



## About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit [www.informatica.com](http://www.informatica.com).

## Summary

Informatica, the world's number one independent provider of data integration software has seen email conversion rate improvements of more than 200%, and expects to boost sales productivity by 20%. The company's sales and marketing transformation is fueled by an MDM deployment that provides one of the most comprehensive customer views that has ever been architected. The customer profile includes organizational relationships, purchased products, project status, partners, customer support escalations, and marketing activity.

## Business needs

- Deliver more relevant and timely cross-sell and up-sell offers, build and nurture a healthy and predictable pipeline, and improve conversion rates.
- Boost sales productivity by 20%, by enabling Sales to present customers and prospects the most pertinent and current solutions to address their needs.

## Challenges

- Customer data was located in separate applications and was stored in different formats.
- The company needed to create a detailed and comprehensive view of customers including: a single view of organizational relationships, purchased products, project status, partners, customer support escalations, and marketing activity and engagement.
- Data must be delivered to Informatica teams located around the world in the Salesforce.com environment.

## Solution and results

- The company built a platform that ensures sales reps aren't adding duplicates at the point of entry into Salesforce.com, integrates data from previously incompatible legacy systems, and provides a single source of clean, safe and connected data.
- An MDM hub delivers into Salesforce.com a comprehensive view of customers, prospects and partners.
- The company has seen dramatic marketing-lead-to-opportunity conversion rate improvements of more than 200%.
- Further projected results:
  - Marketing operations costs are projected to decline by 30%, based on a 50% reduction in duplicate contacts.
  - The ROI of upsell and cross-sell campaigns is projected to increase 50%.
  - Sales productivity (revenue per representative) is expected to grow 20+% during 2014.

## Inside the Solution

- Informatica MDM
- Informatica PowerCenter
- Informatica Professional Services
- Informatica Cloud MDM
- Informatica Data Quality
- Informatica AddressDoctor
- Informatica Cloud Data Replication
- Informatica Cloud Data Loader
- Informatica Address Verification
- Informatica Email Verification