Velocity for Data Integration
Module 01: Velocity Introduction and Overview
Module Objectives

Velocity Introduction and Overview Learning Objectives:

• Overview of Velocity Methodology
• Discuss Program history and purpose
• Describe Velocity content
• Discuss how Velocity helps partners and customers make best use of this Methodology
• Navigate through Velocity links and locate objects within the methodology documentation
What is a Methodology?

- A methodology defines a series of steps or processes that build upon one another to reach a conclusion of some sort

- What makes a good methodology?
  - Options
  - Flexibility
  - Draws upon real life experiences
  - Steps to avoid common pitfalls
  - Easy to use
What Is Informatica Velocity?

• Velocity is a methodology developed by the Informatica Professional Services organization based on the experience in hundreds of successful projects implementing Informatica solutions.

• Velocity provides the best practices in planning steps and deliverables to achieve project success with Informatica data integration infrastructure and application products.

• Velocity is updated to reflect current best practices implemented by Informatica Professional Services.

“The 6 P’s, proper planning and preparation prevents poor performance”
Common Reasons Why IT Projects Fail

1. Inadequately trained and/or inexperienced project managers
2. Failure to set and manage expectations
3. Poor leadership at any and all levels
4. Failure to adequately identify, document and track requirements
5. Poor plans and planning processes
6. Poor effort estimation
7. Cultural and ethical misalignment
8. Misalignment between the project team and the business or other organization it serves
9. Inadequate or misused methods
10. Inadequate communication, including progress tracking and reporting

Source: Frank Winters, www.ganthead.com
Objectives of the Velocity Methodology

• Provide implementation insight
• Provide an instructive process
• Provide for repeatability, consistency
• Establish a basis for project estimation and measurement
• Ensure project success in the implementation of Informatica Solutions based on the field experiences of the Informatica Professional Services Organization
Methodology - Addresses 5/10 Failure Points

1. Inadequately trained and/or inexperienced project managers
2. Failure to set and manage expectations
3. Poor leadership at any and all levels
4. Failure to adequately identify, document and track requirements
5. Poor plans and planning processes
6. Poor effort estimation
7. Cultural and ethical misalignment
8. Misalignment between the project team and the business or other organization it serves
9. Inadequate or misused methods
10. Inadequate communication, including progress tracking and reporting

Source: Frank Winters, www.ganthead.com
Velocity Methodology Objectives

Insight and Foresight
- Informatica Professional Services Led Initiative
  - Real World Best Practices
  - Expansion to Data Integration broader than single project

Process
- Instructive Process Definition
  - Phases, Tasks, Sub Tasks
  - Coverage across different project types

Consistency
- Repeatability and Consistency
  - Sample Deliverables
  - Standards and common steps

Estimation & Measurement
- Establish Basis for Estimation and Measurement
  - Comprehensive Task list
  - Drive bottom up estimates for Data Integration
Velocity Methodology:
A Framework for Successful Deployments

- Detailed Work Breakdown Structure (WBS)
- Descriptive project roles and participation
- Best practices defined in detail by project type
- Sample deliverables for training and clarity
Velocity History – Circa 2000

- Second Velocity Release
- Included the ‘project’ metaphor/graphic
- First actual ‘Methodology’ release versus a ‘Guide’
- Developed by Informatica Professional Services consultants based on field tested experiences and best practices
Achieving the Agile Data-Driven Enterprise
Management Practice: ICC & Lean Integration

- **Integration Competency Center (2005):** A permanent cross-functional team operating as a shared service function supporting multiple organizational units and sustaining integration in a coordinated manner.

- **Lean Integration (2010):** A teachable, sustainable management system that emphasizes creating value for customers, continuous improvement, and eliminating waste as a sustainable data management and integration practice.

Books available on Amazon.com
Where Is Informatica Velocity Located?

- Informatica Home Page
  - Select “My Support”
  - Select the “Velocity”

Note: An Informatica “My Support” log-in is required
Content Management for Velocity 9.x

- Better search filtering
- Top 5 article
- Recent articles
- Enhanced Navigation
  - Select menu
  - Filter menu
  - Ring section
- “Joomla” content management
DEMO ON SUPPORT SITE AND VELOCITY
Velocity Enterprise Strategies

Enterprise Level Strategies (Outer Ring)

- Integration Competency Center/Lean Integration
- Data Governance
- Service Oriented Architecture

Enterprise initiatives that ‘govern’ multiple projects in an organization.
Enterprise Strategies

• Data Governance - Processes, policies, standards, organization, technologies, etc. required to manage and ensure the availability, accessibility, quality, consistency, auditability and security of data in an organization.

• ICC/Lean Integration - Integration Competency Center (ICC) or Integration Center of Expertise (COE) provides common resources to provide cost effectiveness to integration projects.

• Service Oriented Architecture – Creates seamless collaboration enterprise applications by using reusable data services and data rules.
Velocity Enterprise Competencies

Enterprise Competencies (Second ring)

Key Initiatives driven by Enterprise Strategies

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

• Business Process Management (BPM)
  • Aligning an organization strategic goals in improving business practices
  • Associated with an ICC perspective in the integration needs of the enterprise environment
  • Highly related to organizational maturity level
  • Does not cover the full spectrum of BPM
  • Associated best practices document
    • Canonical Data Modeling – contains definitions and case studies
Velocity Enterprise Competencies

• Data Quality Management
  • Manages the accuracy, completeness, consistency, conformity and timeliness of a particular piece or set of data and also how data enters and flows through the enterprise
  • Mitigates the costs of poor data in the enterprise environment
  • Is a sustaining effort analyzing data according to business rules to profile and cleanse data
  • Associated best practices documents
    • Continuing Nature of Data Quality – describes the iterative nature of data quality
    • Developing the Data Quality Business Case – describes in building a data quality business case to obtain organizational support
    • Information Architecture – describes the best practices to initiate a data governance program
Velocity Enterprise Competencies

• Financial Management
  • Critical component in sustaining an ICC
  • Running an ICC as a business providing services within the enterprise environment
  • Seeks long-term funding of ICC initiatives
  • Associated best practices documents
    • Business Case Development – provides a systematic approach to researching, documenting and presenting the business justification for these sorts of complex integration initiatives
    • Chargeback Accounting - describes the options for estimating and allocating costs in an Informatica ICC such as the use of a “cost center
    • Proposal Writing – provides concepts on structure and presentation guidelines on how to write a proposal that reaches your audience
Velocity Enterprise Competencies

• Information Lifecycle Management
  • Focuses on minimizing infrastructure cost while maintaining and protecting data to meet business and compliance requirements from data acquisition to final disposition
  • Policies, processes, practices and tools to required to
    • Inventory high volume databases and repositories
    • Understand data access and data retention requirements
    • Identify active vs. inactive data
    • Catalog redundant or legacy databases
    • Relocate inactive and dormant data to lower cost infrastructure
    • Provide smaller samples of active databases for non-production use
    • Mask sensitive data in non-production copies
Velocity Enterprise Competencies

• Information Lifecycle Management
  • Continuous review
    • Data size and performance
    • Portfolio retirement
    • Data governance
  • Complementary practices
    • Enterprise Architecture
    • Integrated Competency Center/Lean Integration
    • Data Quality Management
    • Integration Methodology
  • Associated best practices documents
    • Application ILM log4j Settings
    • Using Parallelism - ILM Archive
Velocity Enterprise Competencies

• Enterprise Architecture
  • Describes current and/or future structure and behavior of an organization's processes, information systems, personnel and organizational units, aligned with the organization's core goals and strategic direction.
  • Recognizes the value of data/information across the enterprise as an asset
  • Relates to integration, enterprise is top down and integration is bottom up
• Other complementary competencies
  • Business Process Management
  • Data Quality Management
  • Metadata Management
  • Modeling Management
Velocity Enterprise Competencies

- Integration Systems
  - Provides integration services in an enterprise environment, the services may include data migration, data consolidation, data synchronization, data quality and process orchestration
  - Uses a shared infrastructure to:
    - Improve application scalability
    - Standardize object names
  - Provides for the implementation of Service Level Agreements (SLA’s)
  - Adds support services for the integration systems
  - Manages migrations and failover capabilities
Velocity Enterprise Competencies

- Integration Methodology
  - Business process oriented towards data integration and use of Total Business Integration (TBI) methodology
  - Focuses on the lifecycle of an integration project process, not individual applications or data sources, such as system framework, metadata governance, accountability, standards, and SLAs
  - Provides for the utilization of a shared infrastructure and any additional operational needs
  - Provides criteria on ICC model selection
Velocity Enterprise Competencies

• Metadata Management
  • Focuses on the meta data value proposition in compliance, governance, etc, as an asset
  • Overcoming objections to Metadata Management
• Complementary practices
  • Enterprise Architecture (for providing meaningful views for different stakeholders).
  • Modeling Management (for sustaining and evolving the models and their relationships).
  • Financial Management
Velocity Enterprise Competencies

Modeling Management

• Focuses on the need for common ways to model information exchanges in a heterogeneous environments

• Provides high level guidance sustaining and evolving models and their relationships
This slide illustrates how Enterprise Strategies, Competencies, and Best Practices relate to each other. Follow each Strategy to the bottom of its description page and then follow the listed competency to one or more best practices.
Demo – Navigating the Strategy Competency and Best Practice
Module Summary

Velocity Introduction and Overview, in review:

- Discuss Methodology
- Discuss Velocity
- Discuss Program history and purpose
- Describe Velocity content
- Discuss how Velocity helps partners and customers make best use of this Methodology
- Navigate through Velocity links and locate objects within the methodology documentation