

# Self-Service in the world of Data Integration

April 2011 San Francisco DAMA Meeting

*Diby Malakar*  
*Director Product Management*

# Agenda

- **Introduction**
- **Business Problem**
- **Lean and Agile Data Integration**
- **Self-Service Data Integration Use Cases**
- **Self-Service and the Role of IT**
- **Key takeaways**
- **Q & A**

# Author Bio

- **Mr. Malakar's primary focus area is building products and solutions around Business-IT Collaboration and Self-Service Data Integration.**
- **His prior experience includes working as Acting-VP of Engineering and Senior Director of Product Management for Cloud9 Analytics, a SaaS-based startup focused on building sales performance management applications. He has also worked for companies like KPMG, Neoforma and TiVo in various engineering management and product management capacities. He has more than 15 years of experience in the information technology industry and specializes in business intelligence, data warehousing, and data quality management. He holds a Bachelor's degree in Computer Science and a MBA in Information Systems.**
- **He is an active member of IAIDQ and is currently serving as the President of the San Francisco chapter of DAMA. He has also worked as a Program Director for the San Francisco chapter of DAMA. He is currently also serving on the DAMA International Board of Directors as VP of Industry Services. He has also been on the Speaker Selection committee for conferences such as the Enterprise Data World Conference. His articles have been published in a variety of places such as TDAN, Wharton's Leadership Digest, and Oracle Magazine. IT takes too long to deliver data integration projects. Collaboration between the business and IT is not only inefficient but also error-prone in many cases. Business analysts are too dependent on IT to access and understand the data. This presentation will focus on the emerging market trend where in business analysts want to feel empowered to implement business logic end-to-end in a totally self-service way without developer help. They want to be able to provide a great jump-start for business logic that developers can then refine for end-to-end implementation. It will explore the challenges faced and the opportunity to improve productivity for both analysts and developers in the data integration community.**

# Abstract

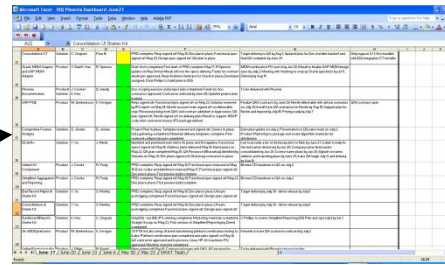
**IT takes too long to deliver data integration projects. Collaboration between the business and IT is not only inefficient but also error-prone in many cases. Business analysts are too dependent on IT to access and understand the data. This presentation will focus on the emerging market trend where in business analysts want to feel empowered to implement business logic end-to-end in a totally self-service way without developer help. They want to be able to provide a great jump-start for business logic that developers can then refine for end-to-end implementation. It will explore the challenges faced and the opportunity to improve productivity for both analysts and developers in the data integration community.**

# The Business-IT Challenge

## *It Takes Too Long*

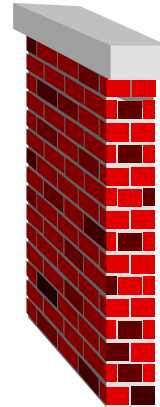
- **Business Drivers**

- IT takes too long to deliver data integration projects
- Collaboration between the business and IT is inefficient and error-prone
- Business analysts are too dependent on IT to access and understand the data



BUSINESS

- Business Process owners
- Application owners
- Data Stewards



IT

- Data Analysts
- IT Developers
- Architects

# How Long Does a Change Take?

**Reporting Scenario:** On-going requests for data that is **NOT** in the DW



Change Request ... Approve & Prioritize ... Analyze & Design ... Build ... Test ... Deploy

- **66%** of BI requirements change on between a **daily and monthly basis**
- **71%** of the respondents said they have to ask data analysts to **create custom reports** for them
- **36%** of custom report requests require a **custom cube or data mart** to answer the request
- **77%** of respondents cited that it takes **between days and months** to get their BI requests fulfilled

Source: Forrester Research, "Agile BI: Best Practices for Breaking Through the BI Backlog," 2010

FORRESTER

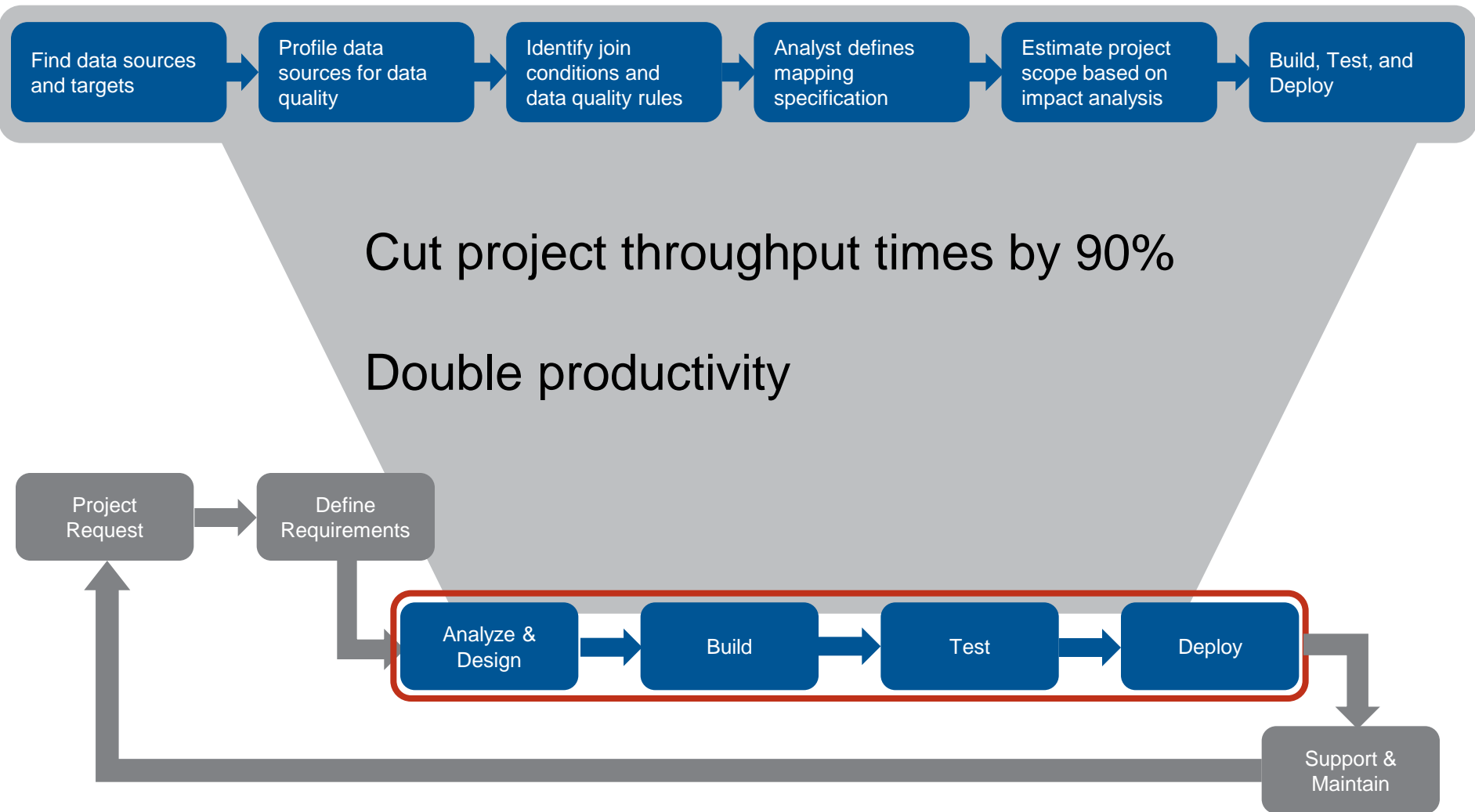
# Lean Integration Principles

1. Focus on the customer & eliminate waste
2. Automate processes
3. Continuously improve
4. Empower the team
5. Build Quality In
6. Plan for change
7. Optimize the whole

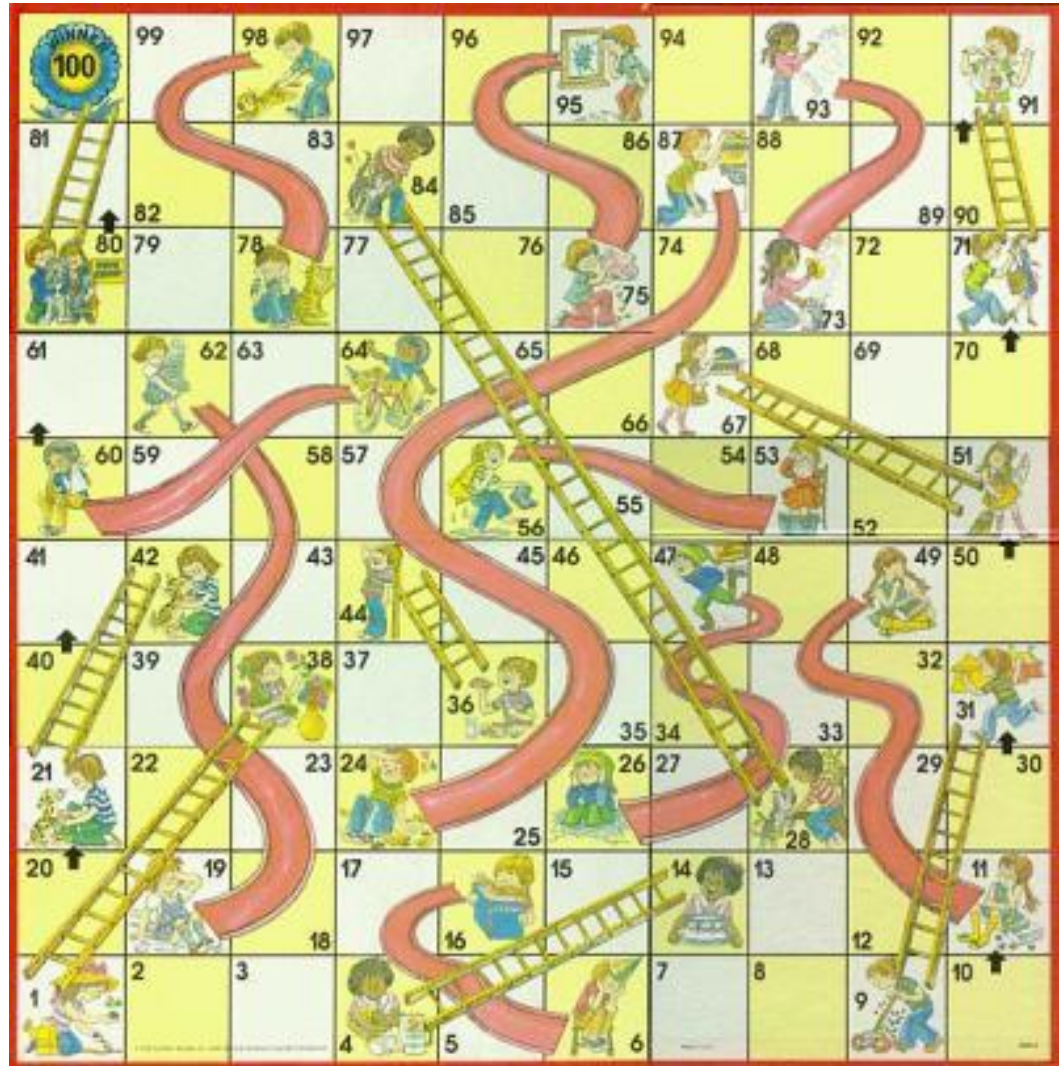
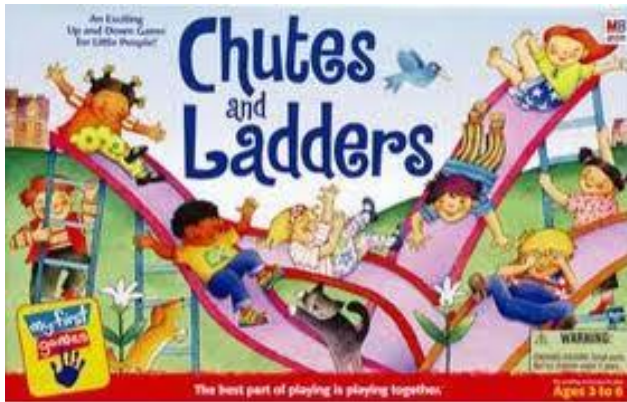
**James P. Womack and Daniel T. Jones, *Lean Thinking: Banish Waste and Create Wealth in Your Corporation* (Free Press, 2003)**

# Agile Data Integration

*Taking lessons from lean...*

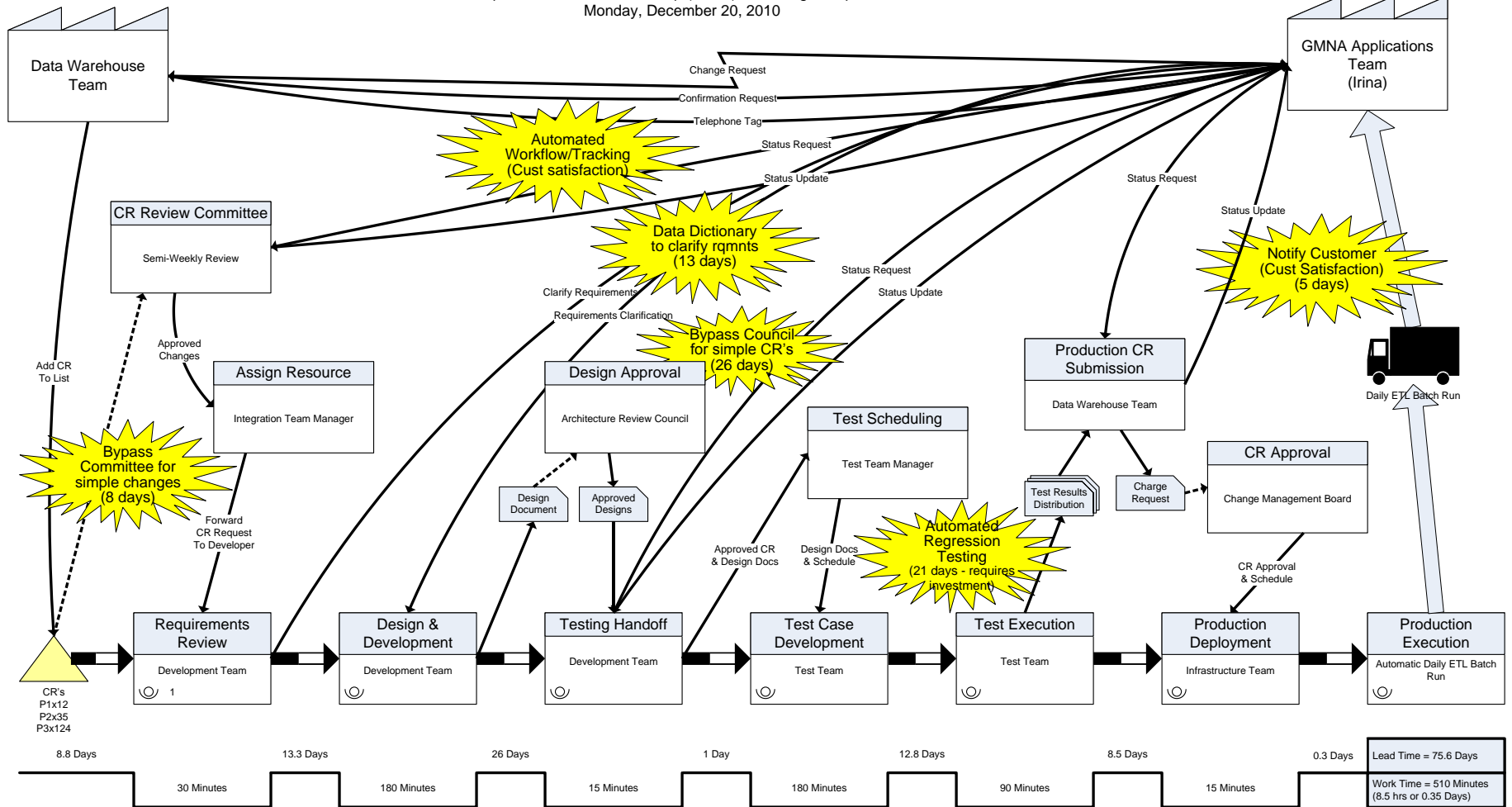


# What Percentage of Projects Make it Through the First Time?



# Value Stream Map

DOIT Corporation: Value Stream Map (AS-IS) for Change Request Process  
Monday, December 20, 2010



Value Ratio: Work Time / Lead Time = 0.5%

Notes:

- (1) Lead Time includes 5 delay in customer notification
- (2) Lead Time could be reduced to 24 days with just process changes and using existing tools
- (3) Lead Time could be reduced to 3 days with a capital investment for automated testing

# Agile Data Integration Best Practices

## As-Is Process



## To-Be Process



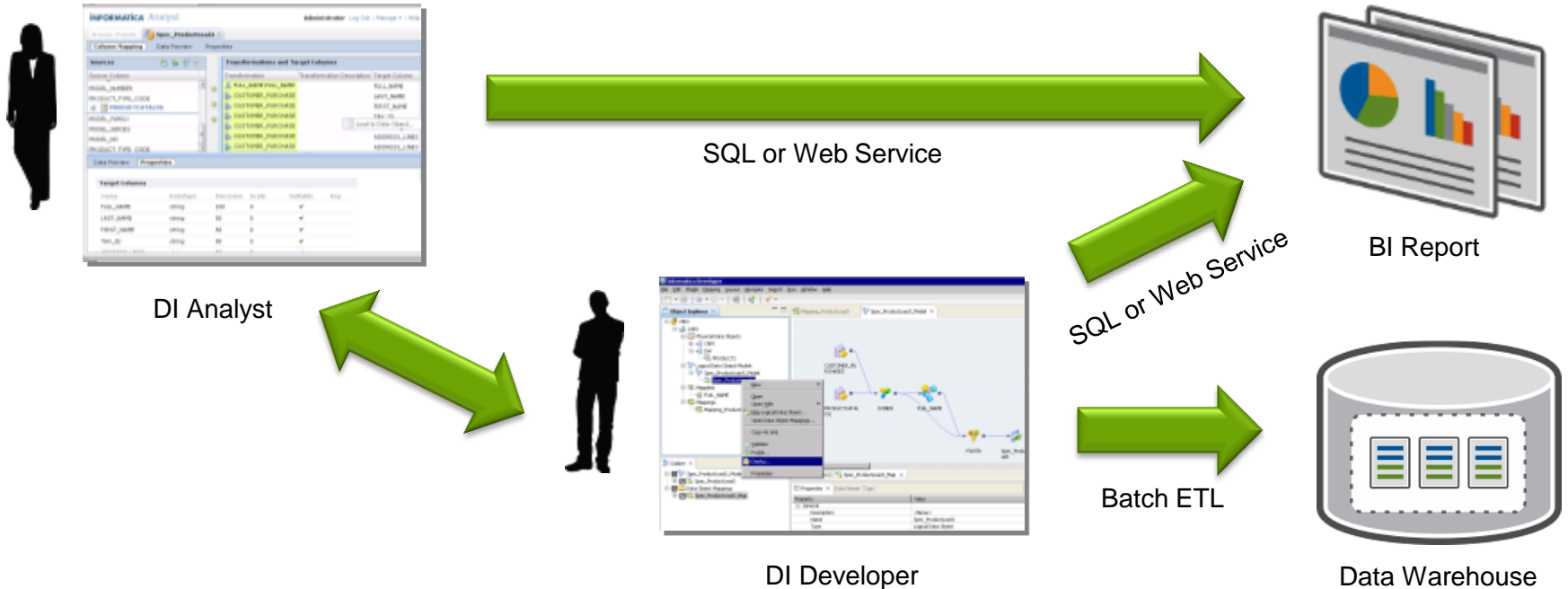
8  
Leverage test data management and automation wherever possible to increase test coverage and reduce errors

# How many of you use agile development methodologies?

- **Use Agile today**
- **Plan to use Agile within the next 12 months**
- **No plans to adopt Agile in the near future**

# Data Integration Analyst Option

## Self Service Data Integration

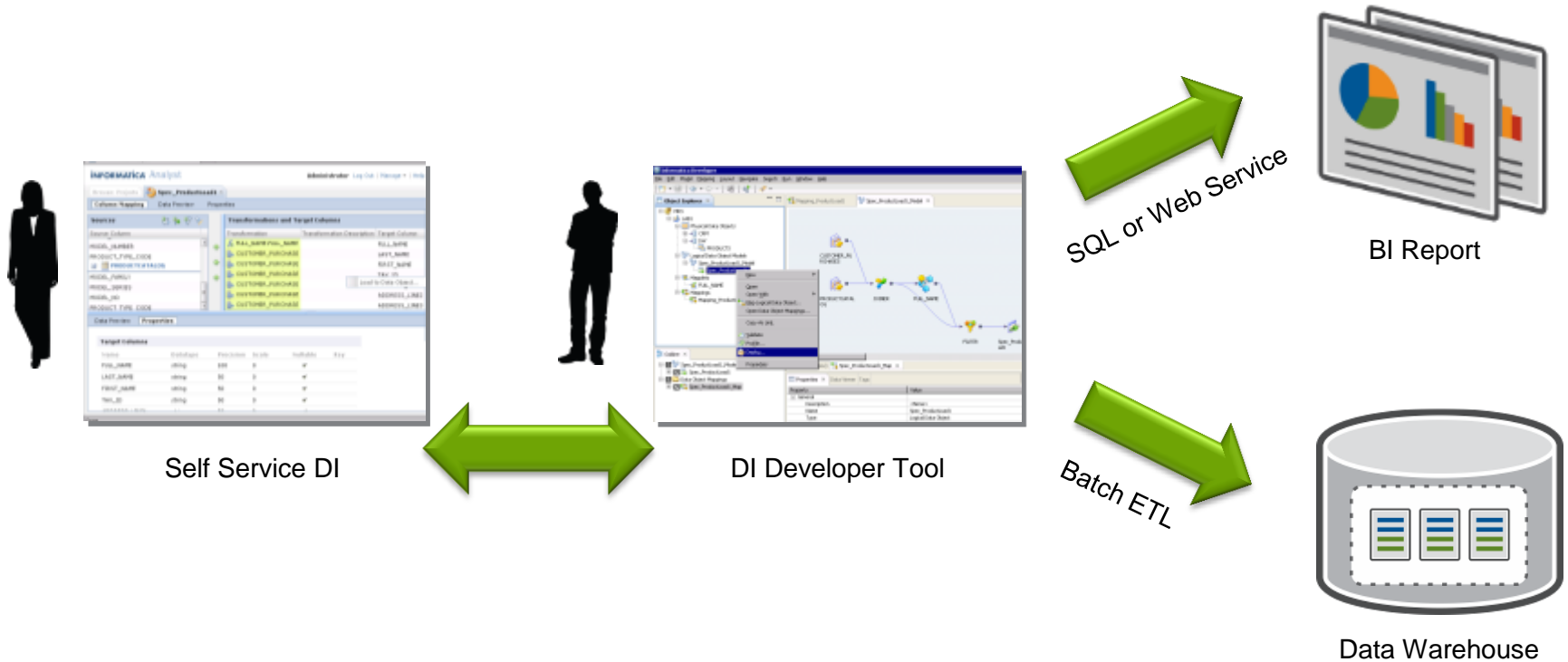


Informatica's self-service data integration doubles productivity by eliminating manual steps and empowering analysts to do more on their own. Analysts can define and validate source-to-target specifications in an intuitive browser-based tool without a data architect or DBA. On top of that, once the analyst creates the source-to-target specification, the mapping logic is automatically generated for a developer to deploy to production.”

*Sean Hickey, Manager Data Integration, T-Mobile*

# Business-IT Collaboration

*Fulfill Requests in Days Instead of Weeks/Months*

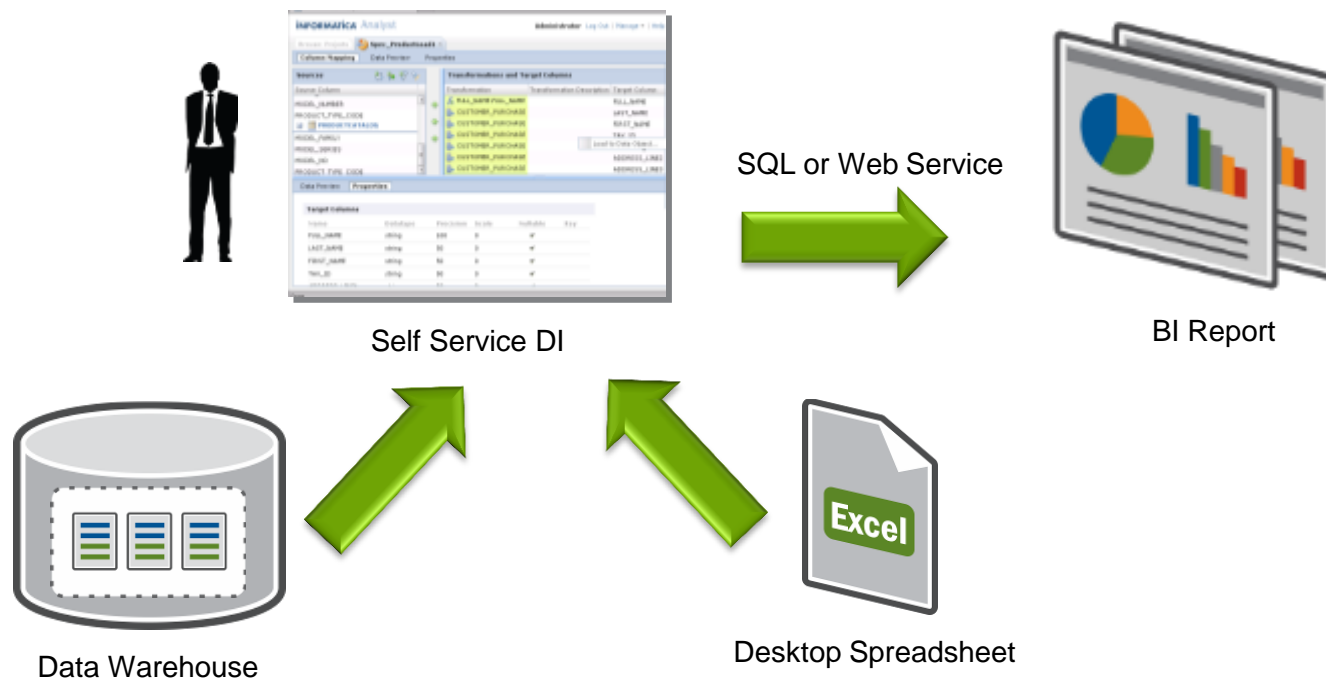


**1. Business requests new information be added to an existing BI report**

**2. Analyst works with Developer to first deploy as a SQL view or web service and then to a data warehouse table**

# Self Service Data Integration

*Empower Business Users to Provision Data for Reports*

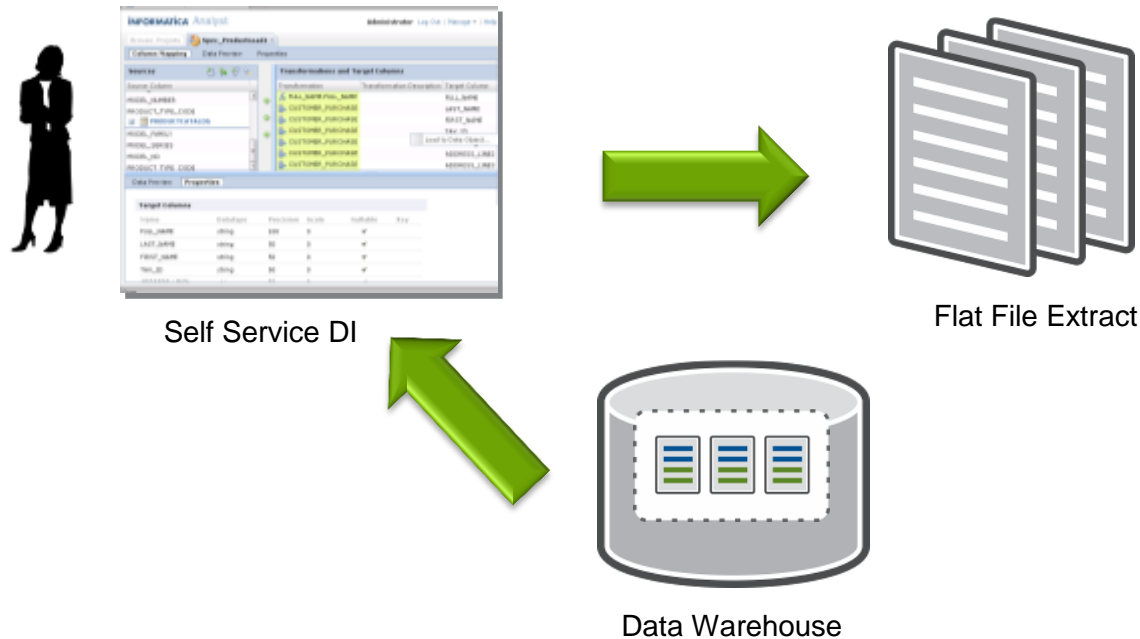


**1. Business needs to add data to a report from a data warehouse and external data source**

**2. Business finds data, defines, mapping specification, and automatically generates SQL view or web service for BI report**

# Self Service Data Integration

*Empower Business Users to Perform Data Extracts*



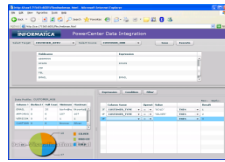
**1.** Business needs to extract data from a data warehouse

**2.** Business finds data, specifies criteria, and extracts data on their own

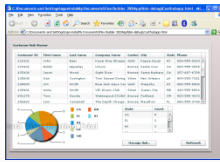
# Self-Service Data Integration

## Empowering the Business While IT Retains Control

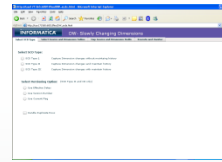
### Accelerators



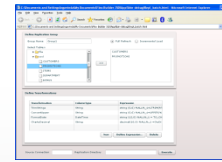
“Migrate my Apps to SAP”



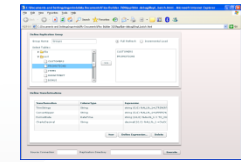
“Upload customer data into Registry”



“Add a Product Dimension to my DW”



“Backup my App tables for HA/DR”



“Mask data for Testing”

### Business



Specifications

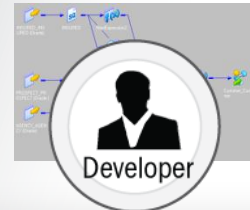


Business Terms

### IT



Templates



Mappings



### Connectivity



# Key takeaways

- 1. Analysts want to be empowered with tools to accomplish tasks themselves. Analysts do not want to depend on IT for everything**
- 2. Agile methodologies will gain more adoption in the data warehousing and BI space**
- 3. Analysts want to collaborate with developers in the same environment sharing the same artifacts**
- 4. Re-usability of data integration assets and implementation patterns will become very important for saving project costs**
- 5. Integration of metadata management and business glossary into products will be key to improving productivity**

## Q & A

- **For further questions, please contact:**
  - Diby Malakar – Director Product Management
  - Email: [dmalakar@informatica.com](mailto:dmalakar@informatica.com)
  - Cell: 408-375-2570



**INFORMATICA**<sup>®</sup>  
The Data Integration Company<sup>™</sup>