Informatica Version 10 – Features and Advancements
1. Introduction:

Informatica – the world’s leader in ETL market and number one independent software provider officially released Informatica version 10 – a transformative innovation for future of ‘all-things-data’ on October 13 2015.

Informatica v10 is an award-winning data management platform, designed to modernize and boost performance of enterprise data architectures. With enhanced agility and performance combined with new features, Informatica v10 delivers accurate data at nearly any speed across today’s hybrid IT environments, both cloud and on premise.

Anil Chakravarthy – CEO and former chief product officer – Informatica Corp, in his own words:

“With Informatica v10, architects can modernize their IT environment by leveraging top performance and improved data governance for modern data warehouses, along with the flexibility of full Cloud support via a data hub, and increased end-to-end data integration agility.”

2. Informatica v10 Features

Informatica v10 is a solution to deliver performance, flexibility, usability, governance and productivity across its three core components:

1. Informatica Power Center
2. Informatica Data Quality
3. Informatica Data Integration Hub

In-detail illustration of features and advancements in each of these components has been described:

2.1. Informatica Power Center

“PowerCenter Advances End-to-End Agile Data Integration”

2.1.1. Unrivalled visibility to the true sources of data:
Informatica Power Center provides up to 50x data lineage generation performance advancements over Informatica Metadata Manager 9.6, ensuring timely, end-to-end visibility into the flow of data across complex and fast-growing data integration environments for improved governance and performance.

2.1.2. Fastest data integration for modern data warehouses:

Version 10 provides up to 5x faster data ingestion for Oracle Exadata, Oracle SuperCluster, SAP Hana and HP Vertica certifying as the optimized solution for these target systems.

2.1.3. Improved IT-Business collaboration

Version 10 is a brand new visualization system for data discovery and due to this profiling drive increased understanding of data by business analysts.

2.1.4. Addition of new capabilities at NO additional cost in Power Center redefines what IT should expect from data integration

- 100 analyst tool seats for IT-Business collaboration for agile data integration development.
- Connectors for relational, batch, JDBC and ODBC data sources.
- Real-time engine – time to get started with real-time data warehousing and exchange data among operational applications at any speed – batch, near real time or in real time.
- Advanced data transformation – Enterprise-class data transformation and parsing capability for any data type, regardless of format, complexity or size.

2.2. Informatica Data Quality

“Informatica Data Quality Advances Holistic Data Governance”

Informatica Data Quality v10 enables data quality rules to be defined once and deployed anywhere business needs dictate – in the cloud or on-premise.
Informatica Data Quality continues its tradition of cleansing and qualifying data according to business rules defined by business strategies and IT architectures. Improvements in Data Quality include Informatica Vibe, which allows the rules to be created against one data set and then applied virtually anywhere – whether in the cloud or on-premises.

2.2.1. Improved data quality collaboration

Enhanced Business Rule Builder promotes the participation of business analysts and data stewards in the data quality process.

2.2.2. Increased visibility into data profile changes

Historical data profile comparison facilitates change analysis across data profiles.

2.2.3. Fastest quality for modern data warehouse targets

Informatica Data Quality v10 provides up to 5x faster data cleansing for Oracle Exadata, Oracle SuperCluster, SAP Hana and HP Vertica.

2.3. Informatica Data Integration Hub

“Informatica Data Integration Hub Advances Pub-Sub-Hub Data Integration”

Informatica Data Integration Hub v10, now offers a hybrid publish/subscribe-hub (Pub-Sub-Hub) model for big data, cloud and traditional systems, which is the world’s only modern hub-based data integration product. Informatica Data Integration Hub is the first and only publish/subscribe hub product to:

- Support automated petabyte-scale data storage on Hadoop for data lakes.
- Unmatched agility, efficiency and ease-of-use from a modern hub-based architecture orchestrating big data, cloud and on-premise Power Center workflows through wizards and a web-based management console.
• Manage hybrid data flows spanning cloud and on-premise – with data pipelines, workflows and visibility across Informatica Cloud and Power Center.

• Secure publish/subscribe of data beyond corporate firewalls to connect remote offices.

"Pub-Sub-Hub," describes the ability to locate all of our data into a single place (that is, the hub) and be able to both publish and subscribe to data that is presented. The efficiency of the Integration Hub allows for large scale operations, such as the automated storage of petabyte-scale Hadoop data lakes, but some of the most nuanced use cases for the Data Integration Hub, is its ability to modernize old data stores."

2.4. Informatica v10 Features in a nutshell

• Up to 50x faster data lineage generation (50x times performance improvement in metadata management)
• Up to 5x faster data ingestion and cleansing
• Increased flexibility and agility for hybrid data architectures
• World’s first “Pub-Sub-Hub” data integration hub.
• Expanded connectivity for cloud sources
• Delivering new monitoring dashboard to check system usage and health

According to Bloor Research, Philip Howard, March 2014, in Comparative costs and uses for data integration platforms:

“Customers leverage a codeless development environment, automation and intelligence that enables data integration developers to be 40 percent more productive compared to traditional hand-coding and 25 percent more productive compared to developing on IBM, with Informatica version 10”.

3. Source