



Real-Time Data Integration Process

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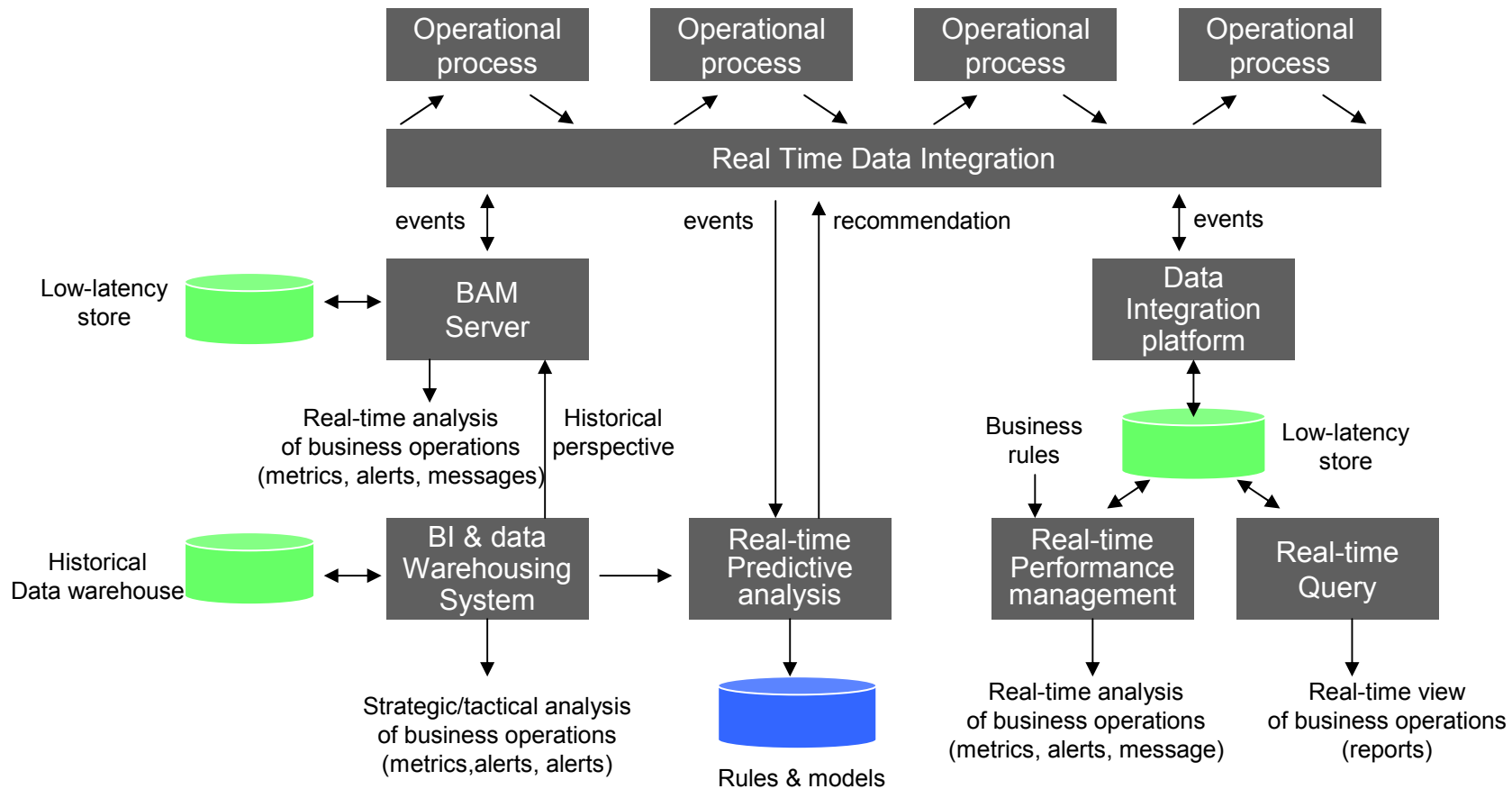
Agenda

- What Real Time Data Integration
- Why Real Time Data Integration
- How Real Time Data Integration
- Future Real Time Data Integration
- INFORMATICA



What Real-Time Data Integration

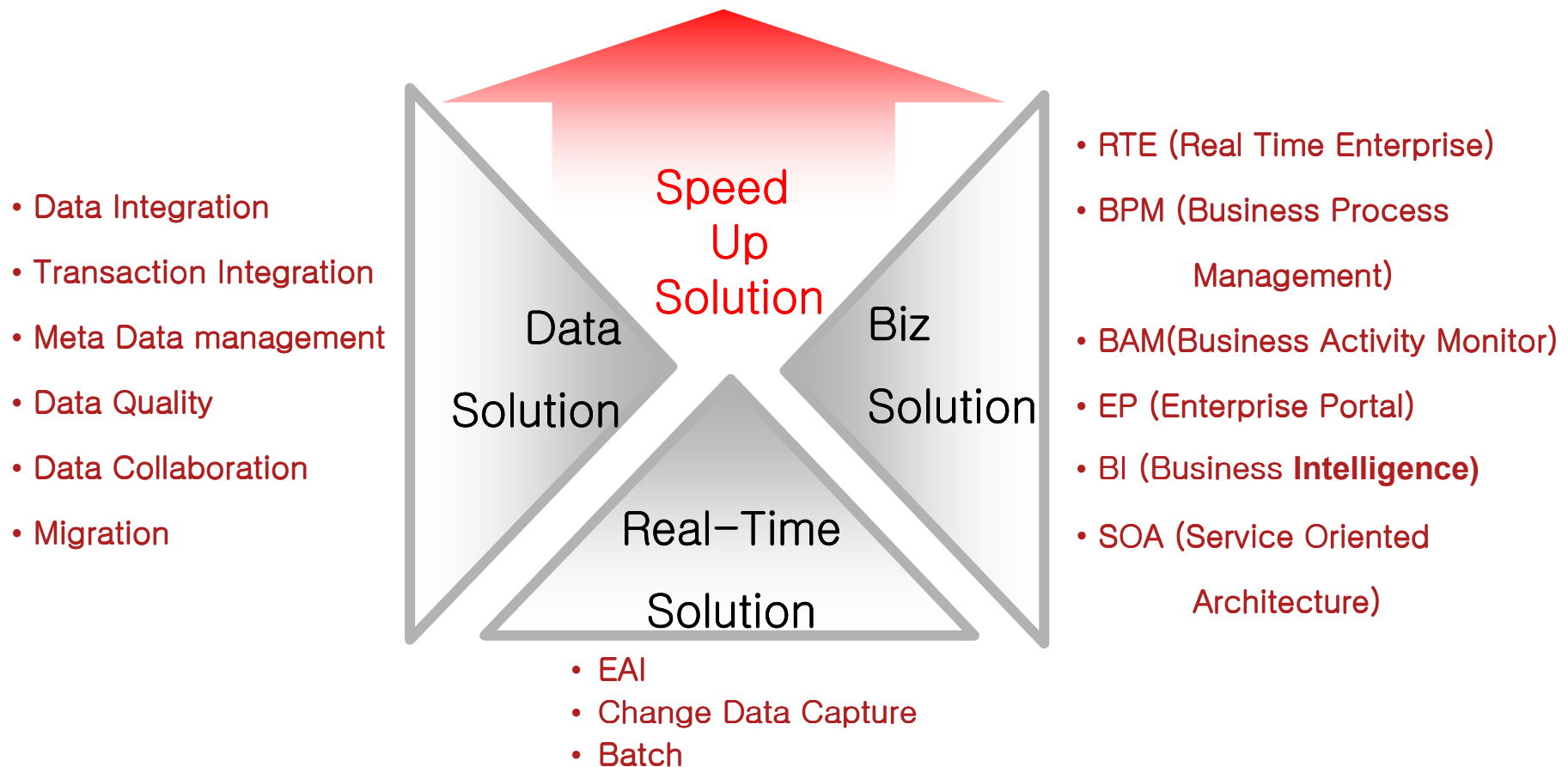
Real Time Data Integration



Why Real-Time Data Integration

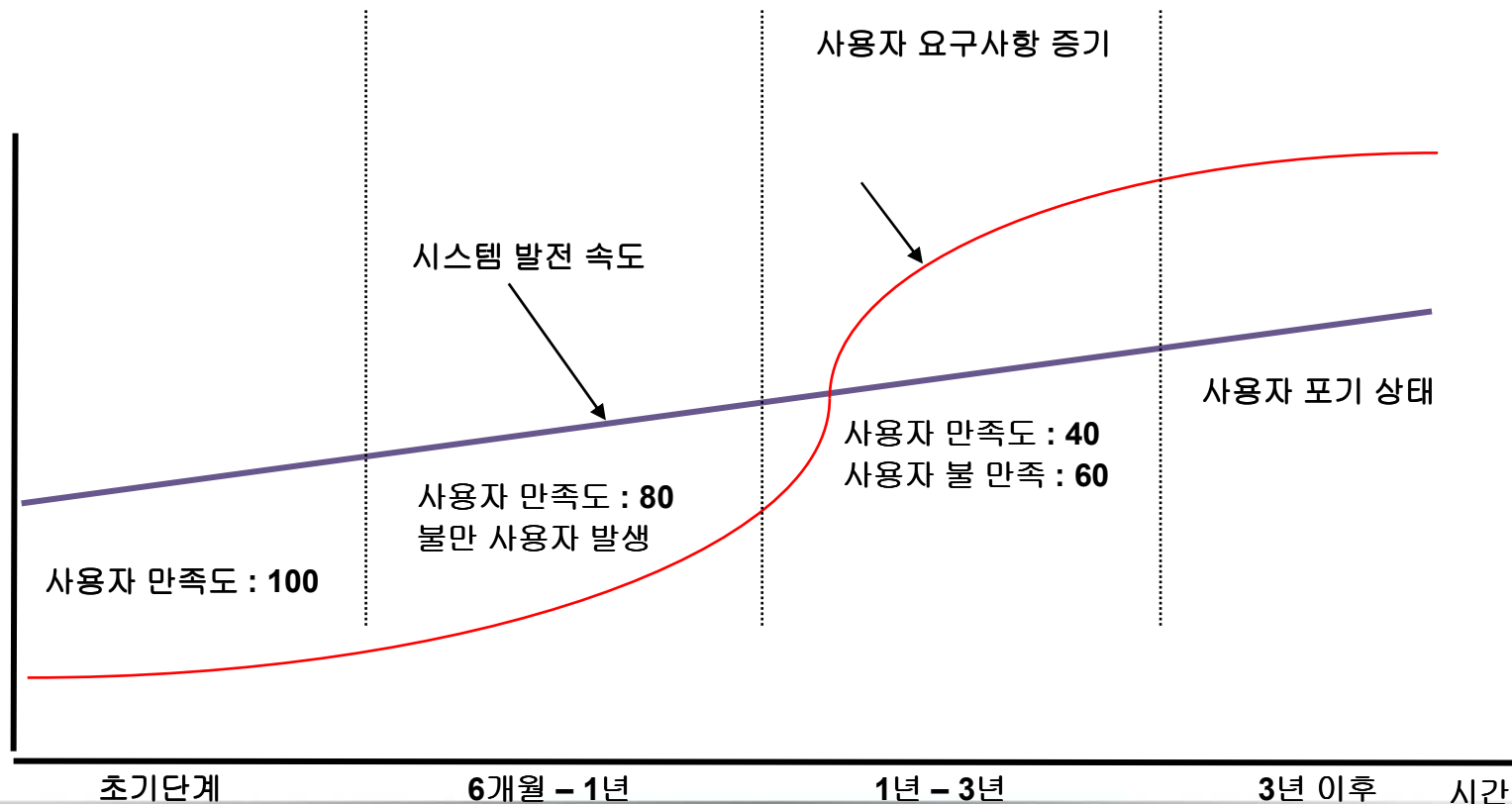
Hot Issue

Real Time Data Integration : Business + Data + Real Time



Why Real-Time Data Integration Hot Issue

사용자의 특징은 자신들이 유용하다고 생각되는 부분에 대한 학습 효과와 성장은 시스템의 발전에 대하여 훨씬 빠른 속도로 발전하게 된다. Data Warehouse 초기에는 만족하던 사용자도 점점 요구사항의 증가를 보이게 되고 시스템에서 반영되는 속도가 늦어질 수록 불만이 상승되는 현상을 볼 수 있다.



How Real-Time Data Integration

RTDI Requirement



- **Performance**
 - Real-time processing speed
 - data cleansing ,transformation ,scalability
- **Enterprise connectivity**
 - Connect to wide-ranging data source
 - Real-time & non-real-time
- **Active metadata architecture**
 - Exchanging information
 - Keeping historical context
- **Efficient management**
 - Maximum efficiency & minimum complexity

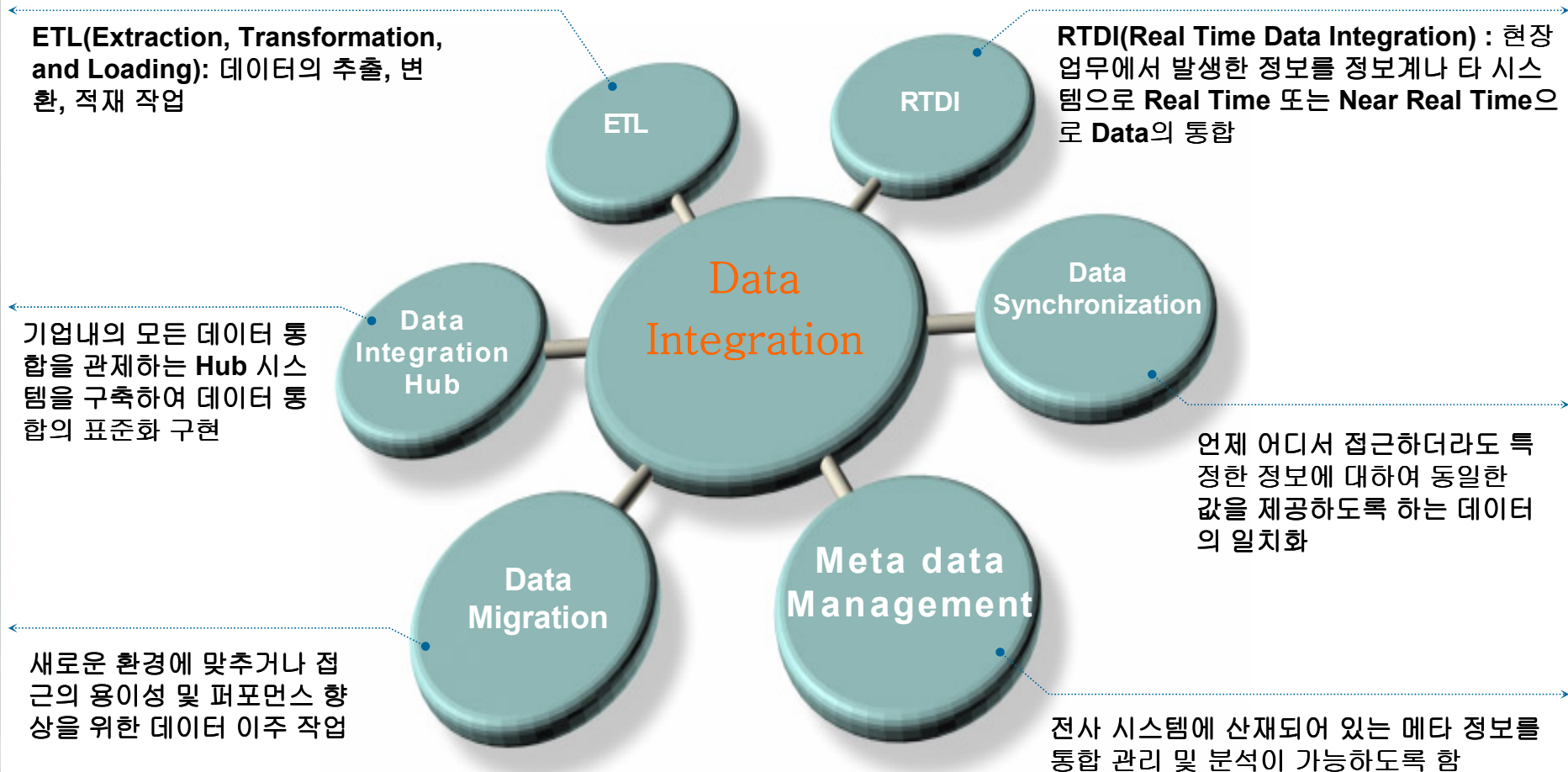
How Real-Time Data Integration Expanding into Real-time data integration



What customers need	Informatica Solution	EAI	How We Compare
Data Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	CDC can be differentiator
Data Transformation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Informatica is superior
Support for EDI and semi-structured data	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Itemfield is a differentiator
Reliable Delivery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	GMD might not be sufficient in certain cases
Support for bulk data as well as single-records	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Only Informatica can support both bulk and single-records

How Real-Time Data Integration

Data Integration Scope



How Real-Time Data Integration Competitive Analysis



- **Data Warehousing**
 - Traditional ETL vendors (IBM, Ab Initio, Hand coding)
- **Data Migration**
 - Application Vendors (SAP - NetWeaver, Oracle – Fusion)
 - EAI vendors (IBM, TIBCO, WebMethods)
- **Master Data Management**
 - Application Vendors (SAP MDM, Siebel MDM)
 - Niche MDM tools (Kalido, Siperian)
 - EAI vendors (IBM, TIBCO, WebMethods)
- **Data Synchronization**
 - EAI vendors (IBM, TIBCO, BEA, WebMethods)

How Real-Time Data Integration

Data Integration Hub

Data Integration Project Silos



Data Integration Hub

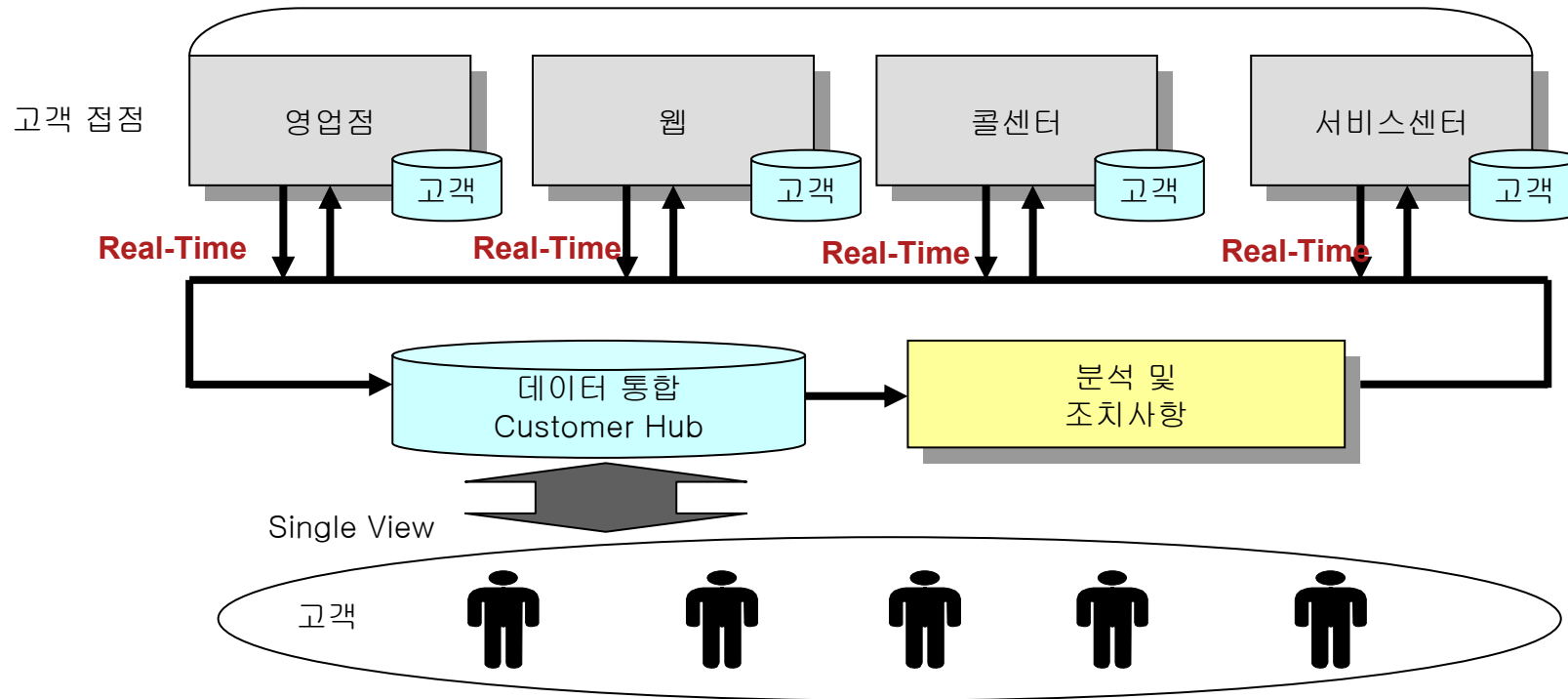


Away from single project solutions to data integration hub

How Real-Time Data Integration

Data Integration Hub

각각의 시스템에 흩어져 있는 고객을 전사적인 관점으로 고객을 통합하기 위하여 실시간 데이터 통합을 구축 하였습니다. 데이터 베이스 로그를 이용하여 변경 데이터에 대한 처리를 제공함으로써 **Transaction**량을 최소화하고 **Source / Target**의 **DBMS**의 종류에 상관없이 통합이 가능한 **Solution**을 구축 하였습니다.



How Real-Time Data Integration Informatica Data Integration Platform



Develop & Manage

Develop and collaborate with common repository and shared metadata

PowerCenter

Access

Any system
in Batch or
real-time

PowerExchange

Discover

Search and
profile any
data from
any source

Data Explorer

Cleanse

Validate,
correct and
standardize
all data types

Data Quality

Integrate

Transform
and reconcile
all data types

Deliver

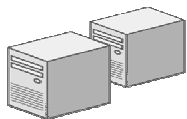
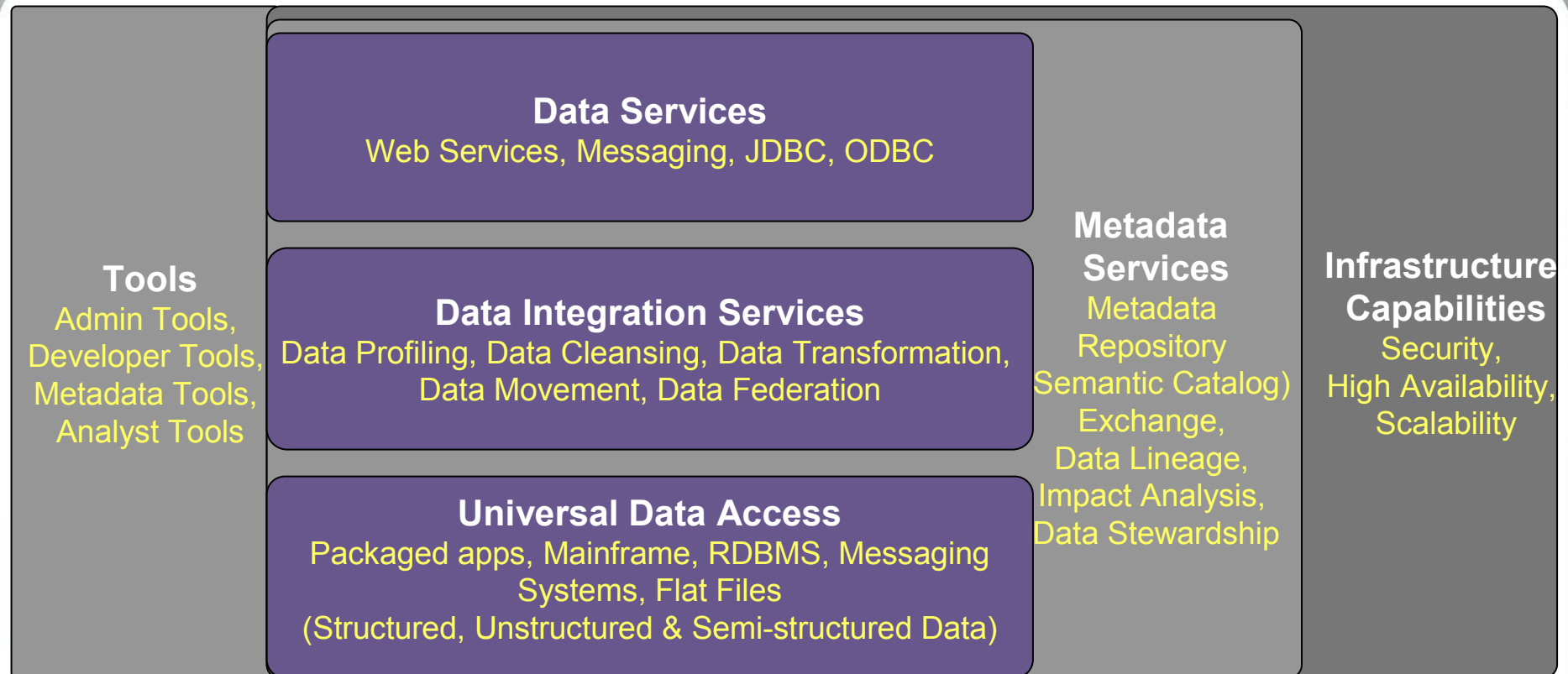
Provide right
data, at the
right time, in

**Data Federation
Option**

Audit, Monitor, Report

Ensure data consistency, perform impact analysis and continuously monitor quality

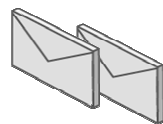
How Real-Time Data Integration Informatica Data Integration Platform



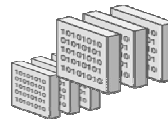
ERP



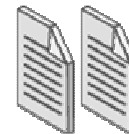
Databases



Messages



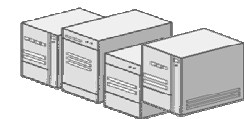
Flat files



XML



Unstructured
Data



Mainframe

How Real-Time Data Integration Informatica Data Integration Platform

Highest Productivity
Unified tools designed for cross-
enterprise collaboration

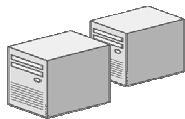
Reusable Data Services

Delivering consistent, accurate data, when,
where and how needed

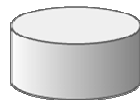
Broadest Data Access

From mainframe to RDBMS to unstructured
documents

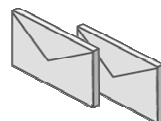
**Foundation for
Enterprise-wide
deployment**
Available, scalable, secure



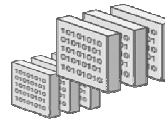
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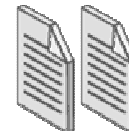
Databases



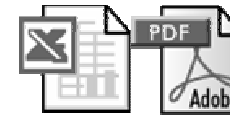
Messages



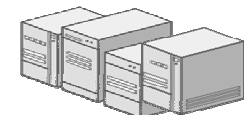
Flat files



XML

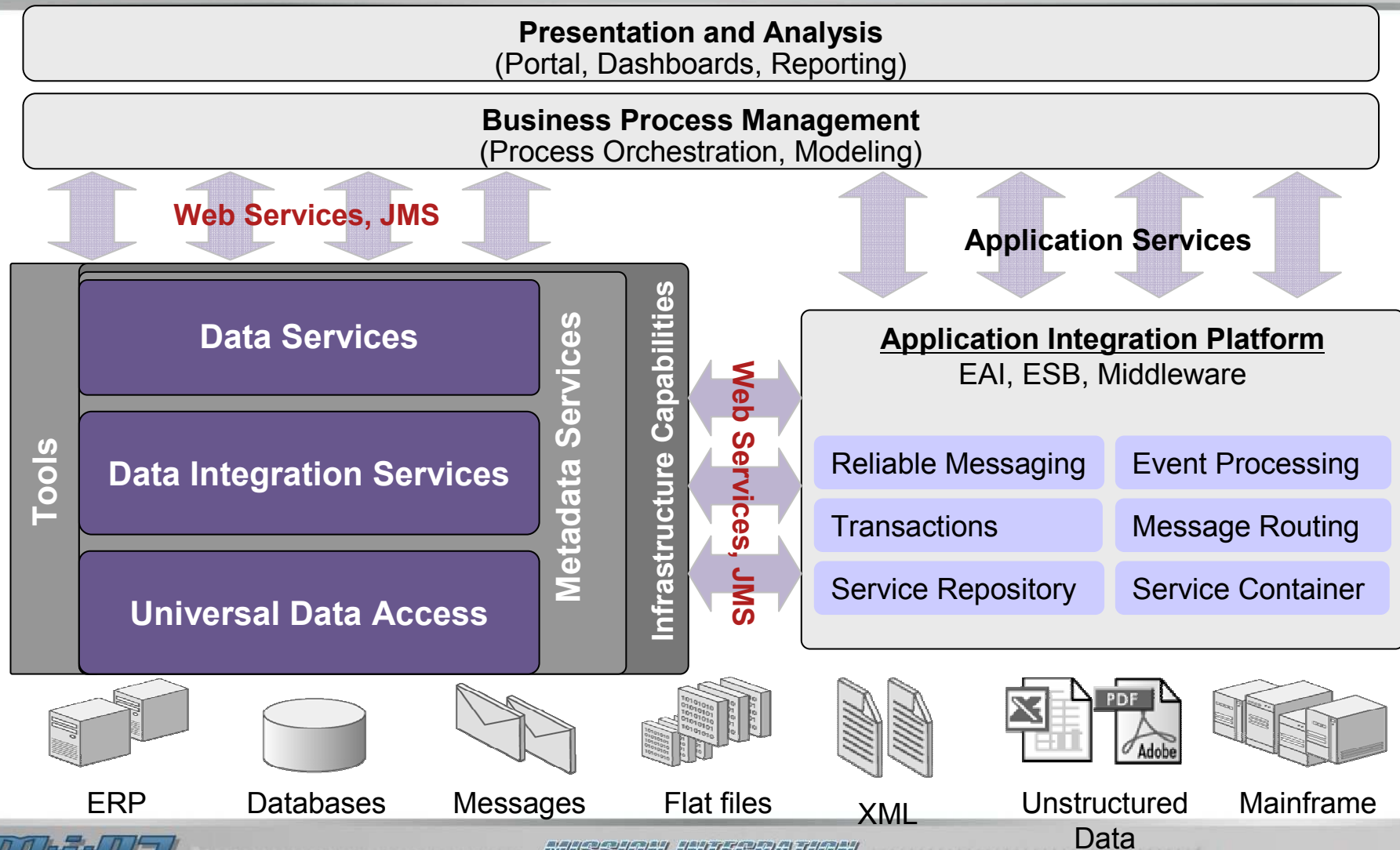


Unstructured
Data



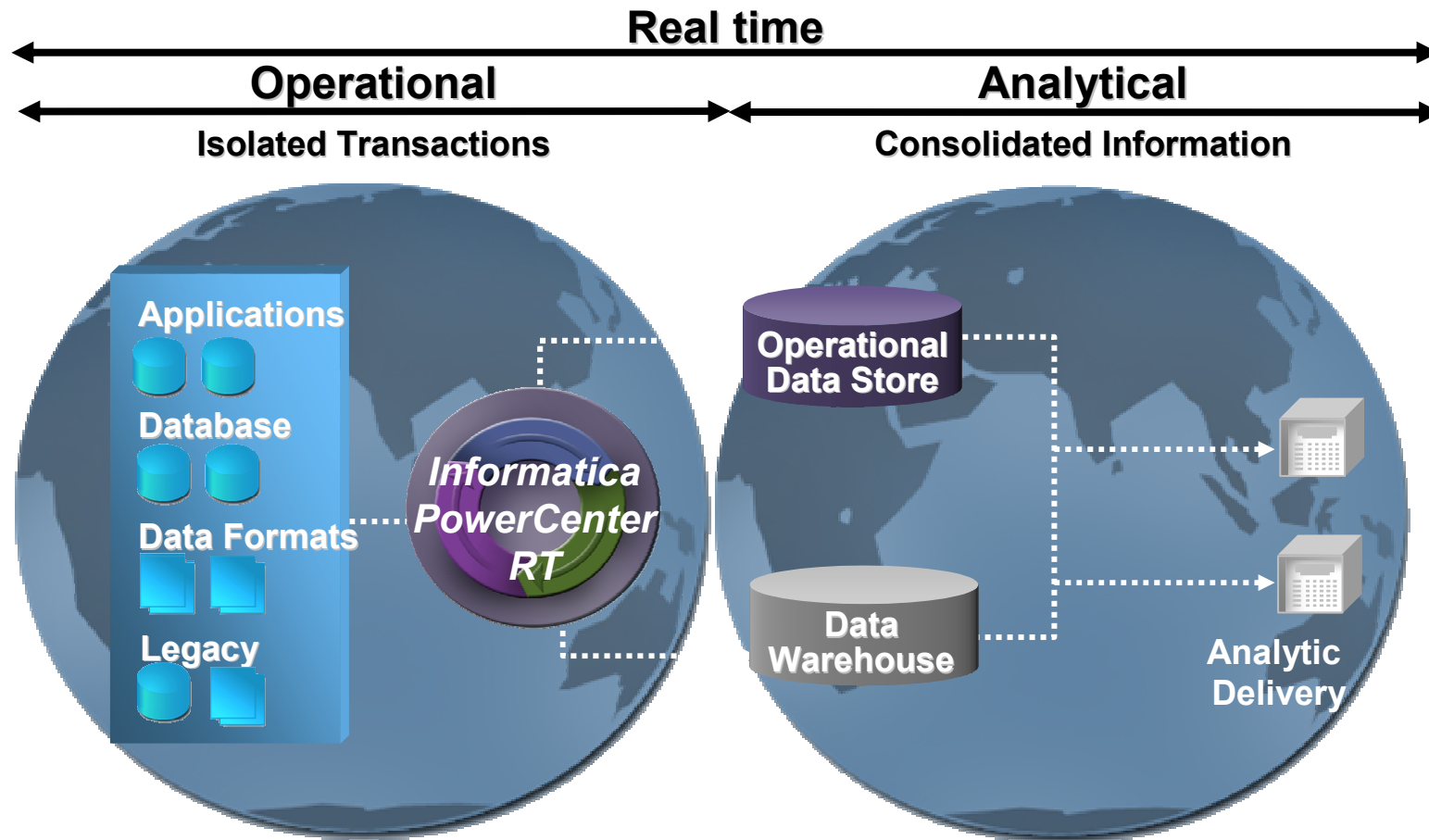
Mainframe

How Real-Time Data Integration Informatica Data Integration Platform



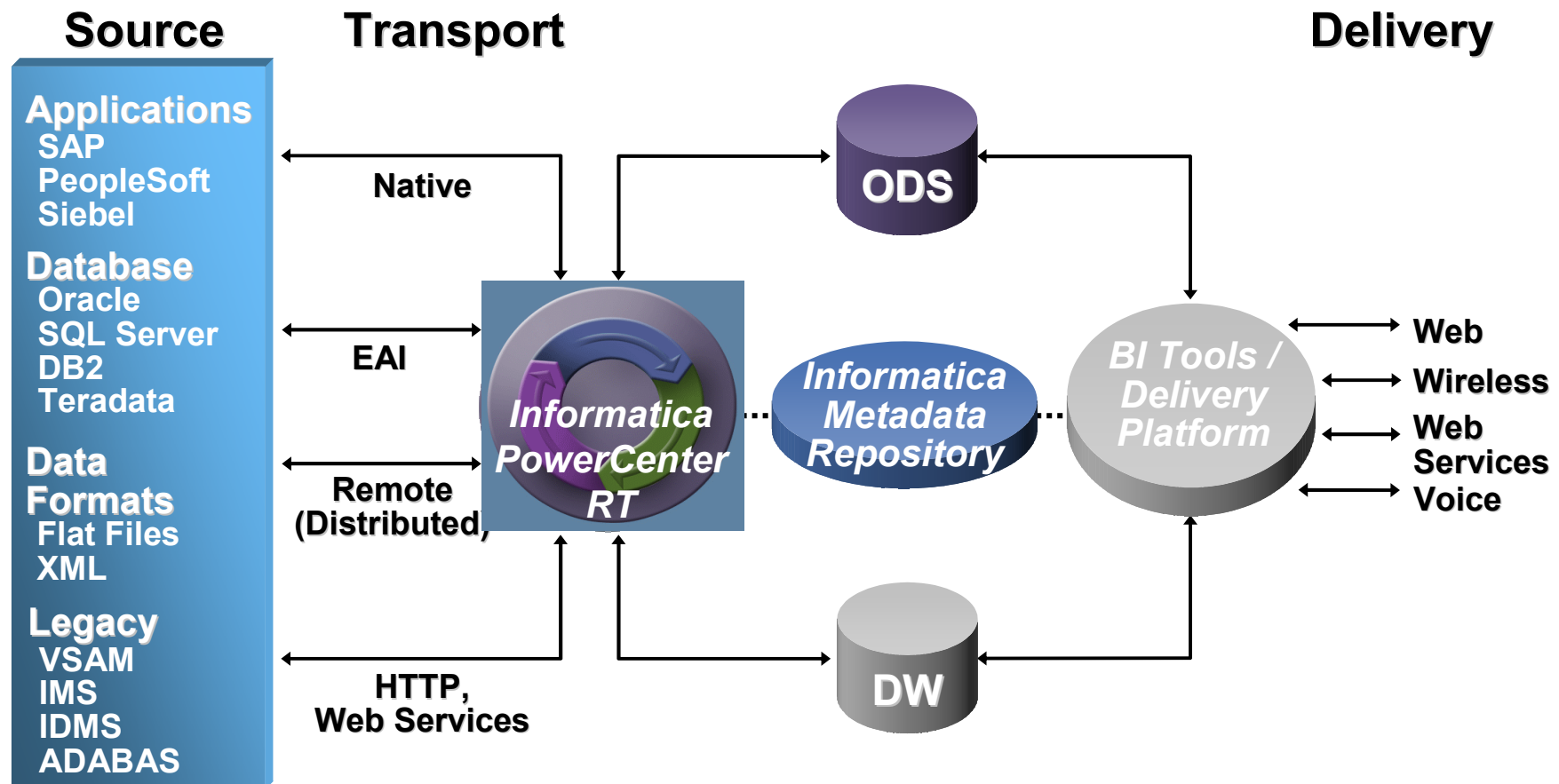
How Real-Time Data Integration *PowerCenter Real Time*

Bridging the gap between operations and analytics



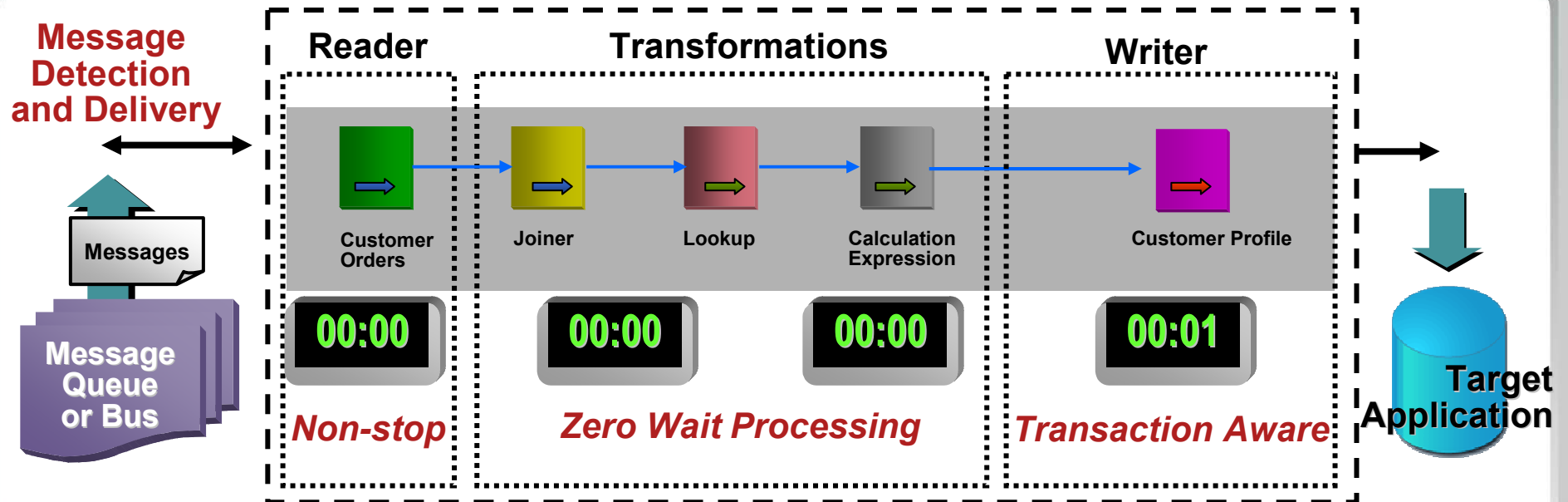
How Real-Time Data Integration PowerCenter Real Time Architecture

Bridging the gap between operational & analytic systems



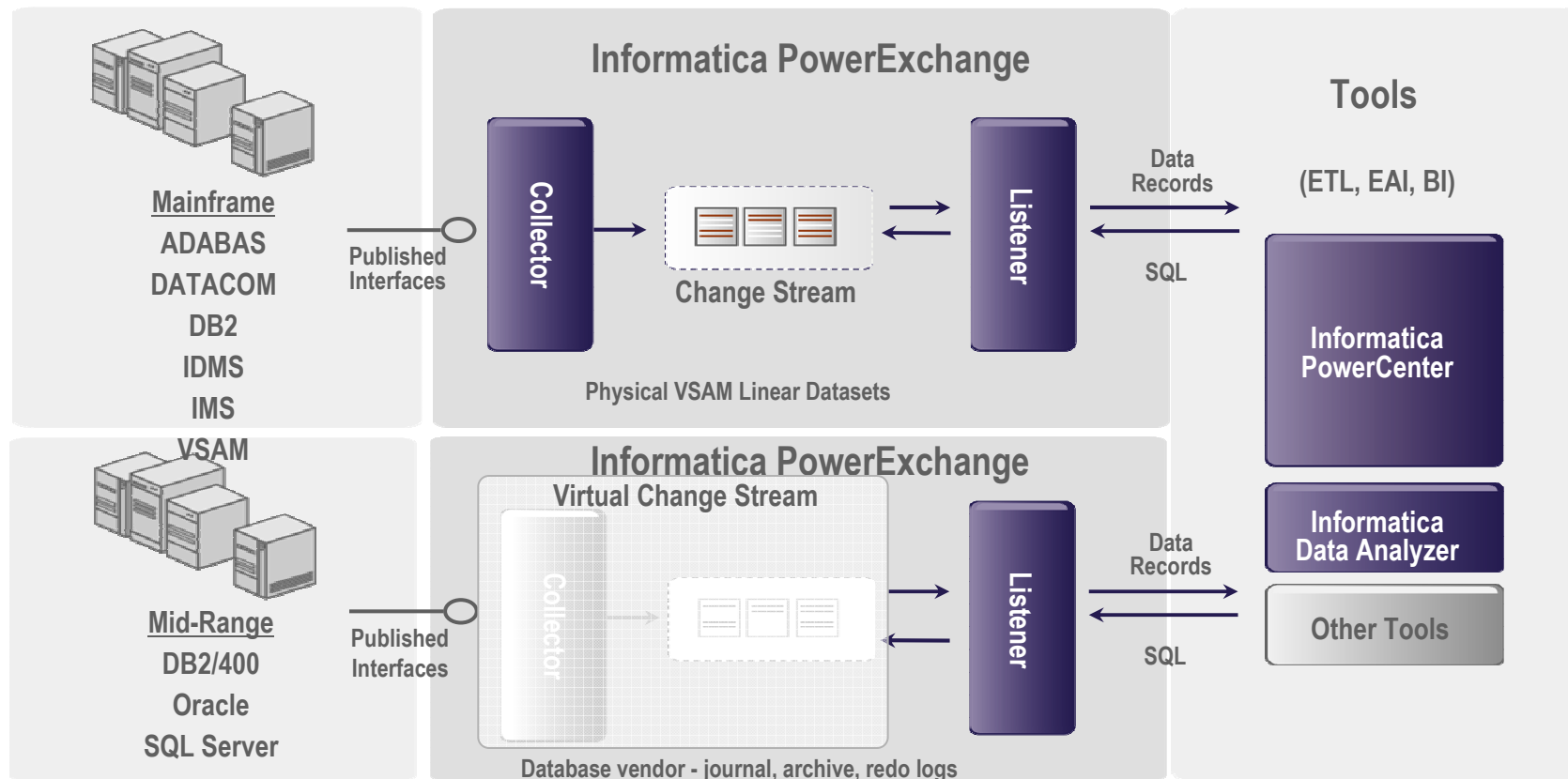
How Real-Time Data Integration

PowerCenter Real Time Engine



- Bi-directional read/write
- User-defined buffer flushing
- Guaranteed message delivery
- MQ, TIBCO, webmethods, JMS, Web Services, SDK

How Real-Time Data Integration *PowerExchange Real Time Engine*



How Real-Time Data Integration *PowerExchange Real Time Engine*



Unlock Complex Data. On Demand.

Technology

- Complex Source Access
- Patented Changed Data Capture
- Latency: Real-time, Change, Batch
- Non-invasive, Service-Oriented Architecture
- Codeless, Visual SQL Driven
- Enterprise Scalability

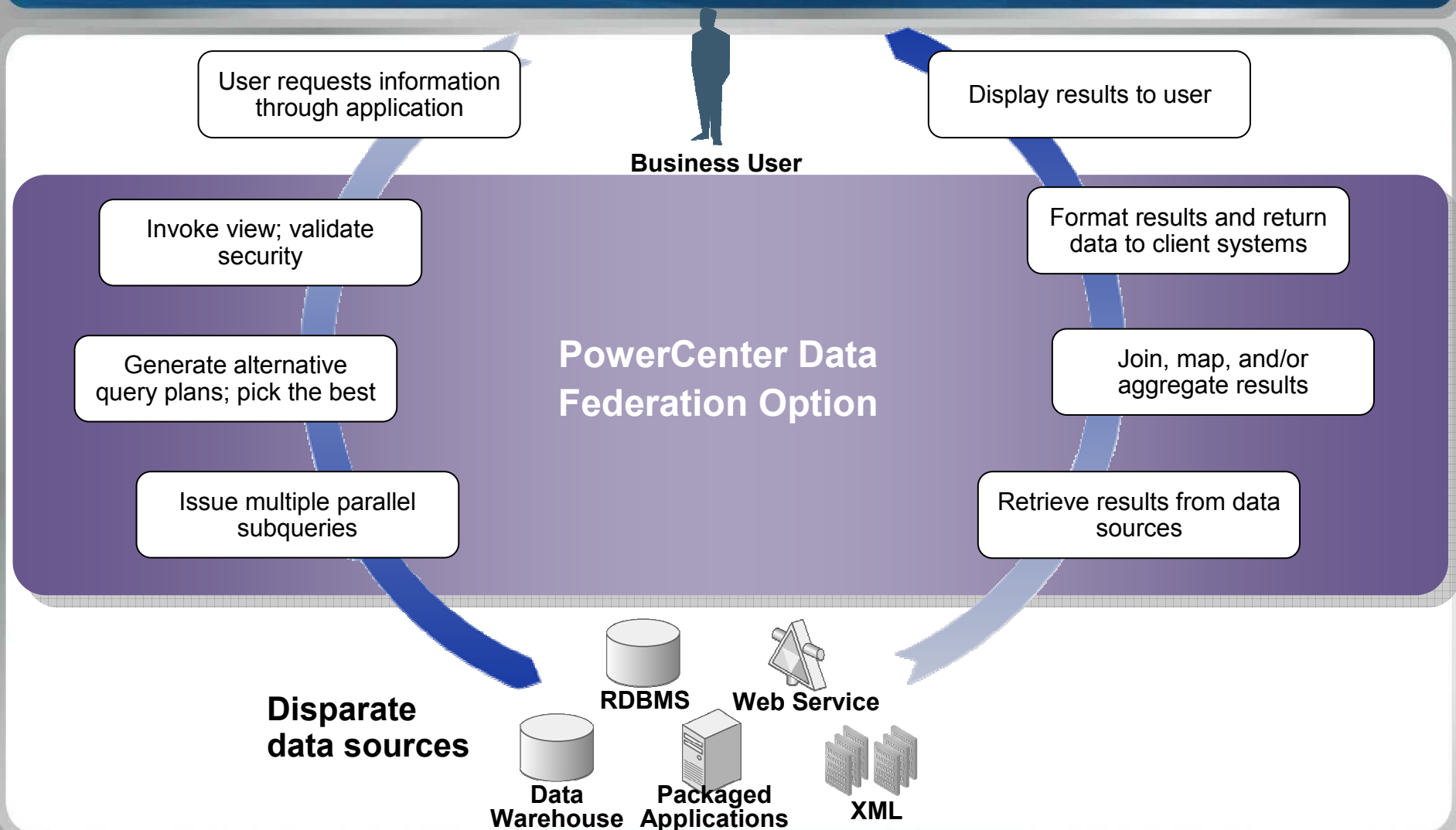


Value

- **Simplify** with one standard for all data types and latencies
- **Extend** value of existing investments
- **Accelerate** project lifecycles
- **Reduce** solution development and maintenance costs

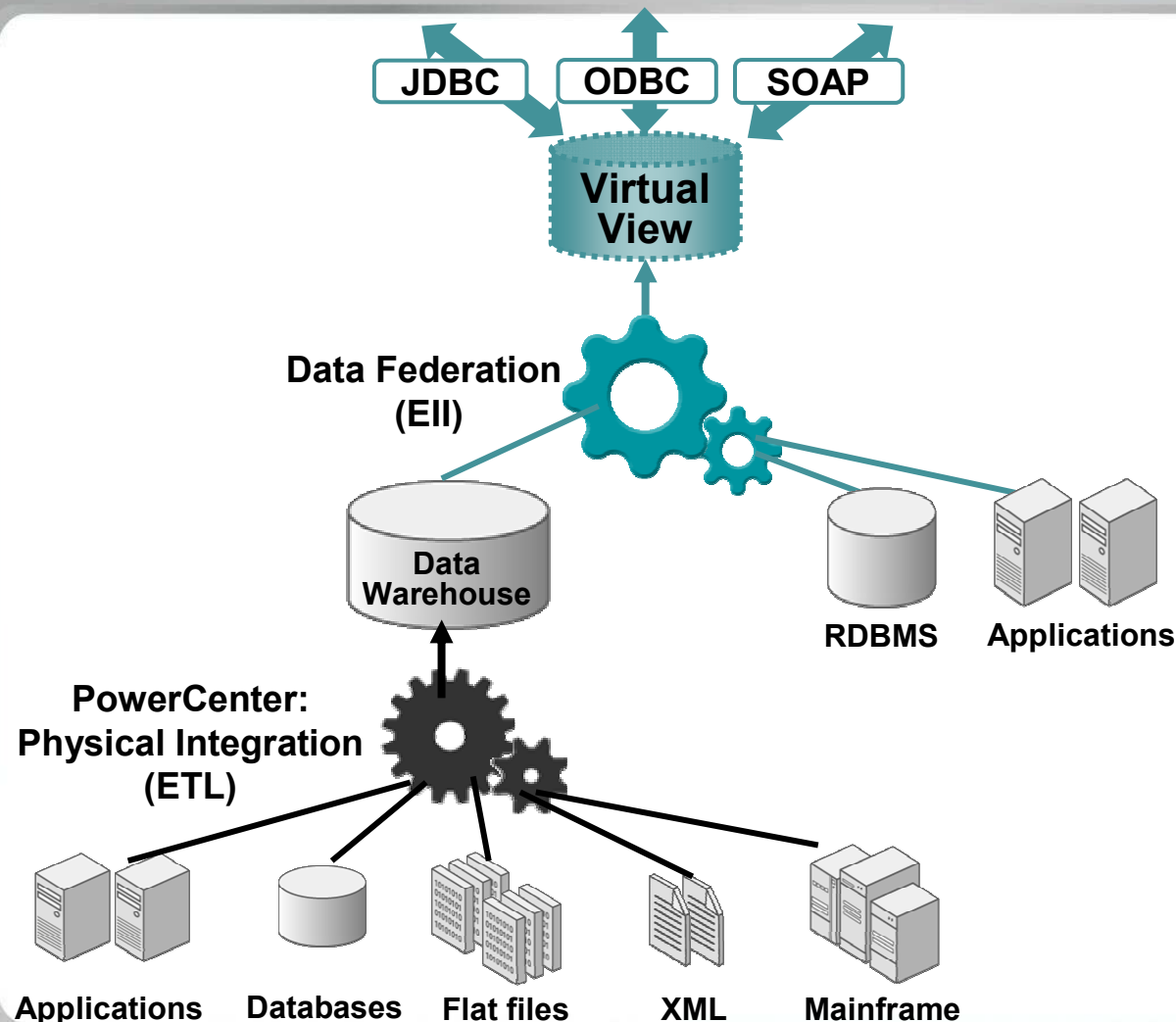
Future Real-Time Data Integration

INFORMATICA Data Federation



Future Real-Time Data Integration

INFORMATICA Virtual Data View

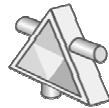


- Federates access to multiple data sources
- Executes distributed queries and aggregates results
- Delivers results as a virtual view to client applications via SOAP, JDBC or ODBC

Future Real-Time Data Integration

INFORMATICA Virtual Data View

Web Services



Portals



BI Tools



Step 3: Deliver Data
(Combined data creates meaningful information)

Step 1: Build the View
(A **View** contains **Metadata** on the actual data source – format, type, location, access, etc.)

Data Federation Option View

1	A	B	a	b
2	C	D	c	d
3	E	F	e	f
4	G	H	g	h

Step 2: Aggregate Data
(Queries are optimized for speed and efficiency)

Data Source 1

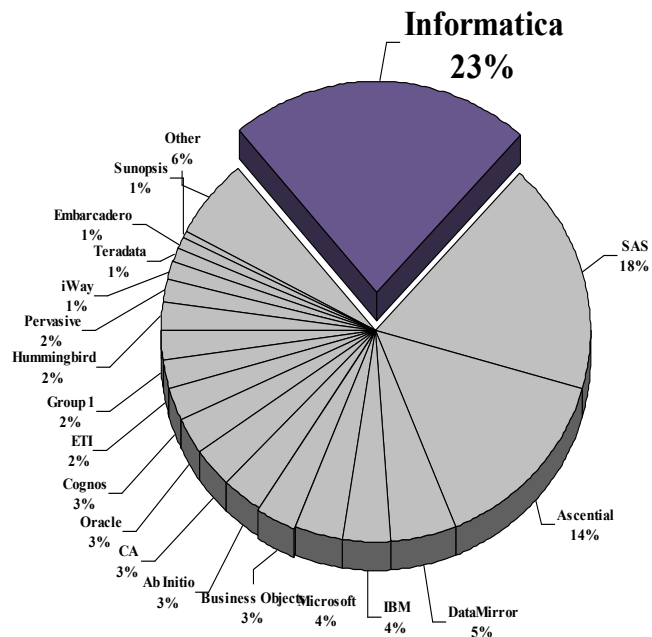
1	A	B		
2	C	D		
3	E	F		
4	G	H		

Data Source 2

1		a	b	
2		c	d	
3		e	f	
4		g	h	

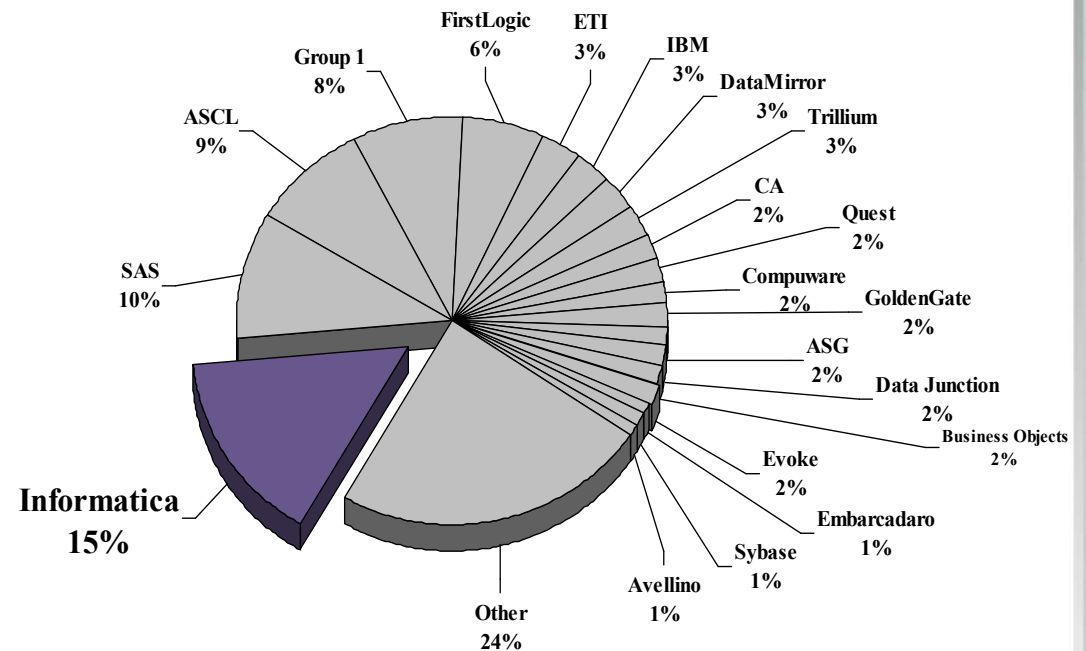
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World Wide Market Share



ETL Market Share

The ETL Tool Market Is Back And Growing
Forrester Research, June 2004



DI Market Share

IDC Worldwide Data Integration Software
Forecast and Analysis, 2002-2007

INFORMATICA

Why Informatica ?

- **증명된 customer success** 경험보유
- **최고의 data integration solution** 보유
 - 수동 코딩 및 기존 프로젝트 수정 없는 적응형 아키텍처
 - 2700업체 이상의 성공된 프로젝트로 인한 고객보유
 - Professional 서비스의 강력한 구조
 - 300업체 이상의 Alliance Partner보유
 - 14,500명 이상의 현역 개발자 회원보유
 - 1,200명 이상의 dedicate 된 직원보유
- **Start today with Informatica and put in place the right architecture for future growth**



Thank you

