



Informatica®

German Automaker

# Driving Results:

German Automaker Shifts Gears to Focus on Experience-Driven Customer Engagement

*"Informatica is the heart and soul of our data services, giving us the consistency and flexibility we need to react quickly to market changes."*

**Director**

Big Data and Analytics  
German Automaker



## Goals

- Shift from a manufacturing-focused to an experience-driven customer engagement model
- Deliver a unified, but unique customer experience across a diverse portfolio of brands
- Scale service availability to auto purchasers as customer data volumes grow

## Solution

- Informatica Intelligent Cloud Services integrates big data from various sources of automobile purchaser information across the company
- Provides enterprise data governance to help ensure the integrity of customer data for personalized marketing campaigns across all brands
- Creates a scalable environment in which to ingest a growing volume of customer data

## Results

- Improves auto customer data quality for experience-driven engagement, while reducing Salesforce application spend by 87% by eliminating duplicate records
- Enables timely and trusted analysis of auto purchaser customer information across all brands for marketing campaigns
- Delivers scalability for an accurate view of auto buyers while handling growing amounts of data

## Business Requirements:

- Rapidly respond to automobile market changes by delivering a flexible architecture
- Enhance auto customer data management capabilities for trusted analysis
- Support new and upcoming industry data initiatives without increasing IT headcount

## About The German Automaker

Founded in the 1900s, this German Automaker brings vehicles to the U.S. that marry the science of engineering and the art of styling, with the goal of offering attractive, safe, and eco-conscious automobiles that are competitive and set world standards in their respective classes. The company has approximately 6,000 employees in the United States and sells its vehicles through a 1,000-strong dealer network.

## Informatica Success Story: German Automaker

This Global 100 German Automaker has a diverse portfolio of marquis brands. Each of these brands is unique in its class of automobile and the company is committed to providing a memorable brand experience, at every touch point, for all its customers.

Traditionally, automotive sales and marketing programs focused on automotive manufacturing—appealing to customers’ desires for quality and reliability. In today’s rapidly changing automotive market, companies like this German Automaker are increasing their focus on the driver experience—from expanding and redesigning their line-up of vehicles to redefining the automotive buying and service experience.

For this German Automaker, a company with such a diverse portfolio of brands, the ability to identify automobile purchasers accurately and understand their preferences is essential to delivering a personalized buying and after-sale experience. However, achieving this goal presented a challenge for the company as each brand had its own information systems—from customer relationship management (CRM) to warranty tracking. To help address this, the company’s business units are adopting cloud services and integrating customer information with a data services solution powered by Informatica.

## Robust cloud data integration

When the company decided to integrate data from its automotive brands by moving to Salesforce for cloud-based CRM and migrating customer information to a Cloudera Hadoop cluster, it needed a way to integrate cloud data with internal systems and databases. It also wanted to reduce per-record costs by keeping data quality high, making sure that only verified customer records would be imported into Salesforce, with no duplicates or invalid records.

“We were not surprised to find that Informatica has robust solutions for data engineering and cloud data integration,” says the Director, Big Data and Analytics, German Automaker. “Informatica offers a wide variety of solutions that address our data integration and management needs.”

The company used Informatica Data Engineering Quality to parse 90 million customer records and bring the resulting data into its Cloudera Hadoop cluster, which it uses as a data lake for customer analytics. The company then deployed Informatica Intelligent Cloud Services to bring the remaining customer data into Salesforce.

“Salesforce is a wonderful CRM tool,” says the Director, Big Data and Analytics. “Using Informatica solutions to cleanse our millions of customer records and bring them into Salesforce not only modernized our IT





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environment, but also reduced our Salesforce application spend by 87 percent, because we were able to be very selective about which records we imported."

### **A holistic view of each customer**

With a single, accurate, and timely view of each customer across its brand portfolio, the company has much more effective customer analytics at its disposal. Because Salesforce connects to the data lake to get the information it needs and drives any changes back to the data lake, the company has a consistent, customer-centric data model. It can identify the right customers for the most appropriate marketing messages and post-sales communications, while avoiding errors that could occur when multiple customers have the same name or are represented in multiple sales channels.

"Informatica was a key enabler in making our data lake work in the cloud, acting as a translator among our internal applications that use different customer IDs," says the Director, Big Data and Analytics. "Previously, our data was centered on engineering, products, or vehicle models. Today, the customer is at the center, making us much more effective in how we engage them."

For example, the company can use analytics to better understand which customers would benefit from certain marketing campaigns, enabling more personal and focused interactions. It can make predictions about which households prefer to lease versus buy, and present offers accordingly. If certain customer segments aren't buying—or aren't buying particular models—the company can quickly adjust its messaging and segmentation to increase sales.

"To compete, automotive companies need to transform themselves from manufacturing-focused companies to customer-focused companies," says the Director, Big Data and Analytics. "The only way to do that is with timely and trusted data. Informatica is the heart and soul of our data services, giving us the consistency and flexibility we need to react quickly to market changes."

### **Improving efficiency, reducing risk**

By using Informatica as its data integration standard, the company avoids having to use the native import and export capabilities of each application or database. As new data comes into the data lake, it's easy to drag-and-drop it into Salesforce. This saves time for developers and production support staff because they don't have to constantly learn new tools. It also reduces business risk and downtime because integration processes are standardized and documented.





### Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Data Integration
- Informatica Data Engineering Integration
- Informatica Data Engineering Quality
- Informatica PowerCenter

*“Informatica is like business continuity insurance for us. We can future-proof our data services to react quickly to market and technology changes.”*

#### Director

Big Data and Analytics

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“If we didn’t have Informatica, we would have to double the size of our data team,” says the Director, Big Data and Analytics. “But risk avoidance is an even greater benefit than operational efficiency. Even if something goes wrong on the application side, Informatica gives us a data integration layer that is agnostic and doesn’t break. It’s easy to fix things, and we don’t have to get up in the middle of the night.”

### Flexibility for the future

As the automotive industry undergoes massive change and line-of-business managers prepare for a huge influx of data from smart vehicles being developed, this company will be ready. The first quarter of 2018 was the company’s most successful quarter in history, an achievement that is in no small part due to the company’s data initiatives.

“Informatica is like business continuity insurance for us,” says the Director, Big Data and Analytics. “We can future-proof our data services to react quickly to market and technology changes.”

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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