



Information
Management
Services

In alliance with



Accenture and Informatica: Helping clients boost business results with data integration

"Informatica's goal is to be the dominant leader in enterprise data integration. Accenture Information Management Services' goal is to help customers optimize the value of all their information assets. Our respective strategies are perfectly aligned with each other and with our customers' requirements for leading-edge information management solutions."

Sohaib Abbasi
Chairman and CEO
Informatica Corporation

Accenture has focused on data warehousing and Business Intelligence since 1992. In 2005, we launched Accenture Information Management Services to formalize our approach to delivering data management, integration and analysis solutions. Today, thousands of highly skilled professionals within Accenture Information Management Services apply deep skills, experience and knowledge in information management processes, strategies and technologies to provide differentiated services to clients around the world.

Founded in 1993, Informatica Corporation is a leading provider of data integration software, which enables customers to automate the integration, analysis and delivery of critical corporate information. The result is improved business performance, increased customer profitability, streamlined supply chain operations and proactively managed regulatory compliance.

Recognizing Informatica's strengths in the emerging area of data integration, Accenture formed an alliance with Informatica in 1999. By combining Accenture's deep consulting skills with Informatica's leading technologies, we

deliver the high-quality, low-risk information management solutions needed to boost business results. Our jointly developed solutions based on Informatica technologies include:

- **ETL (Extract, Transfer and Load) Accelerator:** The ETL architecture and supporting documentation will give BI and other projects a jump start in analyzing, designing and building ETL interfaces. Informatica provides specific insight for common ETL programming patterns such as common error handling mappings and application configuration guidance. The designs accompanying the code samples should be considered vendor-independent and can be leveraged in ETL projects, whether hand-coded or built from other vendor tool suites.
- **End-to-End Data Migration:** Most projects design and build conversion architectures using customized code, which increases the costs for Accenture and its clients because the development process is slow and requires a high number of skilled resources. Accenture SolutionWorks provides end-to-end conversion services by utilizing Informatica's ETL software to perform conversion development instead of building customized code. This conversion service offering saves at least 30 percent in conversion costs and reduces conversion development time by several months.

- **SAP JumpStart:** This solution is a fully-functional, preconfigured Customer Information System (CIS) solution built on the SAP Customer Care & Service (CCS) platform. It provides an out-of-the-box working CIS solution that includes a reusable data migration architecture built on Informatica. Jumpstart's efficient conversion architecture significantly reduces the data migration time and effort in moving data from legacy customer systems into CCS. To prove this architecture, Accenture successfully migrated 300,000 customers in three months from CUSTOMER/1 into SAP CCS using the Informatica toolset.
- **Data Quality as a Service:** Accenture has consolidated and industrialized its expertise and offerings, and is employing Informatica's technology to deliver Data Quality as a Service in the Data Management Service Center in Europe. The service center provides Accenture ERP project capabilities and diagnostics offerings in the Master Data planning, analysis, harmonization, conversion and maintenance phases.
- **Accenture Integration Accelerator:** A unique suite of tools designed to accelerate the design and delivery of integration-based business capabilities, the Integration Accelerator helps overcome the challenge of effective integration. Key elements of the Integration Accelerator include technical architecture, data integration components, process integration elements and global delivery capabilities.

A proven alliance with a data integration leader

Accenture and Informatica are uniquely suited to integrate disparate systems and data to meet ever-changing business needs. Accenture Information Management Services provides industry-leading integration capabilities and business process know-how to help organizations get the most from their information assets. Informatica provides open, platform-neutral software that reduces costs, speeds time to results, and scales to handle data integration projects of any size or complexity.

The alliance between Accenture Information Management Services and Informatica has applied its combined expertise in data integration for hundreds of clients. With fully integrated systems and data, our clients can quickly transform their data into insights and decisions that drive business success.

In short, Accenture and Informatica provide the global reach, proven experience and innovative solutions to help clients in nearly every industry maximize the value of enterprise data. It is a winning combination—leading technologies and leading delivery capabilities united to boost business performance.

Case Study: Galp Energia

To improve knowledge of its customers, Portuguese petroleum company Galp Energia implemented a pioneering system that reads consumers' thumbprints or loyalty cards during transactions at petrol stations across Portugal and Spain. By applying marketing analytics to the large amount of data generated by this system, Galp Energia hoped to generate new customer insights that would, in turn, generate new revenue.

For help in migrating the transaction-based data to a customer relationship management data center, the company turned to Accenture and Informatica. By leveraging Accenture's customer relationship management capabilities, business intelligence and technology expertise, along with Informatica's products, the Accenture and Informatica team migrated more than 300 million sales transactions to the new system platform. The project simplified Galp Energia's existing manual migration process, reducing the time needed to migrate data from 120 hours to just eight hours.

About Accenture Information Management Services

Accenture Information Management Services is a global cross-industry organization focused on bringing clients solutions to better manage their business, interact with customers and make strategic, financial and operational decisions. Our 10,000* consultants

specialize in business intelligence, portals & content management and data management & architecture services. For details, visit www.accenture.com/informationmanagement.

* as of July 1, 2006

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilize the right people, skills and technologies to help clients improve their performance. With more than 152,000 people in 49 countries, the company generated net revenues of US\$16.65 billion for the fiscal year ended Aug. 31, 2006. Its home page is www.accenture.com.

For more information on the Accenture Information Management Services and Informatica alliance, go to <http://www.accenture.com/Global/Services/Alliances/AllianceInformatica.htm>.

To learn more about how the Accenture and Informatica alliance can help you achieve your information management goals, contact:

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