



Global Computer Security
Software Company

Customers First:

Global Computer Security Software Company
Enables Deeper Customer Relationships with a Single,
Enterprise View for Sales, Marketing and Operations

"Informatica MDM provides a consistent foundation to understand each customer account, regardless of platform."

Director

Data and Analytics Services, Global
Computer Security Software Company



Goals

Create and distribute a single, complete view of each customer, partner and contact

Provide a consistent view of the entire context of the Global Computer Security Software Company's interaction with a customer

Enhance data quality validation and governance

Solution

Deliver the complete view of a customer across business functions leveraging Informatica MDM to master account and contact data in a hub-and-spoke model

Synchronize mastered data via real-time or batch integrations as required by the business process

Enable data quality validation and governance with Informatica Data Quality applied to real-time and batch integrations

Results

Represents the full context of the Global Computer Security Software Company's relationship with a customer, from beginning to end

Definitive source for account and contact information across the ecosystem

Uniqueness of an account record is determined solely by MDM across all of the Global Computer Security Software Company

Business Requirements:

- Steadily increase data management maturity level
- Real-time and batch customer data synchronization
- Raise the value of the Global Computer Security Software Company's data asset

About Global Computer Security Software Company

As a leading-edge device-to-cloud cybersecurity company, this Global Computer Security Software Company provides advanced security solutions to consumers, small and large businesses, enterprises, and governments. Security technologies from the Global Computer Security Software Company use a unique, predictive capability that is powered by their cloud-based threat intelligence service, which enables home users and businesses to stay one step ahead of the next wave of fileless attacks, viruses, malware, and other online threats.



Informatica Success Story: Global Computer Security Software Company

As a device-to-cloud cybersecurity company, this Global Computer Security Software Company creates solutions to make our world a safer place. Its customers range from government agencies to home users, and from startup businesses to the largest enterprises. The Global Computer Security Software Company offers a wide portfolio of security products, including cloud security, endpoint security, data protection, encryption, and security information and event management (SIEM).

With more than 80,000 corporate customers and 500 million total endpoints monitored around the world, the Global Computer Security Software Company must align its different business teams using customer data to bring meaningful context to the multitude of interactions which drive decision-making.

"We must be able to trust our customer data, make sense of it, and represent it consistently across our business teams," says the Director, Data and Analytics Services, Global Computer Security Software Company. "If we can't do that, we lose a competitive advantage."

In the past, the Global Computer Security Software Company was challenged to align marketing, sales, financial reporting, and order operations. Each group viewed customer data differently based on their source systems, and attempts to move data among units often resulted in latency, delaying access to needed customer data and insights.

As a result, customer experiences could be inconsistent, especially when customers had interactions with multiple parts of the business. As different business groups used inconsistent terms and hierarchies for their customer data, it was difficult for the Global Computer Security Software Company to enable account-based marketing and other cross-functional data initiatives.

"If I'm looking at reporting, or our CRM system, or our marketing automation platform, I need to be able to see the same definition and context of an account," says the Director, Data and Analytics Services. "If I view different account results across source systems within my ecosystem, I am unable to recognize consistent treatment."

A "single lens" for customer data

After several manual attempts at mastering data, the Global Computer Security Software Company decided to use Informatica Master Data Management (MDM) to bring together customer accounts and contacts from sales and marketing, as well as account information from finance and operations. This provides the needed context across the business.

Leveraging the Informatica platform, the Global Computer Security Software Company migrated to Dun and Bradstreet's real-time cloud offering for certification and enrichment of customer information. The deployment discarded hardcoded business rules and flat files as part of a larger Dun and Bradstreet Integration Manager (IM) setup. This was a key input into the MDM solution to keep the B2B data up to date with key segmentation values and hierarchical relationships for the global customer base.

Applying a phased, value-driven approach to address one business area at a time, the team deployed a hub-and-spoke model enterprise-wide. A Unique Customer Number (UCN) connects leads, accounts, contacts, and hierarchies across source systems to ensure customer data is standardized and updated as changes are made.



"Informatica MDM helps drive alignment among the different business units through the application and use of a unique customer number."

Director

Data and Analytics Services, Global
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Previously, leads would come in as contacts with company names, but the account context was missing. Adding complete account hierarchies to leads allows marketing to understand the multitude of engagements a contact has with the company. Marketing can now truly leverage the account environment for differentiated marketing that's fueled by the full context of the customer relationship.

"Informatica MDM is where we define our accounts and contacts, build our account hierarchies, and create our corporate customer master," says the Director, Data and Analytics Services. "It's the one lens we use to see our customers across our entire ecosystem. Our account hierarchy gives us a complete view of the customer relationship."

To measure and monitor data integrity as it flows through the ecosystem, the Global Computer Security Software Company added Informatica Data Quality to automate data checks and governance. Informatica Data Quality helps to ensure that data either remains consistent from end to end or is appropriately transformed. Real-time integration to Dun & Bradstreet enables the company to leverage and external industry authority to ensure business information is current, verified and validated.

"We are determined to view data as a corporate asset. Informatica Data Quality helps us measure and maintain that asset," says the Director, Data and Analytics Services. "Systems, technologies, and platforms come and go, but data remains. We consider data to be an asset needing to be managed, maintained, and governed. If we don't, our data asset will decline in value and meaning over time."

Real-time synchronization with business systems

The Global Computer Security Software Company is bringing data together from several source systems supporting Sales, Marketing, Finance, Operations, Support, and others. If a business process requires real-time data updates, Informatica MDM is capable of delivering real-time integration; for example, creating new customer accounts and proliferating the data immediately across the ecosystem.

"Informatica MDM and its hub-and-spoke architecture give us the ability to do both real-time and batch integrations," says the Director, Data and Analytics Services. "Previously, we were limited to only batch integrations which created a time delay in synchronizing data. I can now integrate changes made at the hub or spokes in real-time providing clarity, consistency, and timeliness across our ecosystem."

Better engagement with customers

By treating customer data as an asset and managing it with Informatica MDM and Informatica Data Quality, the Global Computer Security Software Company is in a much better position to drive engagement with customers and improve their experiences. No matter which business function a customer interacts with, the same data can be used as the basis of that interaction, and its employees can have a complete view of customer interactions.

"Informatica MDM provides a consistent foundation to understand each customer account, regardless of platform," says the Director, Data and Analytics Services. "By having data aligned to the same lens of an account, driven by Informatica MDM, each business process can act and react consistently. Accordingly, we can enable a competitive advantage in our ability to engage customers."

Ultimately, by better understanding and engaging customers, the Global Computer Security Software Company can boost revenue, market share, and profitability.





Inside The Solution:

- Informatica Master Data Management
- Informatica PowerCenter
- Informatica Data Quality

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Easier conversations between business functions

Because multiple business teams can access the same ecosystem-level data attributes about customers, internal conversations are much easier, and account-based marketing becomes an enabling capability. With a shared and complete view of the customer relationship, sales and marketing can jointly identify target accounts and better focus their resources.

"Informatica MDM helps drive conversations among the different business units through the application and use of a unique customer number," says the Director, Data and Analytics Services. "We are helping to bridge the chasms in dialog between functional organizations."

Subsequently, the UCN allows the marketing team to track the handoff of leads from to sales, showing how they are helping to drive revenue. In the past, marketing would not have been able to substantiate the claim of lead acceleration without this alignment of contacts and accounts across the business.

Enhancing governance and compliance

During the last few years, the Global Computer Security Software Company matured in its approach to data management. The company moved to implementing a unifying vision with high level sponsorship and an enterprise-wide MDM program. The company is committed to continuing its momentum, building on its foundation and steadily increasing its level of maturity.

Because Informatica MDM allows for multiple domains, the Global Computer Security Software Company is considering adding a product domain to bring the same level of consistency and alignment to its security products. It's also using Informatica MDM and its ability to proliferate data throughout the organization to help ensure compliance with General Data Protection Regulation (GDPR) and other regulations. The company also plans to evaluate Informatica Enterprise Data Catalog (EDC) to add the comprehensive data discovery and visibility that's needed to help identify sensitive data and further standardize its business glossary.

"Informatica helps us reduce business risk and improve the asset value of our data," says the Director, Data and Analytics Services. "We can put more data into the hands of our operations, our business analysts, and our business leaders to become a truly data-driven organization."

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.

Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA

Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871

informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica

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