



Integration Everywhere™



Cross-Enterprise Data Integration

Ron Papas, GM Informatica On Demand

Informatica and RightNow Partnership

Delivering Data to Drive the Exceptional Customer Experience

- RightNow and Informatica are working together to help companies empower their customer facing employees and systems with the right information at the right time to ensure exceptional customer experiences.
- Now RightNow clients can use Informatica's pre-built connectors to Oracle, SAP, WebMethods or any other leading platform/application to access the important customer information needed to enhance sales, marketing and customer service activities.
- *Gartner research note on September 26, 2006 stated, "Integration challenges [around SaaS] are also being addressed. SaaS no longer means isolated data, because companies are beginning to successfully integrate on-premise data sources and software applications with data and applications hosted by their SaaS providers."*

RightNow Connect

Informatica solves the Data Integration challenge

RightNow Connect



As more enterprises standardize on RNT

The partnership with INFA becomes more strategic

“Informatica’s technology significantly enhances the integration of RightNow into complex enterprise IT environments. This is good news for large global organizations that want to make the most of every customer interaction, without replacing their existing IT investments.”

Scott Creighton, VP of business development at RightNow

Informatica at a Glance

- **Founded:** 1993
- **Headquarters:** Redwood City, California
- **Employees:** 1,300+
- **Offices:** North and South America, Europe, Asia Pacific
- **Revenue:** \$325 million (2006)
- **Market share leader (Gartner, Dataquest)**
- **Customers:** 2,800+
- **83 of Fortune 100**
- **30,000 members in Developer Network**

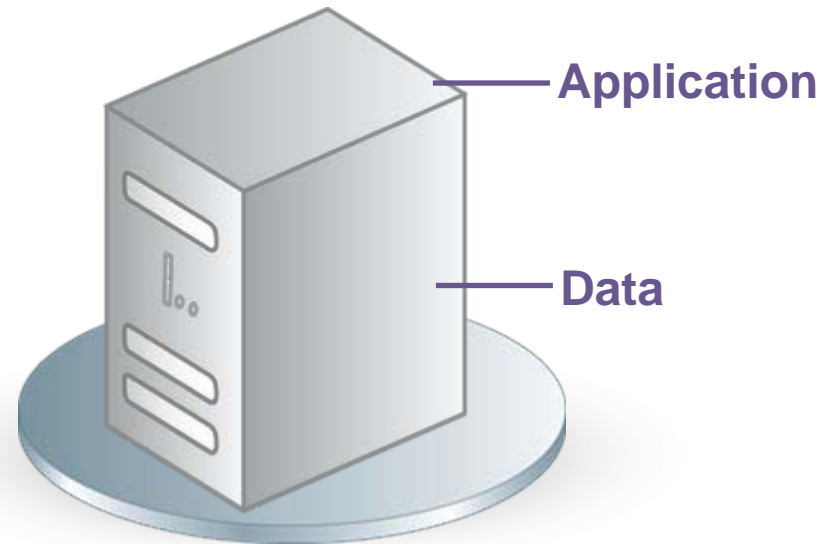
Our Customers Are Leaders in Every Industry

Financial Services and Insurance	       
Healthcare and Life Sciences	        
Manufacturing	      
Retail and Services	       
Transportation and Distribution	      

The Challenge

Data Fragmentation

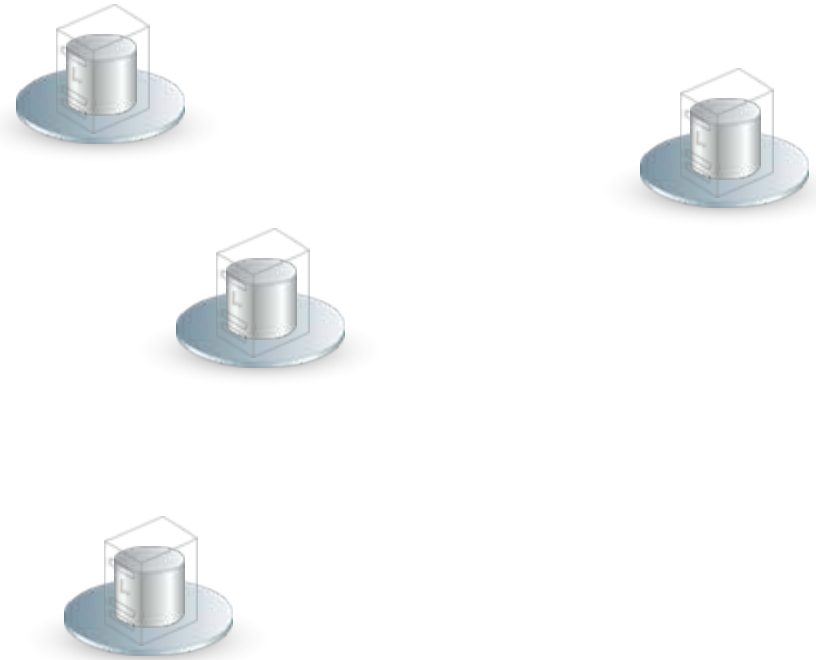
- For 40+ years, data has been conjoined with applications
- Not a productive asset
 - Not accessible
 - Not flexible
 - Not certifiably accurate
 - Not reusable



The Challenge

Data Fragmentation

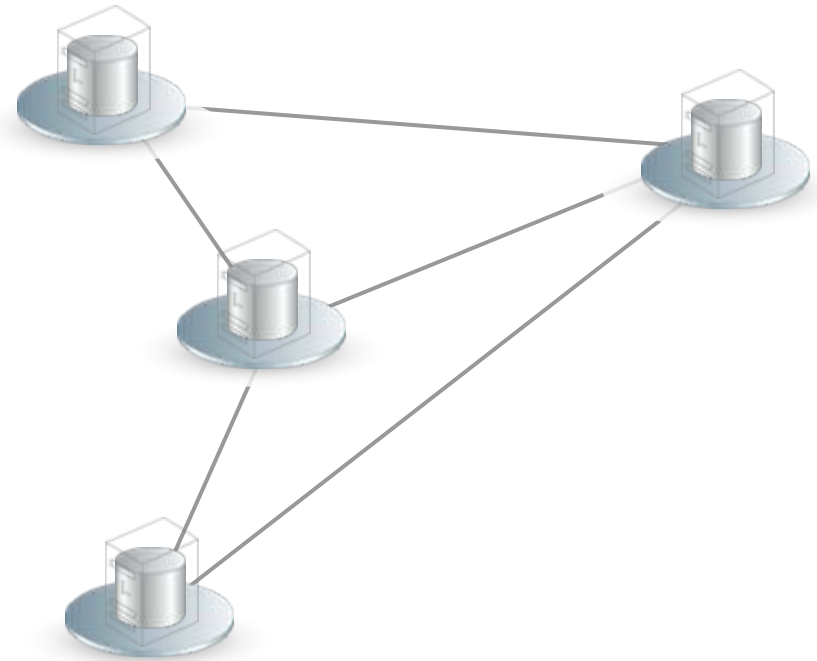
- **Multiple data silos**
- **Multiple data formats**
- **Multiple data definitions**
- **Varied data quality**



The Challenge

Cost of Fragmentation

- **Poor data quality costs U.S. businesses ~\$600B annually (TDWI)**
- **55% of organizations will devote a high level of staffing and budget to data integration (TDWI)**
- **60% of IT budgets now spent on integration (Ventana Research)**
- **Organizations recognize that how they manage data is critical to their ability to improve agility and productivity, reduce costs and support compliance (Gartner)**



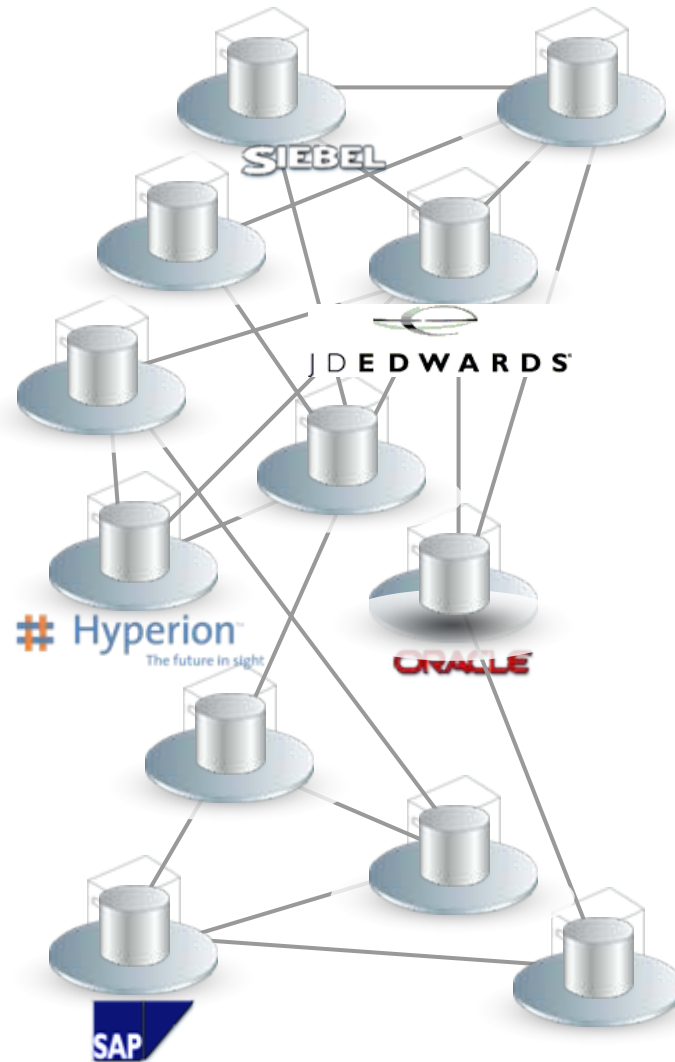
Eckerson, Wayne, TDWI Report, Data Quality and the Bottom Line: Achieving Business Success through a Commitment to High Quality Data, Ventana Research, 2006. Gartner, Gartner Research, Data Management: A New Paradigm for Data Management, Gartner Hype Cycle for Data Management, 2006. Friedman, et al, July 2006 presentation, June 2006

The Traditional Data Challenge

Data Silos within the enterprise

Difficult to:

- Access data across all on-premise sources
- Reconcile data definitions
- Certify data quality and ensure accuracy

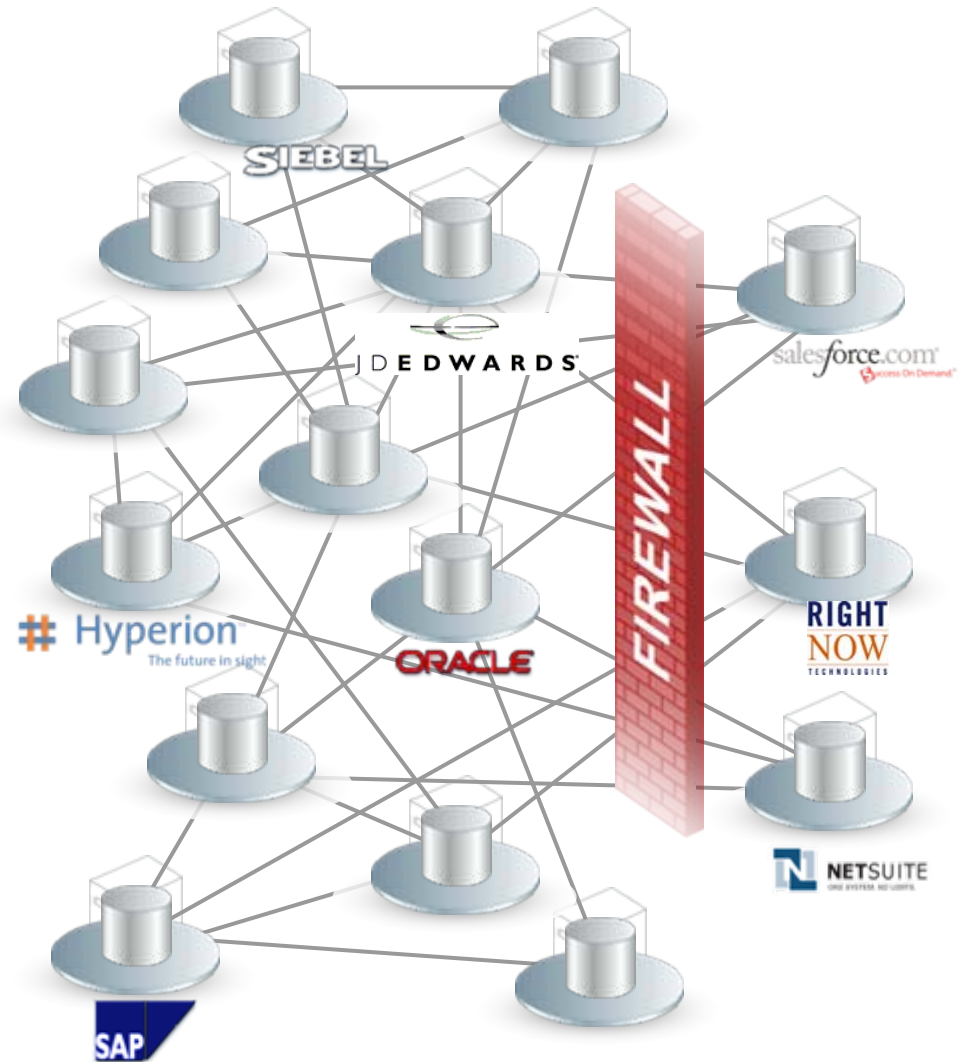


The SaaS Data Challenge

Data Silos extend beyond the enterprise

Difficult to:

- Access data across all on-premise and off-premise sources
- Reconcile data hosted and managed by vendor
- Standardize integration options
- Work with disparate APIs
- Protect sensitive data



Data Integration is important to RNT Customers

Business Imperatives

Improve
Decisions &
Regulatory
Compliance

Modernize
Business &
Reduce IT
Costs

Merge &
Acquire

Increase
Business
Profitability

Outsource
Non-core
Functions

IT Initiatives

Business
Intelligence

Legacy
Retirement

Application
Consolidation

Customer,
Supplier,
Product Hubs

BPO
SaaS

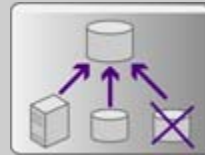
Data Integration Projects



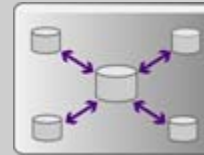
Data
Warehousing



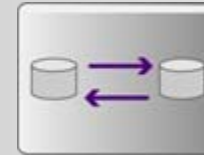
Data
Migration



Data
Consolidation



Master Data
Management



Data
Synchronization



Data Quality

Informatica Solution

Informatica Product Platform

Informatica
PowerExchange

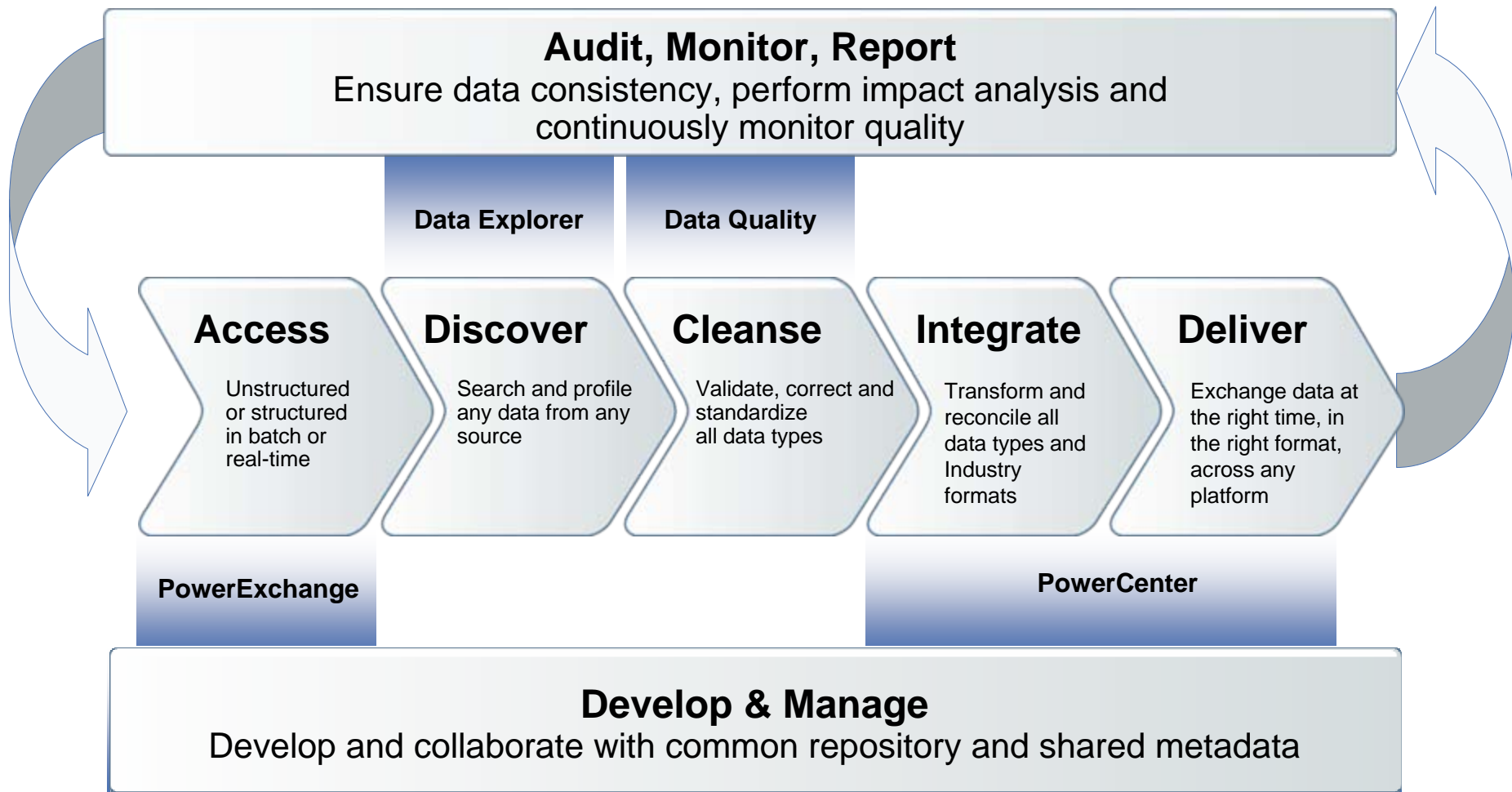
Informatica
Data Explorer

Informatica
Data Quality

Informatica
PowerCenter

The Informatica Product Platform

Automating Entire Data Integration Lifecycle



Leverages graphical PowerCenter Development Environment

Informatica PowerCenter Designer - [Mapping Designer - marconi - [MARCONI_REPO]]

Repository Edit View Tools Layout Versioning Mappings Transformation Window Help

marconi - [MARCONI_REPO] 80%

Repository Navigator

Repositories

- MARCONI_REPO
 - bhira
 - demo
 - Doc
 - John
 - marconi
 - Business Components
 - Sources
 - Targets
 - Cubes
 - Dimensions
 - Transformations
 - Mapplets
 - Mappings
 - m_AddrStd_FF25F
 - m_AddrStd_SFDC2
 - m_contactMigration
 - m_Contact_Migrat
 - m_New_Migration
 - RTO
 - SANJAY
 - rep_spr2

m_Contact_Migration

Mapping Designer

CONTACTS (Microsoft SQL Server) Source Definition

K	Name	Datatype	Length
	CNT_NAME_L	varc...	255
	CNT_NAME_F	varc...	255
	CNT_SAL	varc...	10
	CNT_ADDR...	varc...	255
	CNT_ADDR...	varc...	255
	CNT_ADDR...	varc...	80
	CNT_ADDR...	varc...	10
	CNT_ADDR...	varc...	80
	CNT_PHONE...	varc...	20
	CNT_FAX	varc...	20
	CNT_PHONE...	varc...	20
	CNT_PHONE...	varc...	20
	CNT_EMAIL	varc...	255
	CNT_TITLE	varc...	100
	CNT_DEPT	varc...	255

SQL CONTACTS Source Qualifier

Name	Datatype	Length
CNT_NAM...	string	2...
CNT_NAM...	string	2...
CNT_SAL	string	10
CNT_ADD...	string	2...
CNT_ADD...	string	2...
CNT_ADD...	string	80
CNT_ADD...	string	10
CNT_ADD...	string	80
CNT_PHO...	string	20
CNT_PHO...	string	20
CNT_PHO...	string	20
CNT_PHO...	string	20
CNT_EMAIL	string	2...
CNT_TITLE	string	1...
CNT_DEPT	string	2...

Contact (SalesForce) Target Definition

Name	Datatype	Length
LastName	string	80
FirstName	string	40
Salutation	picklist	40
OtherStreet	textarea	2...
OtherCity	string	40
OtherState	string	20
OtherPostal...	string	20
OtherCountry	string	40
Phone	phone	40
Fax	phone	40
MobilePhone	phone	40
HomePhone	phone	40
Email	email	80
Title	string	80
Department	string	80

Output Window: x

Repository Service notifications are enabled.

Save Fetch Log Generate Validate Debugger Session Log Notifications

Ready

Enabling Integration with a wide range of data sources

Systems

XML, Messaging,
and Web Services



Packaged
Applications



Relational and
Flat Files



Mainframe
and Midrange



IBM MQSeries
TIBCO
webMethods

Web Services
XML
JMS

SAP IDOC
SAP BW
SAP DMI

Salesforce.com
Peoplesoft
Oracle Apps

Siebel
SAS
JD Edwards

Oracle
DB2 UDB
DB2/400

Informix
Teradata
ODBC

SQL Server
Sybase
Flat files

ADABAS
Datacom
DB2

VSAM
C-ISAM
Complex Files

IDMS
IMS
Tape Formats

FTP
Encrypted Stream
Word, PDF

HL7
SWIFT, FIX
ACORD

Informatica On Demand Data Integration

Cross-Enterprise Data Integration

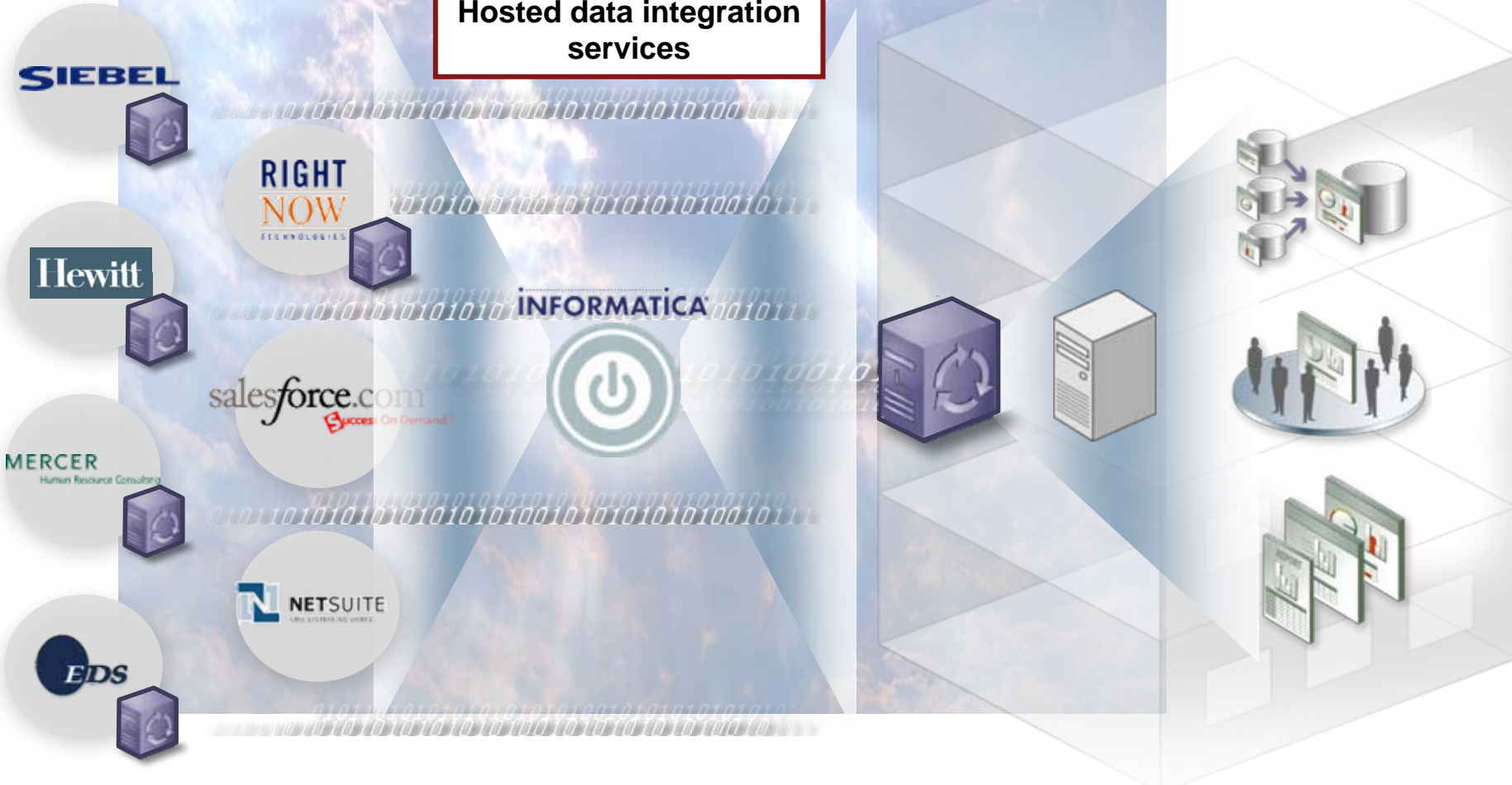
Off-Premise

On-Premise

Partner-hosted, embedded solutions

SaaS Connectivity

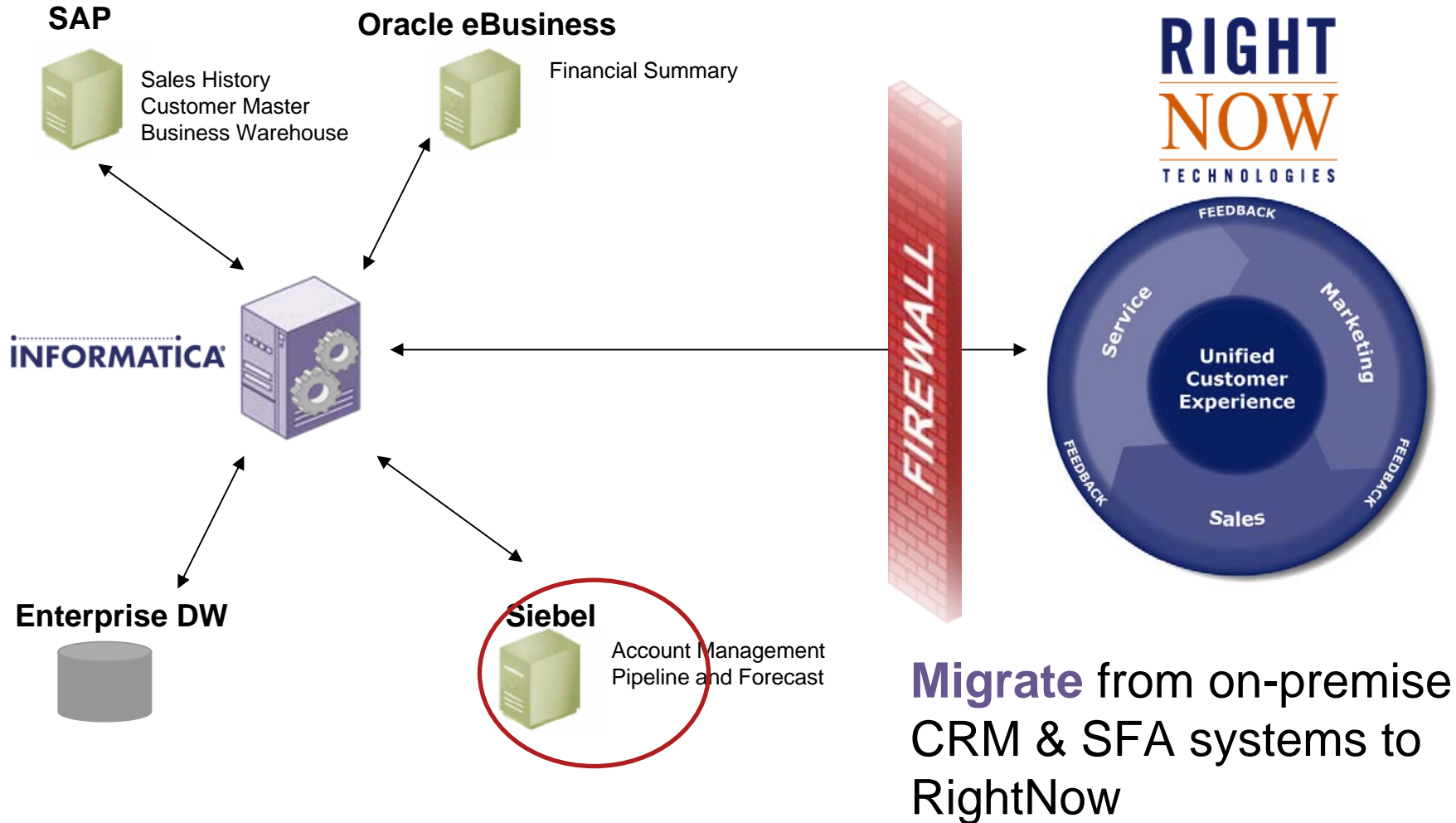
Hosted data integration services



Integration is important for customers of SaaS applications

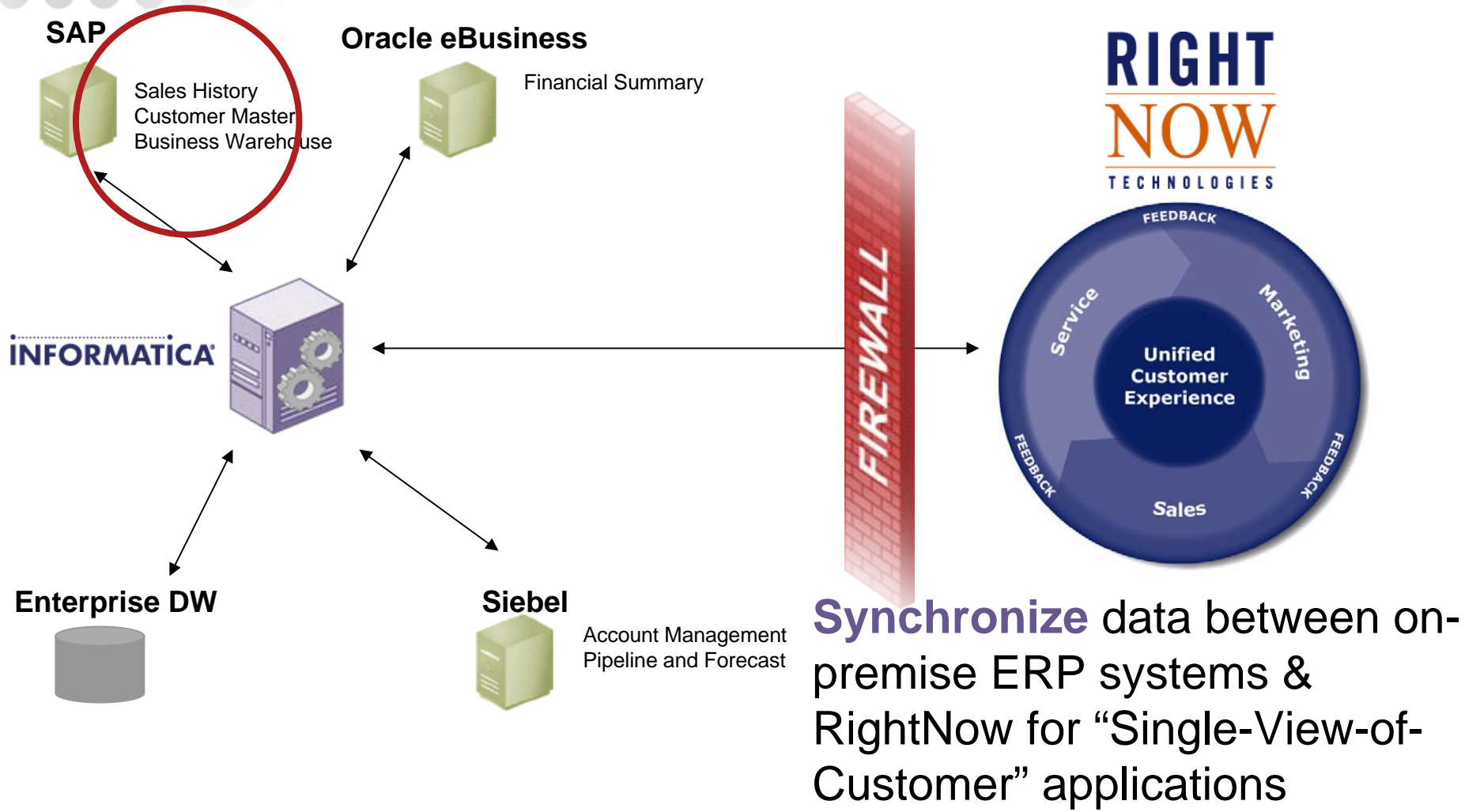
- **SaaS applications are increasingly being used as enterprise-wide standards**
- **Companies are building systems infrastructure using multiple SaaS applications**
- **Companies need to gain greatest strategic value from all their data, regardless of where it resides**
- **More and more, this value will come through process-specific integration of data**

Common Design Patterns Enabled by Informatica

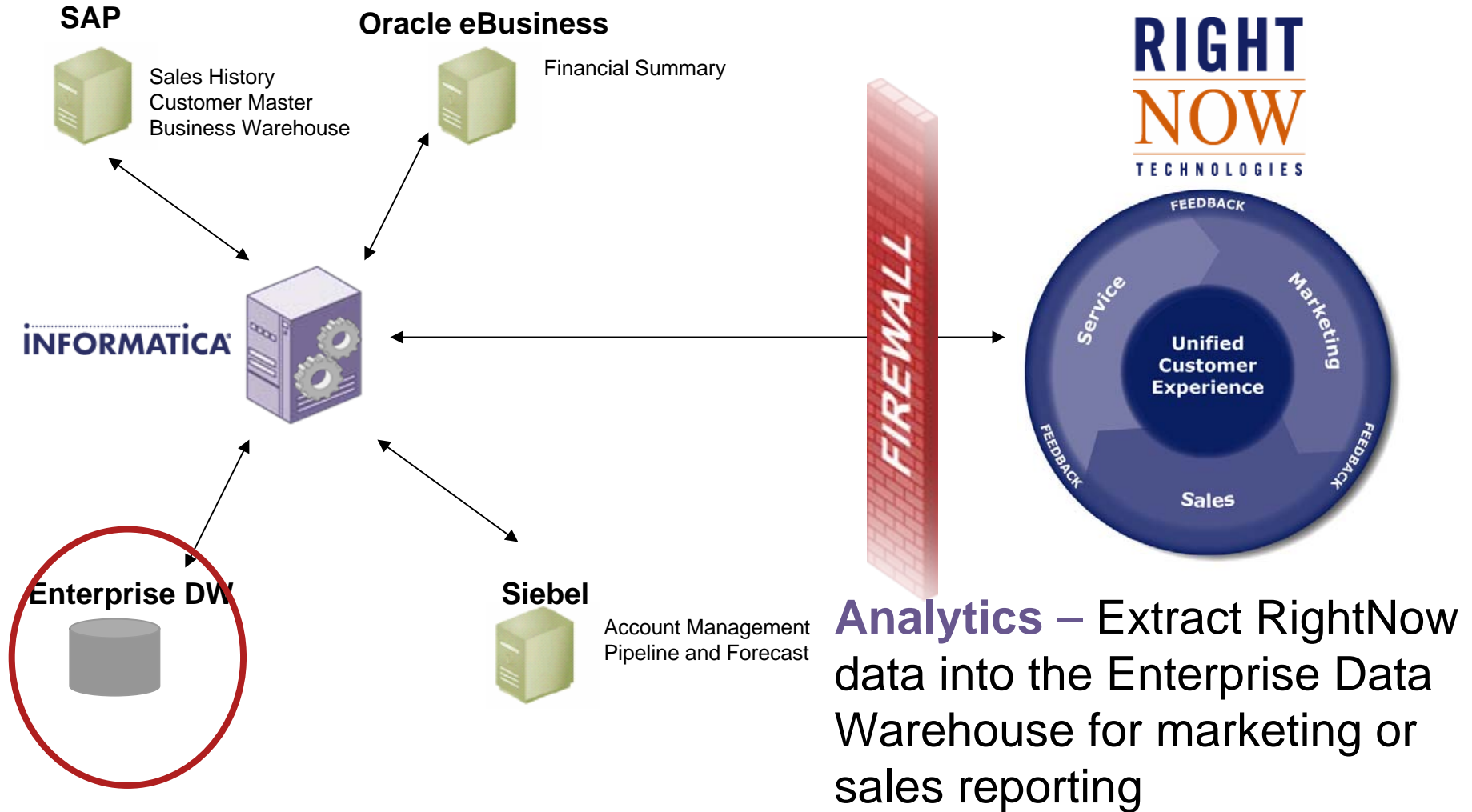


Migrate from on-premise CRM & SFA systems to RightNow

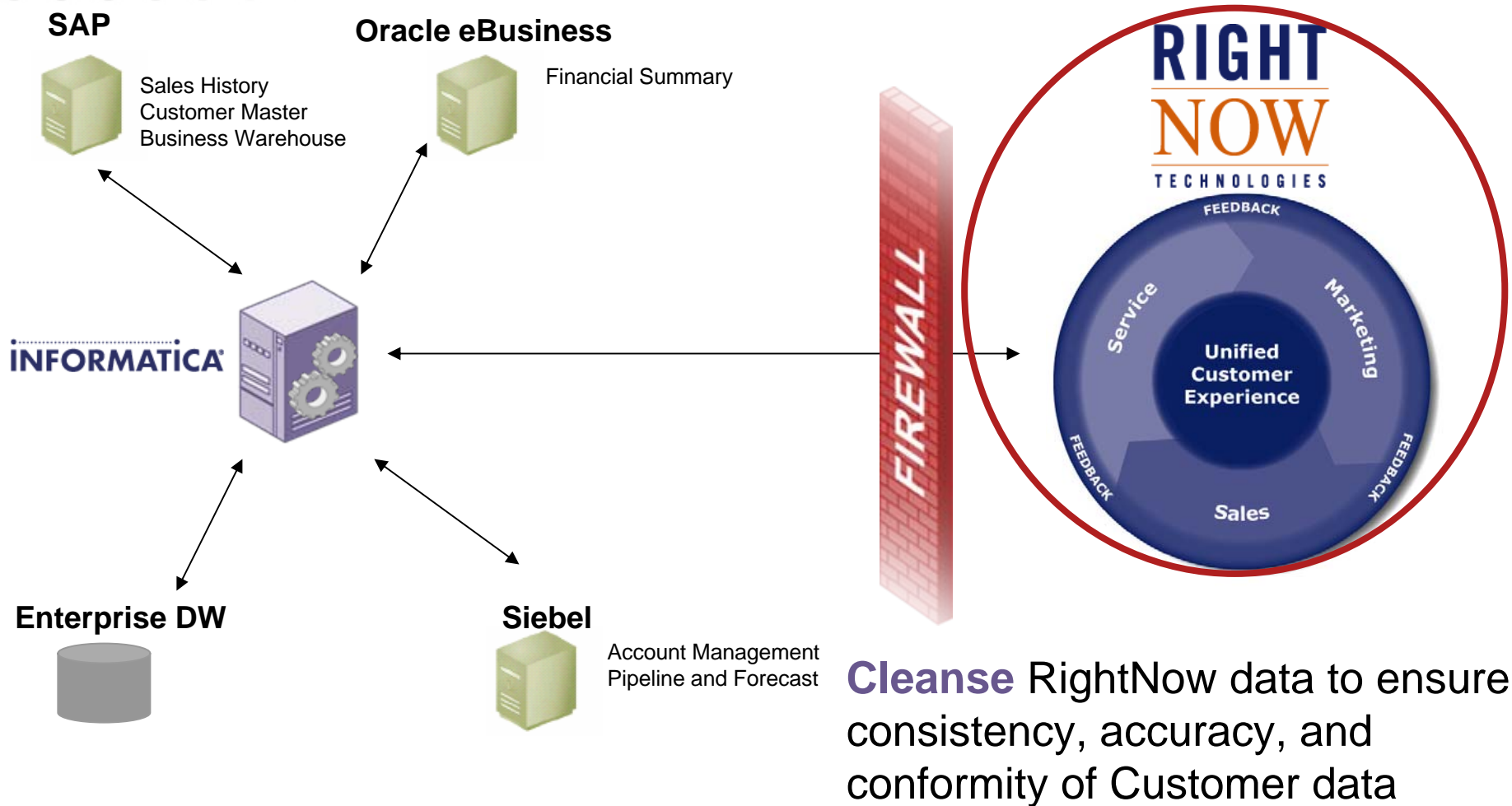
Common Design Patterns Enabled by Informatica



Common Design Patterns Enabled by Informatica



Common Design Patterns Enabled by Informatica



Cleanse RightNow data to ensure consistency, accuracy, and conformity of Customer data

On Demand Data Integration Services

Informatica Hosted

SaaS

Informatica Hosted

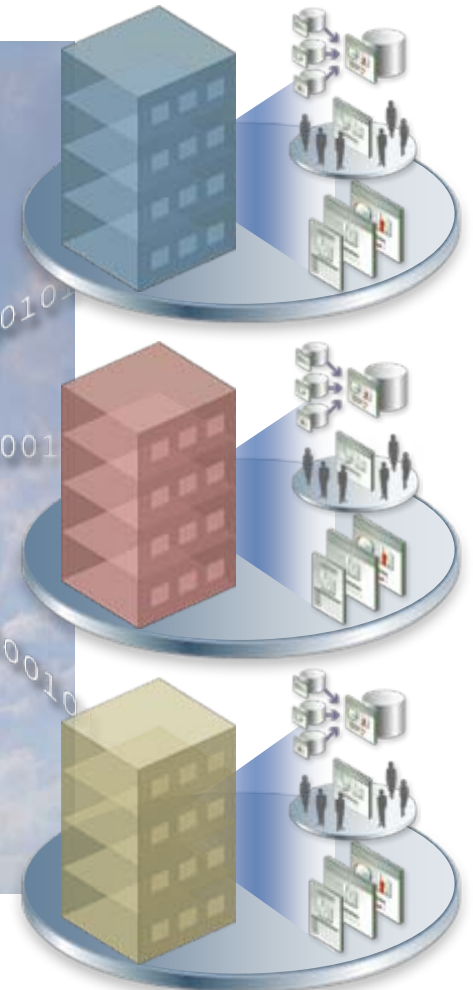
On-Premise

**RIGHT
NOW**
TECHNOLOGIES

INFORMATICA



Informatica On Demand
Integration Services



The Informatica Secure Agent solves the “Firewall Problem”

- **Low maintenance**
 - Light-weight, downloadable component that sits inside the customer’s firewall
 - Self upgrading, self healing
 - Configuration, scheduling, and metadata are created, managed, and stored in the Informatica On Demand service
 - The service dispatches work to the agent
- **Secure**
 - The agent initiates connections to the Informatica service
 - Data are encrypted using 128-bit SSL
 - Communication is via port 443
 - Customers do not need to open up holes in their firewalls
- **Robust**
 - Uses Informatica’s pluggable data connectivity products

The Informatica Difference

Committed to Your Success in Integration Everywhere

- **Versatility:** Flexible solutions that adapt to meet changing business imperatives
- **Innovation:** A decade of defining the future of data integration, with 100+ industry awards
- **Quality:** Commitment to delivering outstanding products, services and support, including setting new standards for performance and scalability
- **Neutrality:** Singular focus on data integration creates leading partnerships that expand choice and minimize risk
- **Dependability:** Superior products, and proven methodology deliver industry's highest rate of "go-lives"

The Informatica logo is displayed in white on a dark blue background. It features the word "INFORMATICA" in a bold, sans-serif font, with a registered trademark symbol (®) at the end. Above the letters "I" and "A", there are two horizontal dotted lines.

INFORMATICA®

Demo





INFORMATICA[®]

The Data Integration Company[™]