

Whitepaper: Why Choose Astera Over Informatica?

Why Choose Astera?

With Centerprise, complex doesn't have to be complicated. Developed from the ground up for ease of use by business professionals, Centerprise delivers all the performance and features needed for complex, enterprise-level data integration and management within a single platform that is user-friendly and affordable.

As data has grown exponentially in volume and complexity, companies are not shying away from evaluating and ultimately purchasing products from smaller players such as Astera when those products meet their needs more fully and more economically than those of the industry leaders. The 2013 Gartner Magic Quadrant Report on Data Integration Tools concludes that the best data integration tools are still on the horizon. Co-author Gartner analyst Ted Friedman says that he is seeing a big shift in the market centering on the fact that many organizations are giving serious consideration to smaller data integration tool vendors and are less likely to go with the big vendors by default. "I feel in a way like the space is quite dynamic right now: new vendors coming in, a desire for different thinking and different approaches, and a willingness on the part of buyers to maybe take a bit of a risk in adopting some of these newer offerings and approaches."

Key Points

Astera Centerprise

Informatica

Full-featured data integration and management product in one complete package	Basic integration product must be augmented by purchase of add-ons and connectors
User-friendly, approachable interface for business users as well as developers	Designed for use by highly trained technical IT resources
Single platform and user interface	Four separate user interfaces for different features, separate tools for viewing database and file data
Affordable and straightforward pricing	Expensive basic product with tiered pricing based on options
Excellent extensibility and flexibility	Tightly controlled extensibility and flexibility
Excellent customer support, personal attention, easy access to management	Average customer support, personal attention, access to management
Low total cost of ownership	High total cost of ownership

Features/Functionalities Comparison

	Astera Centerprise	Informatica
Usability	√ Easy to use for business users as well as developers	Designed for use by highly trained technical IT resources
Price	√ Up to 80% lower cost	\$150,000+ for basic \$250,000+ for standard features and connectors
Breadth of solution	√ Complete data integration solution, including built-in transformations and connectors, in a single unified platform	Basic integration features, must be augmented by purchase of add-ons and connectors
MS Dynamics CRM Integration	√	√ Additional cost of special connector
Complex hierarchical data integration	√	
Extensibility and flexibility at no extra cost	√	
Excellent customer support, personal attention, easy access to management	√	
High Volume Performance and built-in parallelism	√	√
Clustering and Job Distribution	√	√
Data Partitioning	√	√
Built-in Scheduler	√	√
Real-time Triggers	√	√
Non-RDBMS Connections	√	√
Web Services Client	√	√
Publish Flows as Web Services	√	√
Join Multiple Sources	√	√
Split Data Streams	√	√
Graphical Data Mapper	√	√
Complex Transformations	√	√
Data Validations	√	√
Preview Source Data In-Design	√	√
Complex Lookups	√	√
Dynamic Lookups	√	√
Workflow Automation	√	√
Plug-in External Programs	√	√
Alerts and Notifications	√	√
Version Control	√	√
Lineage and Impact Analysis	√	√
	Standard	Must purchase advanced edition
Customization	√ Easy customization using .NET language	√ Difficult customization using script files

Centerprise Solutions



Data Warehousing

High-performance data warehousing ETL features in a unified, intuitive environment.



CDC

Choose either a batch or real-time change data capture strategy for your particular requirements.



Data Mapping

Transforms advanced mapping, validating, and cleansing tasks into basic drag-and-drop or single-click commands.



ETL

Extract data from any source, transform it to suit your needs, and load it into your database or warehouse.



Data Conversion

Complex doesn't need to be complicated. Visual, code-free parsing, transforming, and loading of data from any source.



Data Integration

A single platform for complex, hierarchical integration the requires no coding.



Data Migration

Unique hierarchical data processing technologies automate and streamline data migration projects.



EDI

Full electronic data interchange functionality combined with Centerprise complex data mapping capabilities.



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