



## **Enable Business Agility and Speed**

Empower your business with proven multidomain  
master data management (MDM)



## CUSTOMER VIEWPOINT

“By leveraging a well-thought-out MDM infrastructure, we have been able to strengthen the customer experience and support our critical compliance efforts.”

Johnson & Johnson

## Empower the Business with Consolidated and Reliable Data

How can you increase revenue for your business by improving cross-selling and up-selling to existing customers? More effectively support compliance and more efficiently adapt to changing regulations? Accelerate speed to value from mergers and acquisitions? Improve decisions across the enterprise?

You can realize all these goals with Informatica® MDM™. Empowering companies to improve operations with business-user access to consolidated and reliable business-critical data, Informatica MDM provides timely access to data about customers, products, channel partners, suppliers, employees, and more. Additionally, Informatica MDM provides visibility into the relationships between data—even when that data is stored in different formats and multiple systems across the enterprise. Combined with powerful data quality capabilities, Informatica MDM provides trusted data.

### Proven, Flexible, and Extensible

With its proven and flexible data model, multiple architecture styles and deployment modes, and unique trust framework, which measures your data’s reliability, Informatica MDM minimizes upfront adoption and implementation costs, as well as the cost to manage and extend your MDM initiative over time. Used by many of the largest companies in financial services, life sciences, manufacturing, healthcare, government, and other industries, Informatica MDM enables organizations to:

- **Start small by targeting a specific business problem** with any data domain, architectural style, or deployment mode to quickly deliver significant business value
- **Easily expand an MDM initiative as needs grow** to include any combination of domains, architectural styles, or deployment modes
- **Go live in months**, not years, in every phase of the project
- **Operate with more agility and speed**, a high-value competitive differentiator

### Multidomain, Multistyle, Multideployment MDM on One Platform

A proven and flexible multidomain, multistyle, multideployment master data management (MDM) solution on a single platform, Informatica MDM enables rapid deployment and easy extensibility across the enterprise to solve business problems in multiple departments, divisions, and regions.

- **Multidomain:** Informatica MDM’s flexible data model enables IT teams to begin their MDM implementation with any data domain—customer, product, supplier, employee, or asset, for example—and add other domains to the same data model and define the relationships among the different data domains.
- **Multistyle:** Informatica MDM’s flexible architecture supports all MDM styles—registry, consolidation, coexistence, and transaction—within the same MDM instance. Some data domains can be implemented using an MDM style such as coexistence, while others can be implemented using a different style such as transaction. In addition, one style can be easily graduated to another while retaining the existing data model, metadata, and matching/survivorship rules. For example, a customer data domain implemented in registry style can be graduated to a consolidation style leveraging the existing work.
- **Multideployment:** Informatica MDM can be implemented on premise, in the cloud, or as a hybrid of the two. It can also be deployed in a federated MDM architecture as a global hub across multiple MDM instances.

## Support All MDM Requirements on a Single Platform

Informatica Platform supports all MDM requirements on a single platform, including:

1. **Access:** Obtain inconsistent and duplicate master data from disparate data sources and applications.
2. **Discover:** Profile data quality and structure to uncover duplications, errors, and inconsistencies.
3. **Model:** Define any type and any number of master data with flexible data model
4. **Cleanse:** Resolve errors and inconsistencies to create correct and complete master data.
5. **Recognize:** Rapidly match and accurately identify duplicates.
6. **Resolve:** Merge duplicates to create a trusted, single version of the truth.
7. **Relate:** Reveal which customers own what products, household relationships, and corporate hierarchies.
8. **Govern:** Create, consume, manage, and monitor master data.
9. **Deliver:** Synchronize trusted master data to downstream applications and data warehouses.

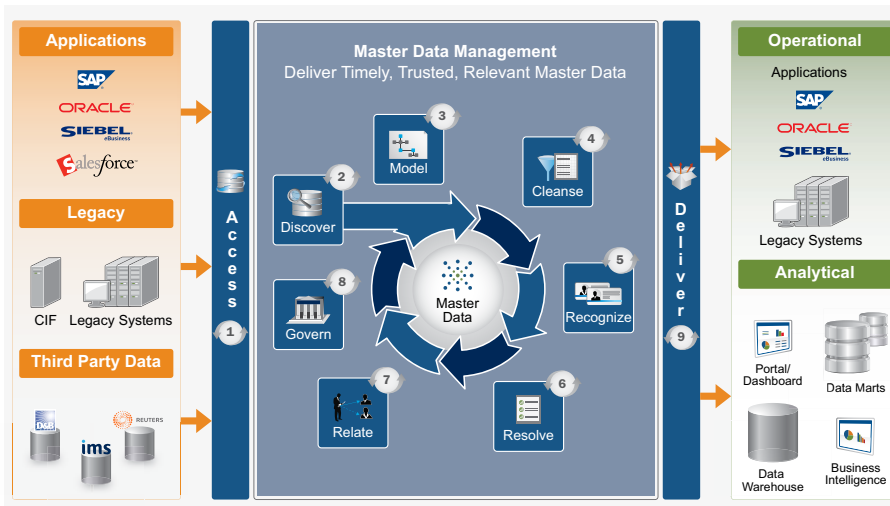


Figure 1: An MDM project requires accessing the data from the package applications and legacy systems (using data integration), mastering, and then delivering it (using data integration and data services) to both operational and analytical systems. Informatica MDM supports the entire Master Data Lifecycle, which consists of the nine steps listed above.

## ANALYST PERSPECTIVE

“Master data management (MDM) is being adopted to support numerous business and IT efforts that will, in turn, support a range of business drivers spanning revenue, service, agility and risk management improvement, cost reduction, and integration simplification.”

Andrew White,  
John Radcliffe Predicts 2011:  
Master Data Management Is Important in a Tough Economy & More Important in Growth  
November 11, 2010



## SUPPORT DATA GOVERNANCE

Sporting a powerful interface accessible to both business users and data stewards, Informatica MDM enables complete data management and data exception handling, making it easy to navigate multiple hierarchies among various master data entities. Informatica Data Quality™ provides a powerful foundation for MDM with profiling of source systems, support for developing your data model, and the ability to create consistent reusable rules.

## Comprehensive MDM Capabilities

Eliminate point-to-point integrations by centralizing master data with proven multidomain MDM on a single platform. Simplify your architecture. Reduce maintenance costs. Improve data governance. Informatica MDM ensures success with the following abilities:

### Access: Uncover inconsistent and duplicate master data

- Access any master data from any data source or application
- Make master data available in all latencies—batch, real-time, and near real-time using message queues
- Access master data faster with high performance and high availability

### Discover: Profile data quality and structure

- Enable business users to understand master data quality
- Document data anomalies faster with prebuilt rules
- Manage data complexity and relationships between data objects

### Model: Define any type of master data with flexible data model

- Model any and all common data domains to meet the specific and unique needs of your business
- Maintain all relevant metadata, data lineage, and history for audit and compliance purposes
- Mitigate project and business risks automatically

### Cleanse: Resolve errors and inconsistencies

- Correct master data quality errors regardless of data domain
- Deploy consistent data quality rules across Informatica Data Quality and MDM
- Enable role-based cleansing across business and IT

### Recognize: Rapidly match and accurately identify duplicates

- Uncover duplicate data in any number of different formats and data sources
- Perform faster, more accurate searches in multiple languages and character sets

### Resolve: Merge to create a reliable, single version of the truth

- Create the single best version of the truth at the cell level, and share it across the enterprise
- Improve auditing capabilities and compliance by tracking master data lineage and history

### Relate: Reveal relationships between all types of master data

- Group customer contacts into households
- Organize companies and channel partners into corporate hierarchies
- Classify products into taxonomies that can be easily manipulated

## Govern: Create, consume, manage, and monitor master data

- Support enterprise-wide data governance policies and processes with robust workflow and approval capabilities
- Empower business users with access to consolidated and reliable master data
- Reduce costs and increase productivity by managing data changes and exceptions more effectively

## Deliver: Synchronize trusted master data to downstream systems

- Gain a virtual view of master data along with related transactions
- View master data, relationships, and history within business user applications in real time

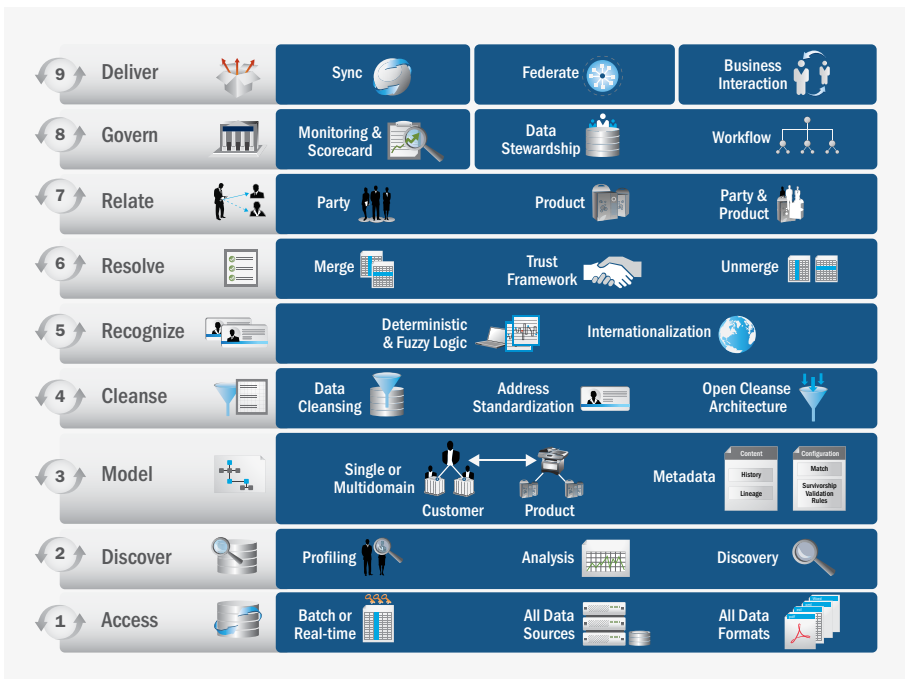


Figure 2: Informatica's comprehensive and unified core capabilities for MDM on a single platform help companies to simplify their enterprise architecture, reduce maintenance costs, and facilitate data governance.

## CUSTOMER VIEWPOINT

“Informatica’s on-going commitment to deliver scalable ACORD-compliant SOA Services was a key differentiator in selecting Informatica as our MDM partner to provide the 360 degree view of customer to enrich our customers’ experience with MassMutual.”

MassMutual





## CUSTOMER VIEWPOINT

“We selected Informatica MDM because of its superior ability to handle multiple data entities under a single master data management platform and fast time to value.

It helped us achieve an accurate, consistent, and trustworthy view of our global customer data sets.”

Pfizer

## Start Anywhere and Expand with Proven Multidomain MDM

Informatica MDM's flexible, modular design enables companies to start anywhere with any data domain—customer, product, channel partner, or supplier, for example. Conventional application approaches to MDM use a fixed data model, which limits flexibility. Informatica MDM has no restrictions. You can extend to additional domains as needed—all on the same platform. Flexible multidomain capabilities and a proven platform approach to MDM enable you to leverage your existing technology investments and lower your total cost of ownership.

## Instill Confidence with the Unique Trust Framework

Informatica MDM transforms inconsistent, duplicate, and conflicting data into the single best version of the truth—a golden record for the enterprise. Where most MDM systems only work at the record level based on the last update or trusted source, Informatica MDM ensures accurate information down to the cell level.

## Rapidly Deploy MDM and Easily Adapt to Changing Needs

Informatica MDM supports complete configuration of its data model, business rules, security, and data stewardship functions. There is no need to write any code to configure the product to meet your initial business needs, and it is easy to update the configuration when your business needs change. Configuration, as opposed to coding, enables faster time to value and easy ongoing maintenance.

## Leverage the Most Accurate, Scalable Matching Capabilities

Informatica MDM has superior matching technology that provides the highest match accuracy in subsecond response times. Even when data quality is poor, Informatica MDM generates fewer missed matches and fewer false positives. These advanced matching capabilities offer a significant performance advantage over MDM tools using conventional approaches relying on probabilistic techniques, which often result in high rates of false negatives.

## Why Other MDM Approaches Fall Short

Other MDM approaches can't match Informatica MDM's performance, flexibility, or extensibility. They fall short because they require:

- Separate MDM applications for each data domain—that is, customer data integration (CDI) for customer domain, product information management (PIM) for product data, another for suppliers, and so on
- Significant business process re-engineering with a “big-bang” approach—often taking years to go live
- Interoperability limited to applications of the same brand, locking customers into products that might not be the best fit for their broader business needs
- Exclusive management by data stewards, which denies business users the benefit of creating and consuming master data on their own

### Application Approach vs. Informatica's Platform Approach to MDM

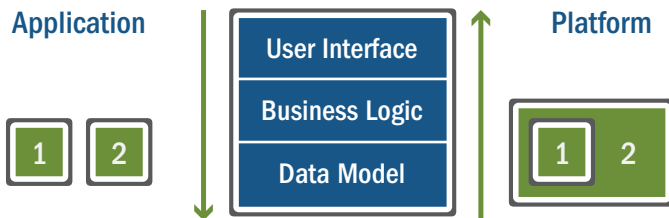


Figure 3. Two contrasting approaches to MDM. The application approach starts with the user interface, then moves to business logic and finally the data model. Informatica's platform approach starts with the data model then moves to business logic and the user interface. The application approach locks the IT team into building MDM silos to solve each business problem. The Informatica approach lets IT leverage its investments of time and resources to address subsequent business problems.

## CUSTOMER VIEWPOINT

“Our strategic imperatives are to enhance marketing efforts, optimize cross-selling opportunities, and help accelerate profit growth through better customer interactions.

Our partnership with Informatica is a strategic addition that furthers our commitment to the accuracy and security of our customers' information. Informatica passed our rigorous selection process with flying colors and we are excited about our collaboration together.”

Interstate Batteries



## Learn More

Learn more about the Informatica Platform. Visit us at [www.informatica.com](http://www.informatica.com) or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

## About Informatica MDM

Informatica MDM empowers companies to improve operations with business-user access to consolidated and reliable business-critical data—such as customers, products, channel partners, suppliers, and employees—as well as the relationships between data. Flexible and proven, Informatica’s multidomain master data management (MDM) system provides comprehensive support for all MDM requirements—data integration, profiling, quality, and master data management—on the same platform. Best-in-class companies choose Informatica MDM because they can start small by addressing any pressing MDM-related business problem with rapid implementation and then expand to address additional business problems across the enterprise realizing fast time to value, lower TCO, and superior ROI. Visit [www.informatica.com/mdm](http://www.informatica.com/mdm).

## About Informatica

Informatica Corporation (NASDAQ: INFA) is the world’s number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today’s global information economy with timely, relevant and trustworthy data for their top business imperatives. Worldwide, over 4,280 enterprises rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit [www.informatica.com](http://www.informatica.com).

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