

# Better Business Decisions with Real-Time Data Warehouses

*“Data in motion can provide insight about what is happening now, which can help reduce costs by gaining insight and acting on issues such as operations maintenance, supply chain, manufacturing, or service delivery. It can help drive top-line benefits by understanding and acting on customer behavior. It can help to save lives by analyzing continuous data streams on patients. The use cases are varied and growing.”*

– Real-Time Data, BI, and Analytics, TDWI Best Practices Report

## Modernize Your Analytics with Real-Time Decision Making

Data warehouses are regarded as the most reliable source of information for historical analysis. They contain highly managed information about a specific topic or set of topics.

Businesses want decisions, fast. And these decisions are very different from each other. They could include management decisions, operational decisions, or decisions at the point of customer interaction. The best way to make accurate business decisions, fast, is to base your analysis on data that is updated in real time.

Upgrading your data warehouse with real-time data updates is a quick and non-disruptive way to modernize your analytics capabilities, and bring real-time decision making to your organization. And businesses are making the move. A study by TDWI found that, “Real-time data warehousing is in use by 15 percent of respondents today, while another 47 percent say they will adopt it in the next three years.”<sup>1</sup>

### Bringing Real-Time Value to Business Decisions

Companies are seeing real benefits by adding real-time data updates to existing data warehouses. Not only can businesses leverage their existing investments in data warehousing, but they’re also able to benefit from their current investment in the people, processes, and technology that make their data warehouse a reliable source of information. The disruption and investment can be minimal, while the value to the organization can be huge.

The vast majority (66 percent) of respondents to the same TDWI survey consider real-time data, business intelligence, and analytics to be primary to the success of their organization. And we’ve seen success among our base of customers who’ve added real-time data update capability to their existing data warehouses. These businesses expect real-time data warehouse analytics will help them with initiatives such as:

- Becoming more customer-centric
- Identifying fraud faster to reduce loss
- Anticipating product successes and failures
- Maintaining inventory that keeps supplies stocked and prevents waste
- Improving the consumer experience
- Streamlining the supply chain
- Differentiating themselves from their competitors

<sup>1</sup> TDWI Best Practices Report, “Real-Time Data, BI, and Analytics.” Fourth quarter 2014

## About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

## Scalable, Secure, Cost-Effective Real-Time in an Add-On Package

Until now, adding real-time capabilities has been seen as a completely separate project or a “rip and replace” project that is perceived as costly and disruptive to people, processes, and skills, and limited by complex tools.

Informatica PowerCenter Real Time is an add-on package that works with PowerCenter. With PowerCenter Real Time in the enterprise, your business can handle the exchange of data among applications at any speed—batch, near real time, or in real time. This reliable, high-performing and low latency technology is designed to be economical, easy to implement, and non-intrusive. PowerCenter Real Time also fits into existing IT infrastructure, speeding decisions, and improving business outcomes.

## Real-Time Data Warehouse-Driven Decisions Reduce Errors and Increase Market Share

Real-time analytics knocks down the time barrier that is keeping businesses in the dark about their operations, logistics, and finances. Having a real-time data warehouse has proven to be especially important in e-commerce environments that depend on speed, customer knowledge, and payments. One Informatica customer, a central European company in the consumer electronics market, knew that inaccurate Web-based orders at the point of sale were costing the business revenue and customers.

Revenue from the sales—as much as \$20 million—of popular mobile subscriptions was getting lost between the 30 mobile operator systems and the company’s operational datastore and data warehouse platform. Signing up the customers was easy, but the company didn’t have access to important customer information that could be used for upsell and cross-sell. The multiple records and different systems were keeping the company from fully understanding its supply chain, customers, and finances.

The company deployed Informatica PowerCenter Real Time and the first order of business was to reduce the revenue errors. Informatica handles the company’s daily demands of more than 100 million records and more than a thousand sessions of orders that arrive from the point-of-sale (PoS) system. With accurate, real-time data available, the company can provide reliable, up-to-date information to its suppliers and partners over a .NET PoS system and other consumer applications.

The business results were immediate—order-data matching helped cut errors in revenue by 9 percent, and real-time product data helped it increase customer retention by 10 percent. Most importantly, the company’s market share rose 5 percent in a notoriously chaotic market.

## Learn More

Read the [Informatica PowerCenter Real Time Edition data sheet](#) to learn more about how Informatica can help you integrate and provision operational data in real time.



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