



On today's rapidly changing commercial landscape, data is currency. To conduct business in the enterprise requires transacting with that currency, moving the data from one part of an organization to another. Robust data integration is what makes this business run smoothly, directing and facilitating the flow of data. It also specifies the conversions needed for those on either side of a transaction to understand and consume that data. Essentially, data integration becomes the central information broker in a bustling data economy.

Friction in a Fragmented Data Economy

But just as in a loose collection of nation-states with unique currencies, data is integrated differently across various parts of an enterprise. Because each one has a different integration platform, the mappings—directions that specify where and how data is moved and transformed—aren't portable between them. The result?... data doesn't move freely across an organization. In order to transact between data integration "states," currencies must be exchanged: data is re-integrated from one platform to the next. And this is why the multitude of data currencies exists at all.

Yet all this complexity creates friction in an already fragmented data economy. And so business suffers. Why? Because much of data's value isn't transferred due to the inefficiency of exchanging its currencies. It's also the reason why enterprise IT is increasingly focused on standardization. The reality, though, is that even if departments are unable to get their data integrated by IT, they'll continue with business as usual, moving their vital currency regardless of the exchange impediments. Since other departments and lines-of-business typically don't have the funding for enterprise-class tools favored by IT, they often resort to hand-coding and open-source solutions for their data integration needs. But each new approach creates a new data currency that must be converted into the organization's standard, further fragmenting the data economy.

Unity with a Single, Common Currency

To put an end to the friction of disparate data economies requires a single, common currency. Just as unionizing a loose collection of states vastly improves its transactional efficiency, so does unifying data integration platforms. Informatica offers a way to end fragmentation with a single currency of data—a technology we call **Vibe**. Underlying our entire data integration platform, **Vibe** makes it possible to map data once, specifying where and how it needs to be moved and transformed, and then deploy it anywhere.

As part of that platform, **PowerCenter Express** is a free data integration and profiling product that also runs on **Vibe**. Because **PowerCenter Express** is seamlessly upgraded to any of our other enterprise-class integration products, it offers a way for departments and lines-of-business to satisfy their data integration needs—without creating a new data currency in need of conversion. The reason is because many large enterprises have chosen Informatica as the corporate standard for their data integration.

With the advent of **PowerCenter Express**, departments within those organizations can now create mappings that will tie their data into a common corporate currency. Thanks to **Vibe**, a mapping can be deployed anywhere—on **PowerCenter Express**, on **Informatica Cloud**, on **PowerCenter Big Data Edition**, wherever—regardless of where that mapping was developed.

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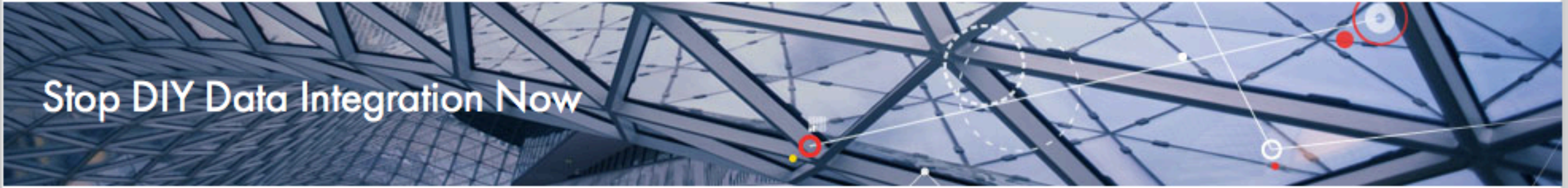
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Control and Autonomy with PowerCenter Express

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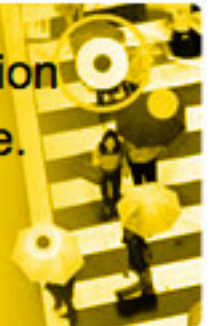
The combination of [Vibe](#) and [PowerCenter Express](#) is what brings about this new era of unified data integration. It makes it possible for organizations like yours to achieve a balance. That balance gives you centralized control on the one hand, by creating a common data currency that moves freely across the platform, and autonomy on the other, by allowing departments to satisfy their own data integration needs without depending on enterprise IT. In fact, this unity occurs on a scale even broader than the individual enterprise.

Already, consultants are developing mappings off site using [PowerCenter Express](#) and deploying them on enterprise versions of [PowerCenter](#).

Streamline the flow of your business by investing in a data economy with a single, common currency. Learn more about the robust data integration capabilities of [Informatica PowerCenter Express](#)—powered by the technology of [Vibe](#).

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