

Master Data Management Strategy

Informatica Professional Services

Duration: 20 days

IPS Staff Level: Principal Consultant

Overview:

An MDM solution is typically implemented as part of a data governance solution and facilitates the management of master data elements like customer data, product data, or supplier/vendor data. Some MDM solutions are specific to one master data type—customer data, for example—while others are generic and can be customized to manage any kind of master data. While traditional MDM software applications on the market give master data a home base for command and control, organizations must still cleanse and integrate their master data with their various business systems and the MDM application, and vice versa.

This is where Informatica can help. Informatica provides the enterprise data integration and data quality foundation that enables the MDM application to integrate **trusted data** with existing business systems, delivering maximum value from a company's MDM application and its master data.

Informatica provides a single enterprise data integration platform to help organizations access, transform, and integrate master data from a large variety of systems and deliver that information to their MDM applications. The Informatica enterprise data integration platform offers the key capabilities that businesses need to access, integrate, migrate, and consolidate master data, which reduces complexity, ensures consistency, and empowers the business.

Solution:

By engaging with Informatica as a strategy partner for your Master Data Management initiative, your organization gains the advantages of our unparalleled data management implementation expertise as it relates to MDM projects. MDM projects that don't account for the data integration and data quality complexities inherent in implementing an MDM application have experienced a low level of end user satisfaction and adoption. Informatica's expertise, combined with our project-proven Velocity methodology, will improve the level of quality of the MDM solution and, therefore, enhance user satisfaction and adoption.

Drawing on our proven, 13-year track record of innovation and leadership, Informatica has defined the standard for data integration that has delivered competitive advantage and operational excellence to leading Global 1000 companies and government organizations.

For more information, contact Informatica Professional Services at ips@informatica.com