



Inside the Solution

- Informatica Master Data Management (MDM)
- Informatica Data Quality
- Informatica PowerCenter

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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Summary

Fastweb S.p.A., a subsidiary of Swisscom, is an Italian telecommunications company providing wireline, broadband Internet and digital television services.

Business Need

- In September 2014 Fastweb announced the extension of its ultra-broadband network in order to reach 7.5 million households and businesses, or 30% of Italy's population by the end of 2016.
- Fastweb has embarked on a digital transformation program to move closer to its customers, counter competition and boost margins. A customer centricity strategy is a key component of this: enhancing customer service agility and quality, while also delivering increased loyalty.
- A customer centricity strategy will also deliver the customer analytics needed to innovate new digital services and support the cross- and up-selling of complementary telecommunication services.

Challenge

- Fastweb had a highly fragmented view of customer data, spread across different order management system silos, an SAP ERP platform and an Oracle billing platform.
- As a result, customer support found it difficult to provide prompt, expert service and proactively propose complementary solutions.
- Data residing in all these systems was overlapping, sometimes incomplete or missing altogether.
- Management reporting was slow and often unreliable, undermining support for key performance indicators (KPIs).

Solution and Results

- Fastweb standardized on Informatica to strategically manage customer data and understand the total customer relationship across services and channels. Data is cleaned in the source systems, and then integrated into a customer 'hub', so sales, marketing and customer service professionals have clean consistent and connected customer information fueling their applications.
- Regardless of which channel a customer uses to contact Fastweb, agents have a total customer relationship view of the telecommunications services they use, their billing history, service enquiries and household information.
- The company anticipates that this 'single version of the truth' will drive more agile and rewarding customer service, and help reduce customer churn by up to 80% within three years.
- Management reporting is more agile and reliable. To support trusted and timely business decision making, reports that track the time it takes from a customer order being received to it being activated are available almost immediately.
- Fastweb chose Informatica based on the proven, multidomain MDM capability, ease of use and the seamless connection between data integration, data quality and MDM.
- Looking ahead, Fastweb will integrate unstructured big data into its customer hub, including data on applications use, location services and video streaming activity. This will be used to generate highly personalized service offerings, geared to increasing revenue, average revenue per user and loyalty.