



Ivy League
Business School

Delivering a consistent customer experience across the school's different entities

" Informatica will enable us to coordinate thoughtful outreach to all of our important constituents, so that we look and act like a united Ivy League Business School."

Senior Director, Data Engineering Services
Ivy League Business School



Goals

Coordinate outreach to donors, constituents, and students to avoid duplication

Use high-quality data to deliver a consistent experience across the school's different entities

Enable institutional knowledge sharing between different organizations within the school

Solution

Connect Salesforce with on-premises systems, databases, and applications managing alumni records, donors, and events

Improve the quality and accuracy of data flowing from several sources across the school's different entities

Eliminate the need to manually cross-check and cleanse data

Results

Consolidating alumni, donor, student, and constituent records with Informatica Master Data Management

Integrating data with Informatica PowerCenter for seamless connections across systems, enabling smoother cross-registrations between departments

Enabling accurate addressing for constituent outreach by cleansing postal address repositories with Informatica Address Verification

Implementing near real-time integrations with Salesforce and learning management systems, with nearly 150,000 workflows on a daily basis



Products & Services:

- Informatica Master Data Management
- Informatica Data Quality
- Informatica PowerCenter
- Informatica Address Verification

About the Customer

Ivy League Business School that offers MBA, doctoral, and other executive programs to more than 10,000 global students. Enrollment in the prestigious school continues to rise, and with that, the number of alumni.

Fostering alumni engagement helps to keep fellow graduates connected—with one another, and with the school. Tracking and accessing current information—such as alumni contact details, events attended, and donation history—is essential to maintaining this engagement. However, this information is managed in a number of different enterprise systems, making it difficult to piece together interaction history. Further complicating matters is the fact that the school tracks several profiles of alumni attributes. For example, the school has multiple names on file for graduates, including their legal and preferred names.

The alumni and executive education departments regularly conduct outreach to graduates and the business community. Sometimes it is documented on paper. Sometimes it is documented in a file share. Sometimes it is documented in a database. However, none of the systems share information.

For instance, if the dean wants to know how alumni are giving, or obtain a complete history of interactions with the CEO of a large company, data is collected in a spreadsheet and has to be cleansed manually, which is a time-consuming and error-prone process. Additionally, the school seeks to avoid scenarios such as addressing a large donor who is in a position to be referred to as 'The Honorable' with an informal salutation, or sending multiple event invitations to the same person from different groups within the school.

The school has embarked on a constituent relationship management strategy that began with seamless integration between Salesforce and on-premises systems, databases, and applications, powered by Informatica PowerCenter. This was followed by a master data management initiative, also driven by Informatica, to improve the overall quality of data—including the completeness, consistency, and conformity—of information they are managing in multiple systems.

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