

Harnessing Social Media Data with Informatica

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“Every minute, Facebook, Twitter and other online communities generate enormous amounts of social media data. If it could be tapped, it could function like a real-time CRM system, continually revealing new trends and opportunities.”

CHALLENGE

- Mine billions of social media messages
- Extract insights to support CRM and marketing
- Monitor brand reputation and perception

SOLUTION

The Informatica Platform

- Combine social data with other data sources, relational as well as unstructured, both on premise and in the cloud
- Bridge Hadoop processing environments with traditional relational database environments to deliver the best of both worlds
- Enrich customer master data with social media data for a true 360-degree view
- Process streaming data from social data feeds such as Twitter and RSS feeds to enable real-time response
- Ensure cost-effective scalability, regardless of the data type or volume

More than 50 million tweets a day on Twitter. 60 million status updates a day on Facebook. Millions of blog posts, YouTube uploads, LinkedIn forum comments, product and service reviews on company websites, and posts on online communities. Social media is unleashing a torrent of data that holds immense promise for business.

Customers are speaking amid those billions of messages. They're communicating who they are, what they like and what they don't like. The relentless stream of social media data provides an unmatched opportunity for companies to listen to the voice of the customer, glean intelligence, and engage in an interactive dialogue with customers to drive competitive advantage.

Data integration technologies offer a unified and powerful approach to harnessing the vast volumes of social media data. Through integration and analysis of this data, companies in virtually every industry, whether selling to businesses or consumers, can gain insights into customer behavior that is useful for both enabling one-to-one customer interactions and charting macro-level trends.

The Informatica Platform enables organizations to take advantage of social media data, integrating it with other information assets to deliver a true 360-degree view. Informatica bridges the traditional relational data world with the social media world.

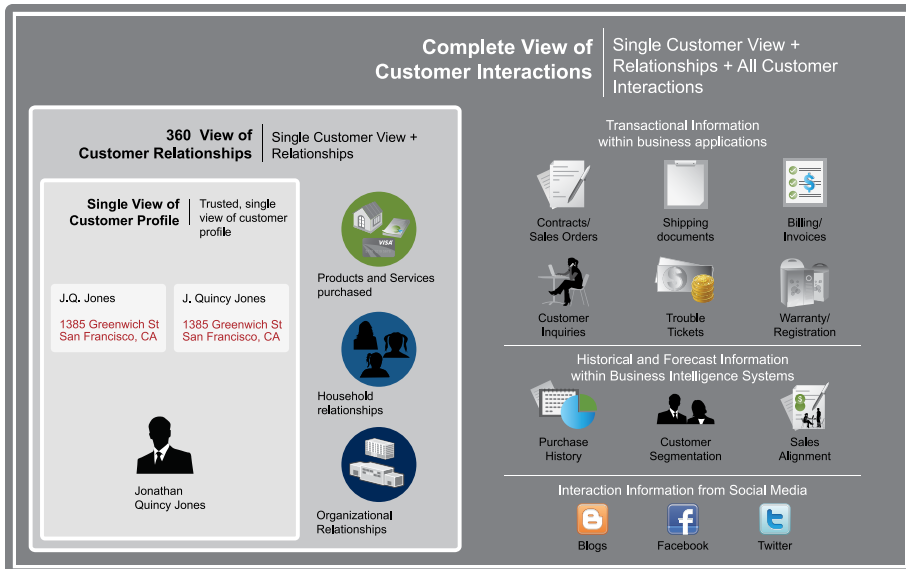
Below we highlight two of the numerous capabilities of the Informatica Platform for integrating social media data—high-performance integration between traditional relational data sources and the Hadoop distributed computing framework, and the augmentation of master data with social media data.

Processing Big Data with Informatica and Hadoop

Hadoop is an open-source platform geared for compute-intensive processing of Big Data, which includes unstructured information from social media, cell phone texting, call detail records, sensors, and other sources. Deployed on a grid of commodity servers, Hadoop has emerged as the leading platform for processing petabytes of unstructured information.

The Informatica Platform enables organizations to cost-effectively combine social media data stored and processed in Hadoop with more traditional data sources, including enterprise and legacy applications, and off-premise cloud computing systems.

With the Informatica Platform and Hadoop, vast volumes of social media data culled from Twitter, Facebook, or any social medium can be parsed, aggregated, and standardized into any format. It is then ready for analysis of customer behavior and the application of those insights to power social customer relationship management (CRM) as well as more traditional marketing initiatives.



Social media data is a key element in a complete view of customer interactions.

Powering CRM with Social Media Data

Organizations already maintain customer profiles in CRM, ERP, and other legacy applications, but this information is distributed, duplicated, incomplete, and inconsistent. With no single version of the truth for the customer, it is challenging to match Twitter, Facebook, and other social media activity to existing customer profiles. With the master data management capabilities of the Informatica Platform, it becomes possible to create a single, reliable view of the customer profile, and enrich it with data from social media interactions to gain insights. This evolves your understanding of the customer from a rear-view mirror view to a forward-looking view that is more insightful and more valuable. For instance, if a company could ascertain from a Facebook fan's page

that she likes golf excursions and gourmet cooking, that information would be useful in future marketing promotions.

The Informatica Platform uses sophisticated customer recognition and resolution technologies to generate a reliable, single view of the customer by consolidating disparate information from multiple sources—enterprise applications, a Hadoop cluster, or directly from social media sites. In addition, its powerful relationship management capability enables companies to understand a customer's social network, such as friends and followers, and use this 360-degree view of the customer relationships to glean the customer's level of influence across a network. Finally, adding the relevant social media data to the 360-degree view of the customer provides a complete view of the customer interactions and enables organizations to provide better, more holistic customer service.

The Next Level of CRM and Marketing

For years, companies have strengthened their CRM and marketing programs through the diligent cultivation and analysis of customer data. Social media data represents a new and profound opportunity, and a challenge to IT and business leaders to marshal the vision and resources to capitalize on this bounty of information. Done right, social media data will enable marketers to take their customer relationships to the next level.

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. More than 4,200 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.

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