environments by consolidating multitude of servers on one rack
• Leverage existing code and programming skills to execute high-performance data integration directly on Oracle Exadata, perform push down optimization on Oracle Exadata

As a high-speed on-ramp for data into Oracle Exadata, Informatica PowerCenter and Data Quality can:

• Extend Oracle Exadata’s access to more business critical data sources by utilizing optimized out-of-the-box Informatica connectivity to easily access hundreds of data sources, including all the major databases, on-premise and cloud applications, mainframe, social data and Hadoop.
• Help Oracle Exadata be Data Warehouse appliance of choice
• Repurpose non-Exadata Data Warehouse workload as Exadata workload
• Improve insight into large scale Data Warehouses built on Exadata

Informatica PowerCenter 9.6.1 and Data Quality 9.6.1 have received Oracle Exastack Optimized Status for the Oracle Exadata Database Machine as well as Oracle Database Ready Status for the Oracle Database 12c. On-prem PowerCenter is also certified for multi-tenancy and in-memory database. (Oracle Database 12c)
Working Together

Informatica and Oracle have a long history of partnering together to find unique and powerful solutions to their customers’ challenges.

Informatica PowerCenter 9.6.1 and Informatica Data Quality 9.6.1 are Oracle Exadata Ready and Oracle Exadata Optimized.

Customers can be confident when selecting Oracle Exastack Optimized applications that they are supported, and have been tested and tuned with the goal to achieve optimal performance, scalability and reliability.

“The Oracle Exadata delivers extreme performance for Oracle Database workloads, and Informatica’s industry-leading data integration and data quality solutions ensure that customers can rapidly ingest, load, profile, and cleanse data to enable high quality and timely business insights”

Ash Parikh, Vice President of Product Marketing for Data

“The Oracle Exastack Optimized recognizes partners who have optimized their solutions on a complete, integrated and cloud-ready infrastructure in order to help them accelerate innovation, unlock new features and functionality, and deliver superior value to users”

David Hicks, Vice President Worldwide ISV, OEM and Java Business Development