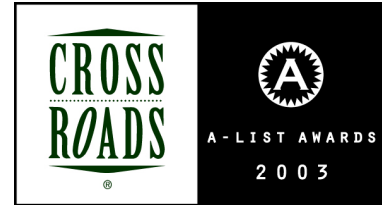


Informatica Corporation

Redwood City, CA

Informatica PowerAnalyzer

➤ Business Intelligence Platform



CUSTOMERS AT WORK

Mid-cap telecommunications companies and manufacturers were among the reference customers. Common strategic objectives included:

- Responding quickly to business growth or competitive pressure by making business intelligence tools available quickly and cost-effectively
- Building a data warehouse to establish "one version of the truth"
- Consolidating data from major commercial ERP systems and from legacy systems
- Achieving this with existing IT staff

WHY INFORMATICA?

Informatica PowerAnalyzer delivers business intelligence functionality without the typical implementation burden. Dashboard-driven interfaces jump-start analytical projects on top of existing or new data warehouses. Pre-packaged dashboards are focused on business domains such as CRM, finance, and supply chain. Companies can also build custom dashboards. Predefined Analytic Workflows provide guided or user-defined analysis paths. The software developer kit enables development of customized analytic applications built using Java and Web services standards. Unlike client/server tools, PowerAnalyzer's server-based pricing model makes broad deployment affordable.

COMPANY INFO

Informatica is a public company (NASDAQ: INFA) with 838 employees.

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BUSINESS IMPACT

Near-term value: Informatica PowerAnalyzer has enabled reference customers to respond effectively to urgent situations demanding better-quality information for decisions regarding business change or growth. Customers have built warehouses loading data from applications including PeopleSoft, Oracle, and SAP, as well as telecommunications billing systems. They have effectively deployed query and reporting tools to as many as 1,000 users in record time. First-time business intelligence implementers are pleased (and veterans are shocked) to report that projects have been completed on time and on budget.

Enterprise innovation: End users have found immediate utility in the business-domain-focused analytical dashboards. One reference customer reports that its marketing team was immediately able to use PowerAnalyzer to cross-sell additional services, check penetration levels of different service offerings, and calculate an ROI of particular service offerings.

Technology gains: PowerAnalyzer makes light work of the IT drudgery of end-user decision support. It has a modern architecture running on popular J2EE application servers, no desktop footprint, a strong data integration platform, and, most importantly, intelligently packaged reports requiring minimal customization. In fact, PowerAnalyzer effectively enables users to customize their own dashboards and create their own reports. Overall, the product is packaged well for fast installation and simple license management.

SUCCESS FACTORS

Project strategy: Veterans should take a fresh look at the cost benefit analysis of data warehousing and business intelligence: PowerAnalyzer changes it substantially. Newcomers should plan time to understand the business purpose of the structural differences between the data warehouse and the operational data stores. Plan for data cleansing and rationalization.

Skills: Reference customers report that end users from VPs to sales reps can use PowerAnalyzer with one day's training.

Resources: Companies creating their first data warehouses used Informatica's expertise to help model the data.

Fit: Informatica PowerAnalyzer is an excellent fit for substantial midsized companies and Fortune 1000 divisions needing to make decision support effective and affordable enterprisewide.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.