



LucidEra Relies on Informatica Identity Resolution Technology for a Competitive Edge

CHALLENGE

- Scalable, high-precision, high-volume identity data search-and-match capabilities needed to build a successful business intelligence solution offered on demand

SOLUTION

- Informatica identity resolution technology

RESULTS

- Creates compelling product differentiation in competitive business analytics space
- Scales to handle business growth and globalization
- Enables company to focus on core competency rather than on technology nuances

“Business needs a 360-degree view of their customers, and Informatica technology is a critical enabler in our solution to that need.”

— Ken Rudin, CEO, LucidEra

Building and Sustaining a New Business Model

Business intelligence (BI)—using technology to collect, integrate, and analyze business information—gives managers insight into what customers want and how the business is performing. But the value of BI can be hard to realize. In today's interconnected world, application and process outsourcing mean that critical information may exist outside an organization's walls. And many companies lack the resources—in terms of skills or budget—to pull together data coming from different sources and in different formats.

LucidEra was founded in 2005 to offer a new approach to BI: an on-demand service that delivers pre-built analytic applications that are simple to set up, simple to use, and simple to buy. “Our customers want better insight into their sales processes,” says Ken Rudin, CEO of LucidEra. “Our analytics-as-a-service model combines information from a company's CRM and financial applications and then delivers that information in simple reports, on demand.”

Yet integrating information from multiple applications and databases proved to be a challenge. “When our customers wanted to look at how much was booked or billed, for example, by industry vertical, revenue size, they were challenged by the fact that customer information was in two different systems,” Rudin says. “Bookings and billing information was in the ERP application, and industry-vertical revenue size information was in the CRM application. The customer names didn't necessarily match.” Duplicate customer names also got in the way of analyzing a business based on how many new and repeat customers were signed up each quarter.

LucidEra required a solution that could quickly and accurately search for and match customer names across multiple systems. The solution had to be able to scale as a business grew and handle international names as well as domestic. LucidEra also needed to be able to embed this capability into its existing application, so that the solution would be automated.

LucidEra found the answer. The company relies on **Informatica® identity resolution technology** (formerly known as Identity Systems software)* to handle high-volume, highly accurate identity data searches and matches.

*Informatica Corporation acquired Identity Systems in May 2008. Identity Systems products have been repackaged.

Gaining a Competitive Edge in the Marketplace

Informatica Identity Resolution software is specifically designed to search, find, match, and group identity data. The software emulates an intelligent business user's ability to determine a match based on a variety of factors, overcoming spelling, phonetic, and other errors and omissions in the data. The software works with multiple languages and character sets. It offers the speed and scale to perform high-volume searches quickly against very large databases.

"The Informatica solution helps us focus on better customer analysis without having to worry about the nuances of the technology," says Rudin.

The Informatica solution met all the requirements that LucidEra had set out. It supplied proven and extensible technology. The software integrated with a variety of systems, and developer resources were widely available. Finally, there was scalability to provide future growth and meet performance requirements.

LucidEra implemented the Informatica solution in 2006. The software integrated easily and quickly with existing systems and permitted the company to offer a new service to its customers that it couldn't offer before. "The solution has helped us automate the challenge on name matching," Rudin says. "That's something you can't substitute with manual labor."

LucidEra feels the Informatica identity resolution technology gives it an edge in the marketplace. According to Rudin, "The account name matching—along with our analytical capabilities—makes a compelling offering that helps us differentiate from other solutions."

But in the end, perhaps the greatest benefit goes to LucidEra's customers. "We're providing them with accurate analyses that they can rely on and communicate to upper management," Rudin says. "Business needs a 360-degree view of their customers, and Informatica identity resolution technology is a critical enabler in our solution to that need."

LEARN MORE

Learn more about Informatica Identity Resolution and the entire Informatica product platform. Visit us at www.informatica.com or call 800.653.3871.

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