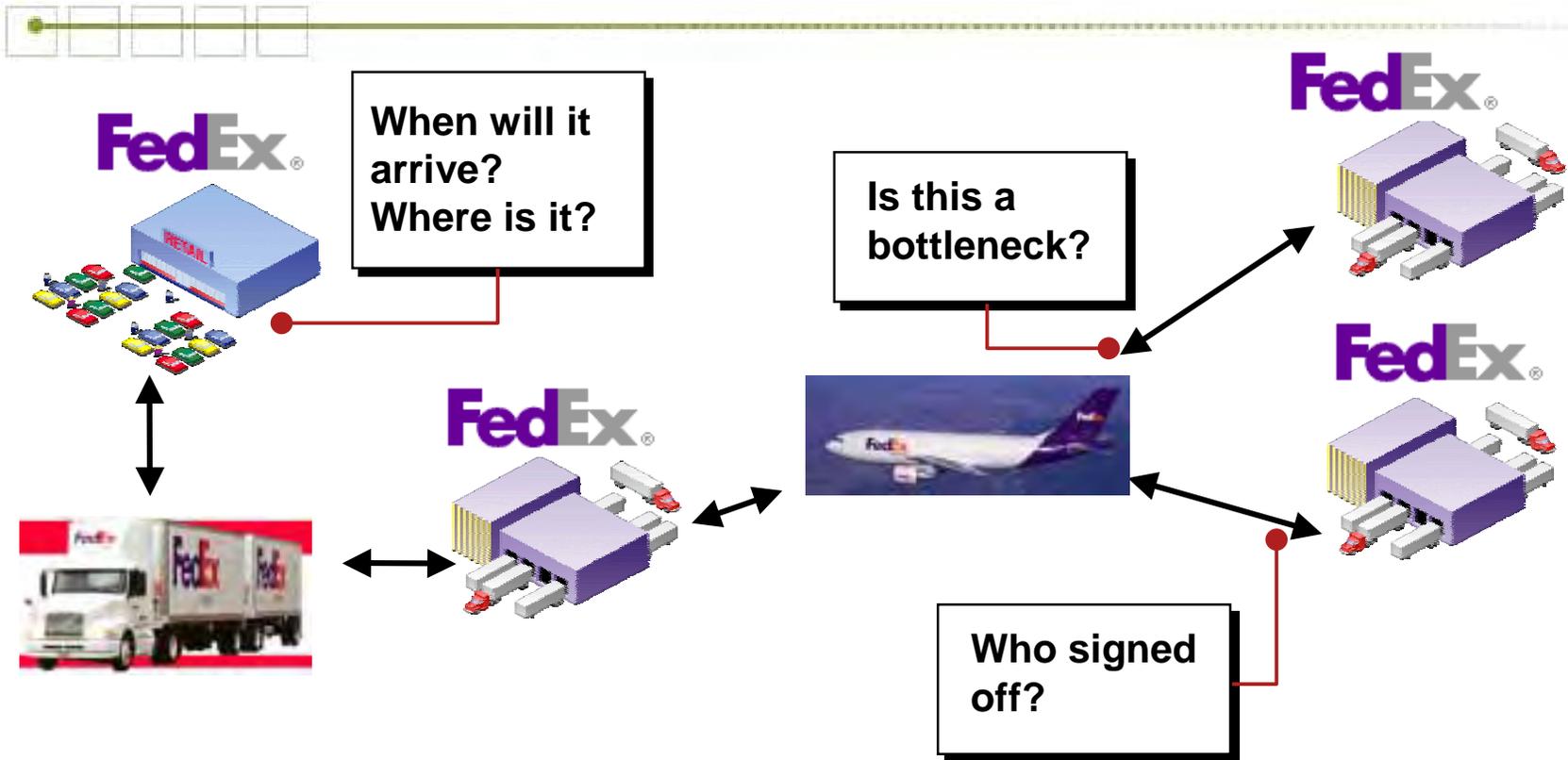


How Other Industries Solved Similar Problems

1970s: Fedex launches a logistics integration hub

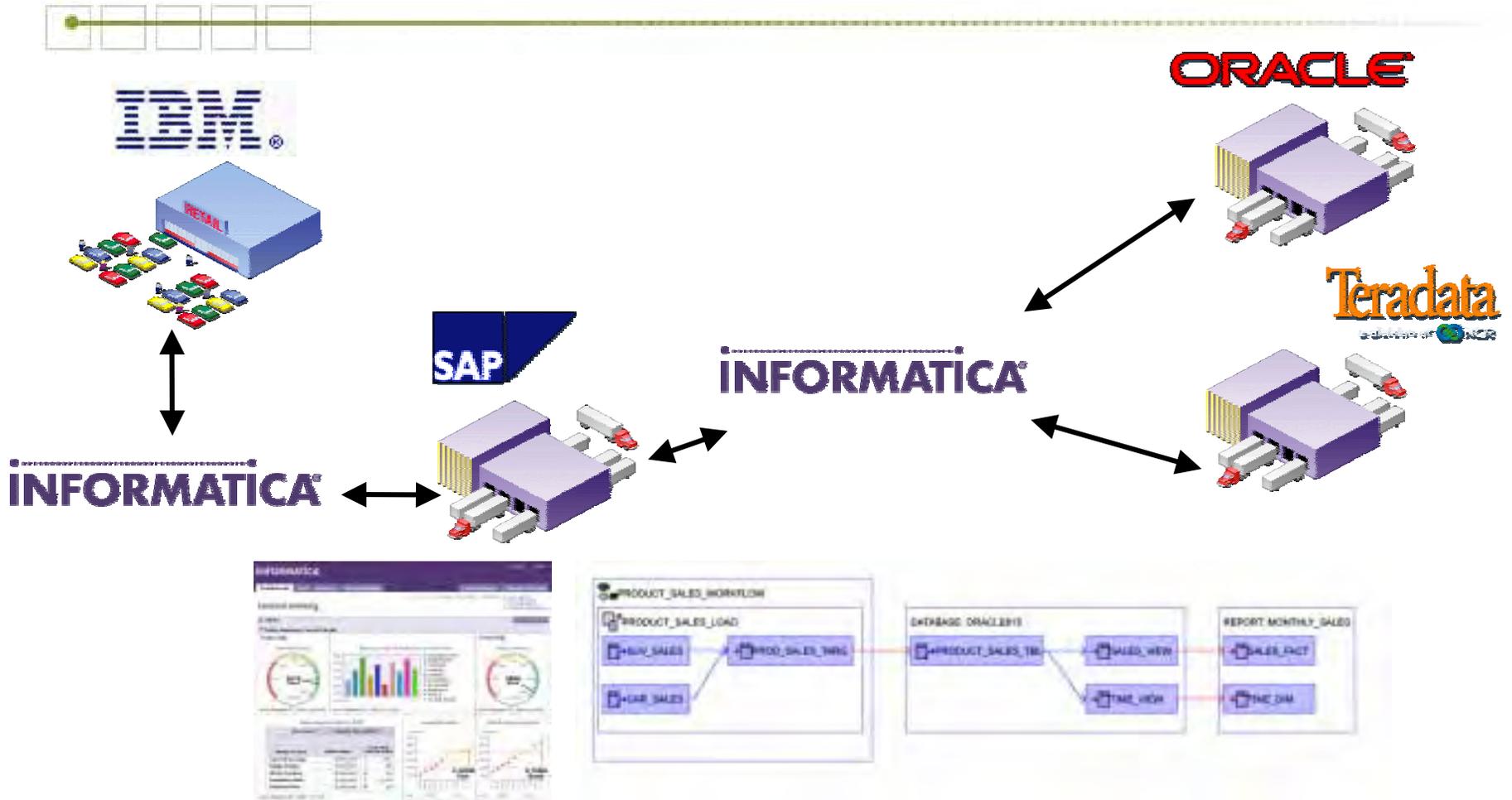


FedEx InSight

“The information about a package is as important as the delivery of the package itself.” — Fred Smith, Founder FedEx

Parallel to Informatica's Value Proposition

Logistics Integration = Data Integration



“The information about the data is as important as the data itself.”

The Value of Metadata



- **What's the meaning of:**
 - SW1A2AA
 - 3528BG
- **Google Search:**
 - SW1A2AA → Address in UK
 - 3528BG → Address in NL
- **ViaMichelin:**
 - SW1A2AA → Location in Westminster, London
 - 3528BG → Location in Utrecht West

The Key to Visibility Is Metadata



**Before I can answer this:
Which are our five most profitable customers?**

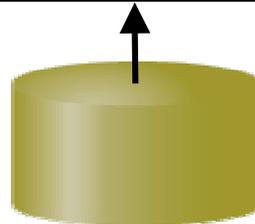
**I need to answer this
through metadata**

**Financial
Analysis**



**How do I define
profitability?**

**Single View of
Customer**



**What is the definition of
a customer?**

Data Integration



**What business rules drive
that definition?**



PeopleSoft.



SIEBEL

**How many different
definitions exist out there?**

To make those sound decisions that affect the bottom line, you need information that helps you interpret and find the data – you need metadata.



Introducing SuperGlue

SuperGlue

Enterprise Metadata Management and Visibility

Management and Visibility

Metadata Integration

Integration

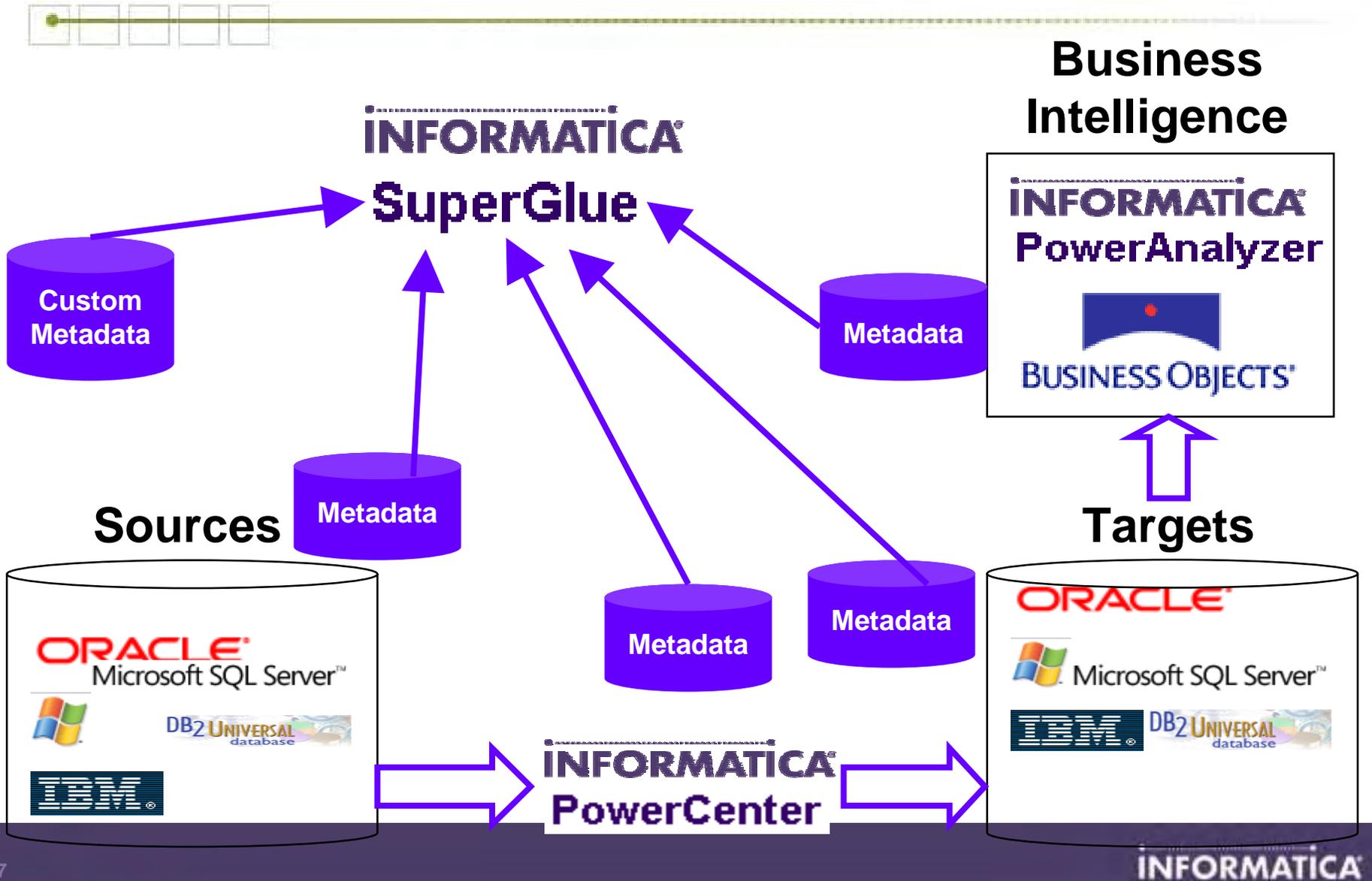
Database

Points
Area's
Layers
Reference
Coordinates

Reports
Attributes
Query Times
Requests
Users

Utilization

Informatica's Value Proposition



Catalog of Information Assets

The “Amazon.com” for IT

The screenshot shows a web browser window titled "Informatica PowerAnalyzer - Find - Microsoft Internet Explorer". The address bar shows "http://localhost:7001/web/po/FindFindTabHome.jsp". The page displays a search results table for a metadata directory. The table has columns for "Name", "Last Updated", and "Created on". The "customer" entry is highlighted in yellow. Below the table, there is an "Edit Object" section with tabs for "General Properties", "Object Properties", "Associations", "Object Links", and "Usage Links". The "Associations" tab is active, showing a table with columns "Association Name" and "Object Name".

Name	Last Updated	Created on
credit bureau data	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
CTI	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
current population	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
CURRENT_FLAG	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
customer	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
customer account	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
customer base	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
customer call	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
customer contact point	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
customer group	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
customer registration	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
customer segmentation	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM
customer service representative	May 27, 2003 12:00 AM	May 27, 2003 12:00 AM

Association Name	Object Name
homepage	8-E
relatedItem	SHA
relatedItem	customer account
relatedItem	customer contact point
Term	CUSTOMER_KEY
Term	CUSTOMER
Term	TA_CUSTOMERS

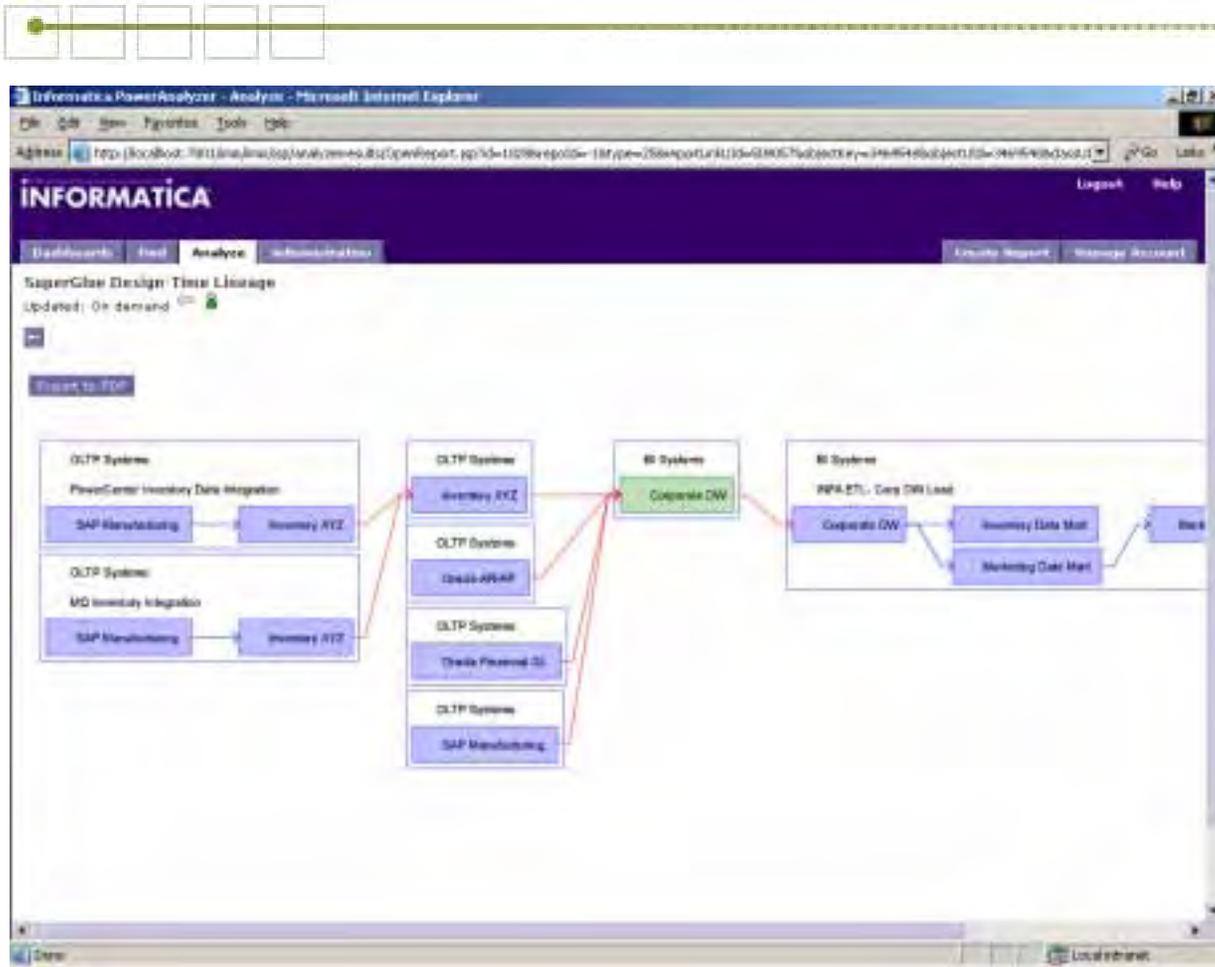
Universal search
Across systems and projects

Completely personalized knowledge base

Logical, physical, process-based views

Intelligent Lineage

An audit trail that educates

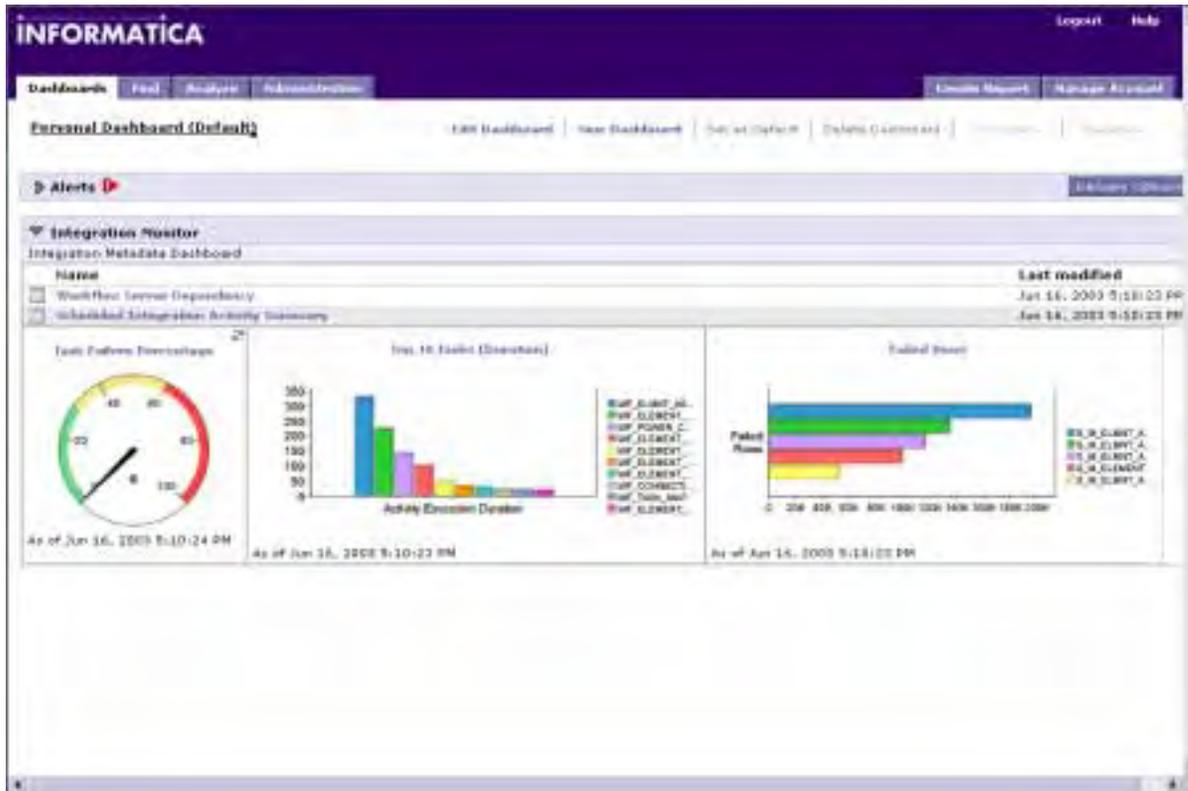


Rich Visualization
Data flows and dependencies across processes and systems

Intelligence at every step and across systems
Reports, Dials, Indicators, Exception Highlighting

Dashboards about Data

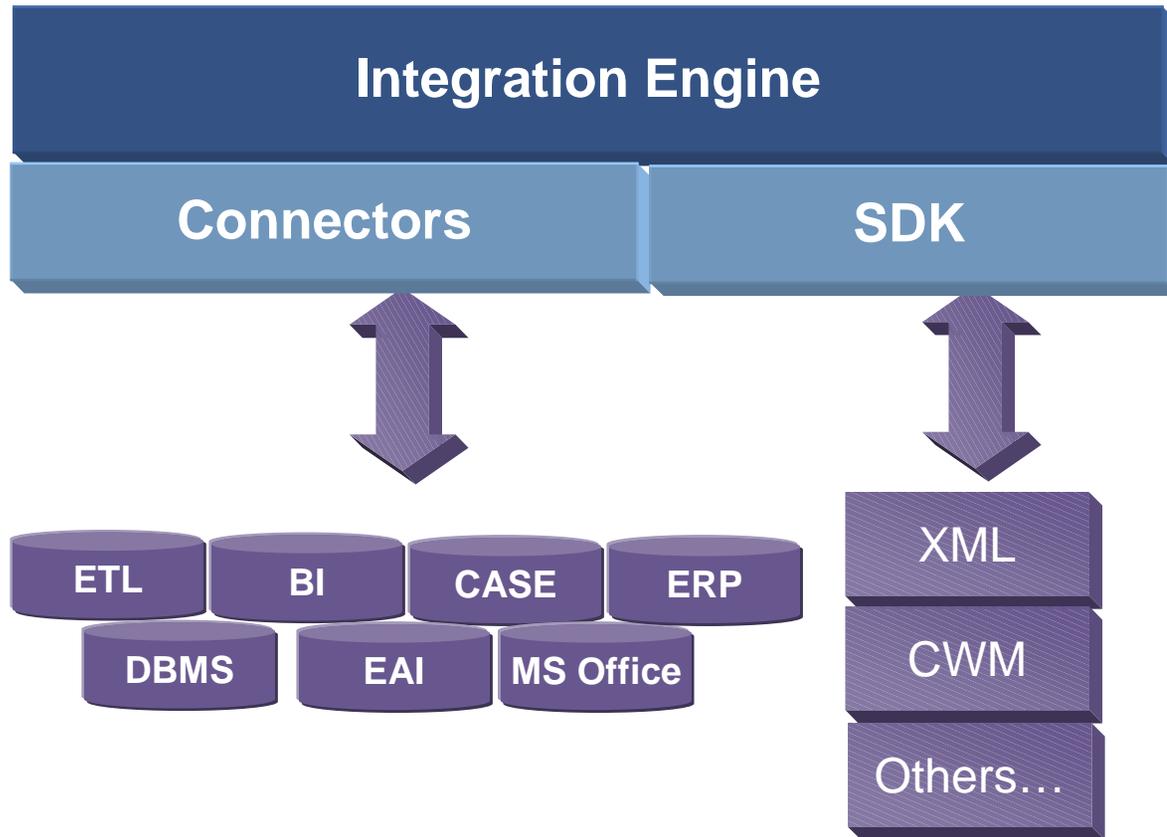
Understand and analyze your information assets



- **Data Intelligence**
Data Quality,
Usage, Impact
Analysis,
Redundancy
Detection
- **Dashboard-
driven**
Monitoring and
Notifications

Built-In Integration Engine

Access any metadata, anywhere



- **Any Source**
Metadata repositories, flat files, RDBMS, Applications, XML, CWM-XMI
- **Real-Time**
Event-driven updates ensure current data
- **Ease of Use**
Complete Visual IDE for metadata integration
- **Flexibility**
Auto-generate integration templates for new sources

“Future-Proof” Internet Architecture

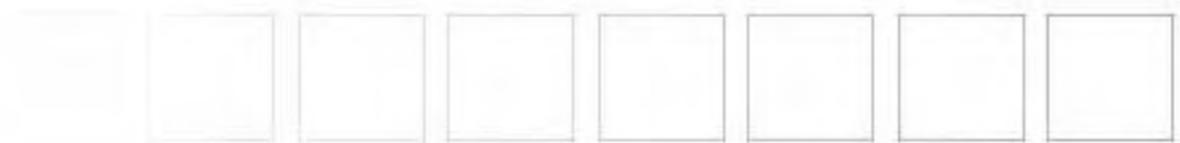
Widespread deployment and use made easy



- **100% Web-based**
J2EE-compliant platform
- **Built-in Personalization**
Object and function level permissions
- **Extensible**
Any information, any relationship, any metamodel
- **Portal-friendly**
Web Services, Complete SDK
- **No Hidden Agendas**
Open RDBMS, OS, Server support



SuperGlue Architecture

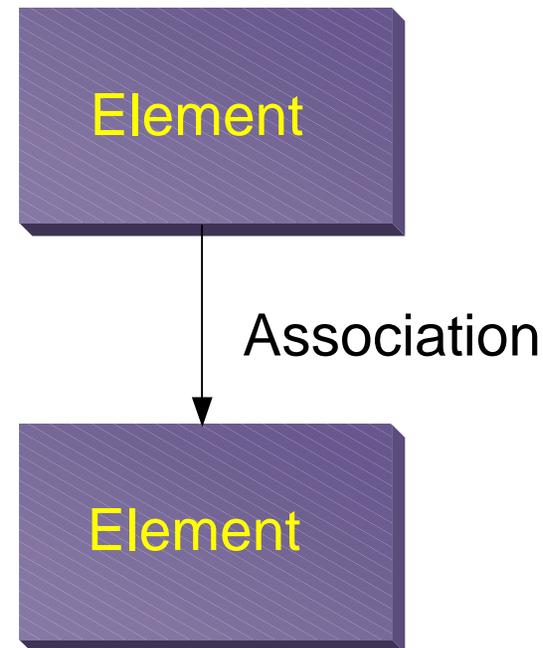


DataModel vs. Metamodel vs. Meta-Metamodel

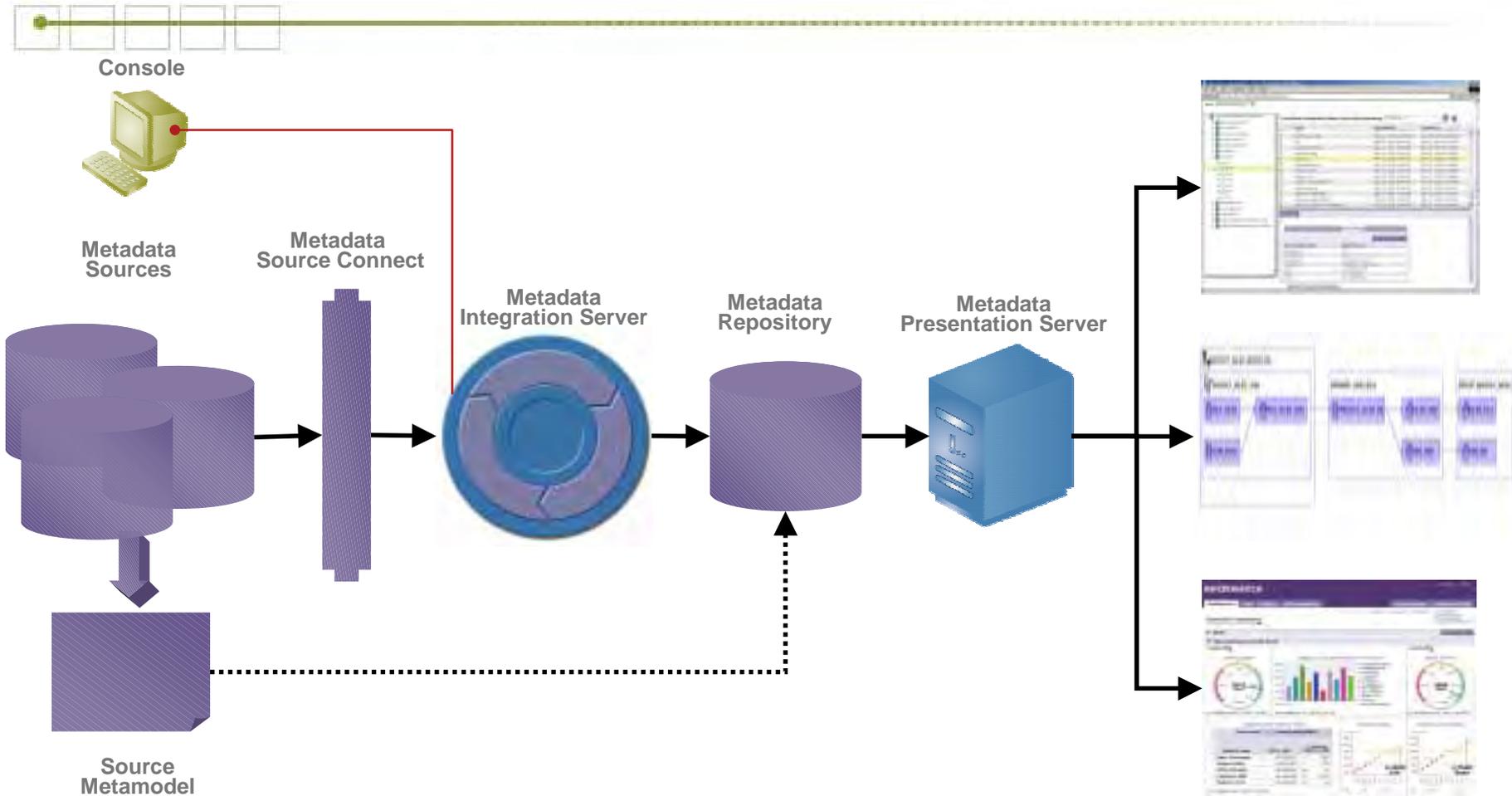


■ It's all about Elements and associations:

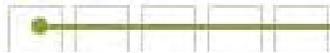
- Customers → Addresses
- Table → Indexes
- Element → Properties



Superglue Architecture



SuperGlue Architecture : Meta Model



Repository Types

This option allows you to manage repository types.

Meta Repository Types

Add

Remove	Name	Description
<input type="checkbox"/>	Business Objects	Universe and Document metadata in a Business Objects repository.
<input type="checkbox"/>	DB2	DB2 Database Repository Type
<input type="checkbox"/>	IMM_REPOSITORY_TYPE	IMM Repository Type. This is the IMM's master Repository Type. There will be on...
<input type="checkbox"/>	Informatica ROLAP	This repository type contains CWM extensions for ROLAP classes
<input type="checkbox"/>	Oracle	Oracle Database Repository Type
<input type="checkbox"/>	PowerAnalyzer	Informatica PowerAnalyzer Business Intelligence tool repository.
<input type="checkbox"/>	PowerCenter	Power Center Repository
<input type="checkbox"/>	SQLServer	Microsoft SQLServer Database Repository Type
<input type="checkbox"/>	Sybase	Sybase Database Repository Type

One or more packages can be associated to a repository type

Packages are logical groupings under which classes and associations reside

Default Icon:

Select package to add:

Remove	Package	Description
<input type="checkbox"/>	com.informatica.powercenter.process	Process
<input type="checkbox"/>	com.informatica.powercenter.package	Package
<input type="checkbox"/>	com.informatica.powercenter.operation	Operation
<input type="checkbox"/>	com.informatica.powercenter.map	map
<input type="checkbox"/>	com.informatica.powercenter.deployment	Deployment
<input type="checkbox"/>	com.informatica.powercenter	Power Center
<input type="checkbox"/>	com.informatica.powercenter.starschema	StarSchema

SuperGlue Architecture : Meta Model

Informatica Packages

Schema Design

XML Export / Import

Sys

ement

Metamodel Management

Rep

Packages

This option allows you to manage packages.

Add

Originators:

Remove	Package	Description
	com.informatica.cwmx	Informatica CWMX Extensions
	com.informatica.cwmx.import	Import
	com.informatica.cwmx.reuse	Reuse
	com.informatica.cwmx.rolap	Rolap
	com.informatica.cwmx.server	server
	com.informatica.cwmx.softwaredeployment	SoftwareDeployment
	com.informatica.cwmx.status	status
	com.informatica.cwmx.transformation	Transformation
	com.informatica.cwmx.trigger	Trigger
	com.informatica.db2	DB2 database catalog
	com.informatica.db2.db2database	DB2 database
	com.informatica.db2.db2server	DB2 Server
	com.informatica.oracle	Oracle database catalog
	com.informatica.oracle.oracledatabase	Oracle Database
	com.informatica.oracle.oracleserver	Oracle Server
	com.informatica.poweranalyzer	Power Analyzer
	com.informatica.poweranalyzer.deployment	Deployment
	com.informatica.poweranalyzer.operation	Operation
	com.informatica.poweranalyzer.process	Process
	com.informatica.poweranalyzer.report	Report
	com.informatica.poweranalyzer.schema	Schema

Mapping Custom Metadata



- **Custom metadata can be mapped from many sources**
- **Standard IME interfaces defined to import custom metadata**
- **The metadata needs to be provided in the specified format in XL sheets, .CSV files etc**
- **Out of the box workflows to import the custom metadata into the SuperGlue Warehouse**
- **Associations can be defined to link the imported custom metadata into the context of metadata sourced from other standard sources**

Summary



Personalized Directory

Promote understanding and best practices

Intelligent Lineage

Ensure data confidence and impact assessment

Intuitive Analysis and Reporting

Improve understanding, data quality, performance

Built-In Integration Server

Ensure comprehensive access to centralized metadata

Extensible Web-Based Architecture

Widespread deployment with lowest TCO



● ●
INFORMATICA[®]

Turning integration into insight.[™]