

# Informatica Velocity

*Velocity is the blueprint for delivering efficient and successful Informatica solutions that solve business problems.*

## Benefits

- Minimize risk by implementing solutions within scope, on time and on budget
- Realize ROI on technology investments sooner
- Build a world-class enterprise data management infrastructure

## Help Your Team to Avoid Common IT Project Risks

While IT initiatives promise big rewards, they can also pose some big risks—such as exceeding budget or schedule, or being cancelled altogether.

Your IT organization needs expert guidance to avoid these risks. You need field-tested tips, best practice techniques and comprehensive tracking capabilities to keep your projects within scope, on schedule, and on budget. Informatica can help

## Accelerate Business Value Through Best Practices

Informatica has developed a proprietary implementation methodology called Informatica® Velocity®. This methodology guides your IT organization in implementing a world-class enterprise data management infrastructure to support your company's business imperatives.

Much more than just another project methodology, Informatica Velocity includes:

- Enterprise strategy best practices. Velocity offers best practices and guidance on deploying such enterprise-level IT strategies as Integration Competency Centers (ICCs), service-oriented architecture (SOA), and data governance.
- Project-level best practices. Velocity provides best practices and guidance on executing such data management initiatives as data warehousing, data migration, data quality, master data management, data synchronization, data archive, master data management, and B2B data exchange.
- Comprehensive set of practical tools. Velocity makes available a library of tools, resource materials, and templates to eliminate rework and redesign and accelerate project delivery.

Developed from the real-world experience of hundreds of data management solutions, Velocity represents the collective knowledge of experienced consultants who have worked with hundreds of organizations to plan, develop, deploy and maintain successful data management initiatives.

Reflecting a wide range of system environments and user needs, Velocity guides your teams through the entire program or project life cycle so that you avoid common pitfalls and achieve predictable, timely results.

## Enterprise Strategies View

Velocity includes three enterprise-level IT strategies—ICC, SOA, and data governance— that govern cross-functional data management solutions in an ongoing and sustainable manner. This view provides relevant content for CIOs and IT executives to set IT strategy for the enterprise.

# Key Features

## Enterprise Competencies View

Velocity contains nine enterprise competencies, which detail the disciplines that govern data management solutions to ensure consistency in approach across the enterprise. The enterprise competencies are intended for line-of-business and IT directors who must collaborate to design the data management competencies that support enterprise-level business and IT strategies. The nine enterprise competencies are:

- Information Lifecycle Management
- Business Process Management
- Financial Management
- Data Quality Management
- Enterprise Architecture
- Integration Systems Management
- Integration Methodology
- Metadata Management
- Modeling Management

## Project Management View

Velocity defines nine data management project types:

- Data Warehousing
- Data Migration
- Data Quality
- Master Data Management
- Data Synchronization
- B2B Data Exchange
- Data Archive for Performance
- Data Archive for Retirement
- Data Privacy

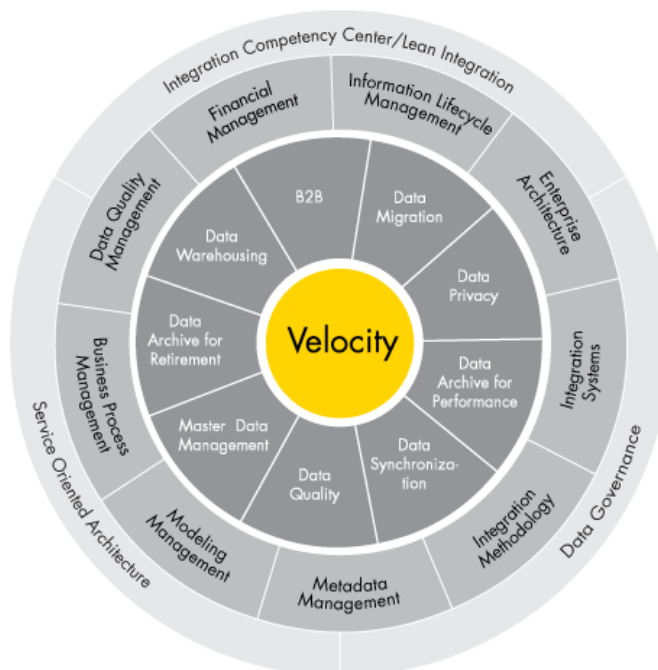
## Overall Philosophy

The overall philosophy of Informatica Velocity is empower you to use Informatica products effectively, avoid common errors and risk factors, and become self-sufficient as quickly as possible by applying Lean Integration principles:

- Focus on the customer and eliminate waste
- Automate processes
- Empower the team
- Continuously improve
- Build quality in
- Plan for change
- Optimize the whole

“If you gave me two vendors, one with a knowledge management system and one without, all things being equal, I’d choose the one with the better knowledge management system.”

– Anonymous, Customer Survey Response



Velocity enables project managers and their teams to view project road maps for individual project types. The enterprise competencies and strategies govern each of the nine project types.

## Comprehensive Set of Methodology Elements

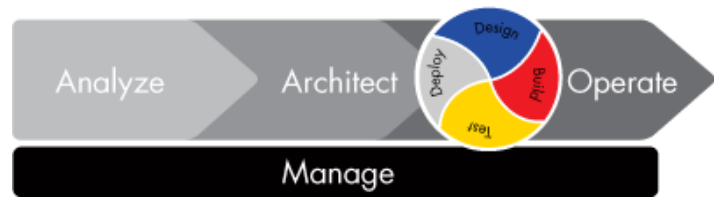
Velocity provides all the elements your IT organization needs to guide successful implementations:

- Work breakdown structures outline activities—including project phases, sub-phases, and tasks—for each type of data management project.
- Role definitions help all team members focus on the appropriate tasks for their function.
- Best practices guide both individual project types (e.g., master data management, data quality) and technology types (e.g., databases, applications).
- Sample deliverables furnish practical examples of requirement specifications, test plans and development schedules – the deliverables your team needs to produce.

## Guiding Projects from Start to Finish

Velocity provides detailed, project-specific guidance through each project phase:

- **Analyze** - Each project begins with planning based on a thorough understanding of business requirements.
- **Architect** - The analysis serves as the basis for defining the technical architecture and environmental strategy.
- **Design-Build-Test-Deploy** - Each iteration of this phase supplies a piece of the overall solution until the solution is complete.
- **Operate** - The solution faces new challenges as it moves into day-to-day operation.
- **Manage** - Continuous tracking and measurement activities span the full project life cycle.



Combining the best of both waterfall and agile methodologies, Velocity provides detailed, project-specific guidance through each phase for complete project life cycle support.

“Chesapeake Energy is in the first stages of using Velocity to help fast track our Informatica [software] implementation. Already it has provided our program team with a common terminology, a common semantic model, and a set of best practices for accelerating our large-scale migration project and reducing its risk. Essentially, Velocity is helping to keep us all on the same page and on the right track.”

– Stephen Taylor, Director of IT Infrastructure  
Chesapeake Energy

# Summary

## Enterprise Data Management Strategies

More than just another project methodology, Velocity provides the strategies and competencies to guide your organization in developing a unified enterprise data management platform.

## Full Project Life Cycle Support

Velocity supports the full life cycle of your data management initiatives, from discovery and definition, through go-live and ongoing monitoring.

## Field Tested in the Real World

Velocity is not the product of an ivory tower theorist. Velocity was developed by practicing Informatica consultants and partners who work on site every day with hundreds of customers on a wide variety of data management projects. Our consultants review and test the methodology in the real world and technical writers make it easy to understand.

## Continuous Cycle of Improvement

Velocity is continuously upgraded and refined based on new customer challenges and new technology innovations.

## About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit [www.informatica.com](http://www.informatica.com).

## Learn More

### *Do It Right the First Time*

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