

Get more out of Informatica PowerCenter. The top enterprise data integration platform becomes faster and scales exponentially with DataSynapse FabricServer™. By pooling data center resources, you can implement Informatica in a highly available environment with a smaller server footprint.

#### The Challenge

Informatica PowerCenter helps you make sense of your data. By pulling information from different applications across the enterprise, you can gather and interpret performance statistics to refine your competitive edge. Informatica plays a central role in collecting and analyzing data, but it requires more equipment as data volume increases.

While Informatica can scale to meet your needs, you still have to apply the additional equipment. As a result, the cost of owning Informatica increases — and return on investment is eroded. While over-provisioning keeps your Informatica environment available and stable, it entails a distinct cost. The additional equipment only generates returns during periods of peak and near-peak utilization, meaning that you have to make a substantial IT investment knowing that you are overspending for diminishing returns. Over-provisioning your Informatica environment may be the easiest and most certain solution, but it is inefficient and expensive.

#### The DataSynapse Solution

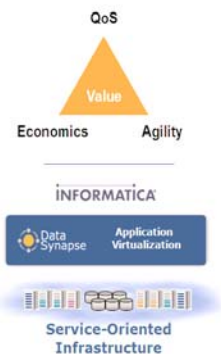
DataSynapse FabricServer centralizes the command and control of Informatica PowerCenter by virtualizing applications and guaranteeing that capacity is available on demand.

Instead of continuing to routinely over-provision equipment, FabricServer allows you to "borrow" resources from other systems, regardless of platform, during periods of peak demand. Your entire data center becomes a supplemental resource for your Informatica applications, temporarily providing unused processors and memory to ensure that end-user demand is satisfied dynamically and in real time.

FabricServer creates a "compute pool" in your data center, aggregating equipment resources even in a mixed-architecture environment. Applications make their resources available during off-peak periods and draw from other applications, for example your front end BI applications, based on trends in utilization and pre-defined rules and priorities. You create the baseline logic that FabricServer applies in conjunction with changes in end-user demand. FabricServer yields a real-time infrastructure with the flexibility to handle unexpected spikes in utilization or unplanned equipment outages without manual intervention.

Informatica PowerCenter scales through FabricServer when implemented in conjunction with the PowerCenter Enterprise Grid Option (version 8.1 and up). FabricServer automatically scales PowerCenter Grid allocations on a shared application fabric, supporting a real-time Informatica infrastructure. Nodes introduced to the PowerCenter Grid through FabricServer are used by the Adaptive Load Balancer as they come online. Under-utilized servers can contribute their resources to Informatica during periods of peak demand. FabricServer ensures a closed-loop on the dynamic sharing of resources through policy-based provisioning. Informatica becomes even more scalable without incremental equipment costs as FabricServer draws resources from across the data center as they are needed.

#### Value of Application Virtualization



- QoS
  - Improve performance
  - Improve availability
- Economics
  - Reduce server HW costs
  - Reduce admin. / labor
- Agility
  - Accelerate roll-out
  - Align business demand

**Results**

FabricServer allows you to take advantage of Informatica PowerCenter's inherent scalability without additional hardware expenditure. Your Informatica applications can grow with your business without incremental cost, and you streamline the management of your overall IT portfolio. Lower complexity leads to a reduction of risk across the enterprise — including your Informatica applications. FabricServer leads to defined advantages around the quality of service provided to business users, economics (i.e. cost containment) and overall business and IT agility.

Informatica service levels are easier to meet as a result of automated provisioning through FabricServer — improving both application availability and performance during all periods of utilization. Policy-based provisioning ensures that Informatica always receives at least a pre-determined amount of server resources regardless of utilization. Quality of service is maintained regardless of server availability as dynamic provisioning with defined thresholds ensures that Informatica applications always have the resources they need.

Informatica becomes less expensive and more effective when implemented with FabricServer, as a result of the reduced equipment cost, and ongoing returns will not be degraded by the system administration time needed to update and maintain a larger dedicated Informatica environment. With FabricServer, you can attain high availability and satisfy unpredictable demand while fueling the business with a steady stream of information analysis and generating ROI.

FabricServer supports business agility through the creation of a real-time infrastructure — aligning with dynamic end-user demand pattern and accelerating the rollout of new applications and functionality. The IT organization moves from simply meeting SLAs to proactively supporting business activity, cascading agility from the data center to all areas of the business. Using data pulled with Informatica, you can make decisions quickly without having to rely on dated or inaccurate information. The business can plan and execute rather than realize and respond.

Pair Informatica with FabricServer to access and use information faster. You can pull information from across the enterprise to make the timely and prudent decisions that will keep you a step ahead of the competition.

**About DataSynapse**

DataSynapse, Inc. is a global provider of application virtualisation software for the real-time enterprise. The company's flagship products, GridServer® and FabricServer™, virtualise business-critical applications and adaptively provision them across a real-time infrastructure. DataSynapse drives business agility through shared services, helping clients reduce the cost and complexity of their IT infrastructure. The company is headquartered in New York City. For more information, visit [www.datasynapse.com](http://www.datasynapse.com).

**About Informatica**

Informatica Corporation (NASDAQ: INFA) is a leading provider of enterprise data integration software. Using Informatica products, companies can access, integrate, migrate and consolidate enterprise data across systems, processes and people to reduce complexity, ensure consistency and empower the business. More than 2,300 companies worldwide rely on Informatica for their end-to-end enterprise data integration needs.

