

Digital Product Master Data Management (MDM) for Media and Entertainment Companies

Because of the complexity of their business, media and entertainment companies need to streamline global product distribution by tracking product information across its lifecycle. To effectively support the digital supply chain and efficiently gather and publish title information across business units and dispersed geographic locations, these companies also need to create a single, trusted repository for title information. One industry leader is taking a new approach and expects significant improvements in operational efficiency by eliminating manual processes for distributing and sharing information about digital products. That company will leverage Informatica® MDM™, a multidomain master data management (MDM) solution to streamline global product distribution through trustworthy and accurate digital product master data.

Digital products such as movies and television series move through many channels, collecting valuable elements of information along the way. The lifecycle of a movie or television series consists of the following stages: development, preproduction, production, postproduction, and release. The releases happen at theatres in U.S. and international markets, as well as in other venues such as airlines. After the theatre releases, the film or television series is syndicated through several channels such as hotel pay-per-view, digital home entertainment, video on demand, pay TV, and features TV. It is also released in several DVD formats.

Through this complex lifecycle, companies have lost sight of the single and trustworthy source for many of the digital products' attributes. They have created many manual processes for distributing and sharing information about the products, often using different sources for the same attribute. Also, the current system silos are not tied to the operational processes (i.e. pre-production, post-production) requiring manual entry of product information. As a result, business users cannot see a single version of the truth for these products.



Figure 1: This depiction of a digital product's lifecycle highlights the importance of using an MDM solution to create a single version of the truth for each digital product as it moves through these stages to optimize digital product production and distribution steps.

Informatica MDM consolidates digital product data from disparate internal sources across the enterprise to provide users with a single, trustworthy source of product information, empowering companies to answer questions such as: Where in the lifecycle is the product? What version of the product is currently used in a particular channel? Is this product in the domestic or international market? With accurate answers to these questions, media and entertainment companies can reap several benefits:

- **Streamline Global Product Distribution:** Informatica MDM supplies an enterprise view of digital product information across different channels so that business users can get a comprehensive view of the product—ensuring that time and dollars are spent effectively.
- **Improve Operational Efficiency:** Informatica MDM can help companies determine where gaps exist in information about the product. Once those gaps are identified, it can help integrate data across multiple system silos to furnish a single, trustworthy view of the distribution pipeline. This approach reduces inefficient manual entries and streamlines the production and distribution processes.
- **Enhance Business Insight:** Business users can get alerts when product attributes change. The product information is synchronized across the enterprise so that the single version of the truth is available to everyone at any time.

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 or Informatica MDM LinkedIn Group.

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.

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