



Empowering Lives and Building Communities with Data:

MTVH Uses Data to Help Address England's Housing Needs

"Informatica and Snowflake simplified our data architecture, allowing us to leverage data as an asset to address the housing crisis in a more impactful way."

Douglas Silverstone

Head of Data & Analytics and Information Security
Metropolitan Thames Valley Housing

Goals

To create a consolidated view of all our data including tenant and property across the entire organization and to simplify data movement

Give housing officers and other employees fast, self-service access to the data they need to be effective

Share data with other nonprofit, government, and housing organizations as well as big data science startups via a cloud data warehouse

Solution

Use Informatica Intelligent Cloud Services to enable an iPaaS infrastructure to create a centralized repository of high-quality data and provide data transparency to the business

Orchestrate data flows through Informatica Cloud Integration Hub to enable a publish-subscribe data model

Quickly and cost effectively move data into a Snowflake Cloud Data Lake using Informatica Intelligent Cloud Services

Results

Improves timeliness of response and service to residents during the COVID19 pandemic and beyond and to help ease the UK housing crisis

Helps housing officers and other employees save time, be more productive, and make more informed decisions

Allows for quick data sharing with partner suppliers and regulators providing full access to a range of data assets

Business Requirements:

- Establish a central source of customer and property data
- Move away from point-to-point data integrations
- Automate processes and data flows

About Metropolitan Thames Valley Housing (MTVH)

Metropolitan Thames Valley provides housing at different levels of affordability for people living in London, the South East, East Midlands, and East of England. It also offers a range of care and support services including mental health and transitional services, which provide intensive support to marginalized or vulnerable people, including the elderly. MTVH delivers training programs, events, and activities for residents, designed to boost employment opportunities and foster stronger communities.

Informatica Success Story: Metropolitan Thames Valley Housing (MTVH)

Like many nations, England must work to provide affordable and secure housing for its residents. According to the country's National Housing Federation, nearly 15 percent of the population of the largest country in the UK struggles to secure suitable housing.

"People Powered Living" is MTVH's motto.

"To provide our employees and partners with the information they need to help address England's housing crisis, we need customer and property data to be trusted, available, and up to date," says Douglas Silverstone, Head of Data & Analytics and Information Security at MTVH.

Capturing data wherever it lives

Instead of creating more point-to-point data flows, MTVH selected Informatica Intelligent Cloud Services, a cloud-native data integration platform as a service (iPaaS) that includes pre-built cloud connectors for most common data sources. It also deployed Informatica Cloud Integration Hub to enable a simplified, publish/subscribe data model. Working with NGDATA, an Informatica partner, MTVH configured the solution to extract data from a legacy data warehouse, various source systems including housing management and financials, multiple spreadsheets, and approximately 300 backend systems.

"We wanted to solve a complicated data integration problem and found that Informatica Intelligent Cloud Services was the best tool for the job and the most cost effective," says Silverstone.

MTVH also replaced its on-premises data warehouse with Snowflake, a flexible and modern cloud data Lake deployed on Amazon Web Services (AWS).

"Informatica and Snowflake simplified our entire architecture, allowing us to leverage data as an asset to address the housing crisis in a more impactful way," says Silverstone. "Informatica allows us to integrate and combine data from any source, and Snowflake gives us the flexibility to easily share that data in the cloud as we collaborate with other entities to further our mission."

To load data into Snowflake quickly and cost effectively, MTVH uses Informatica Intelligent Cloud Services. Thanks to the automation delivered through this solution, contractors are no longer necessary for data integration projects, reducing costs and risk.





"Because of an established data architecture, Informatica and Snowflake being an important part of it, it made it very easy for us to produce a COVID-19 data application for the business to work from. It empowered our staff to support our tenants in times like this."

Amramanjari Singh

Data Quality Manager

Metropolitan Thames Valley Housing



"Using Informatica Intelligent Cloud Services to move data into Snowflake is very easy," says Vamsi Mannava, a Technician on MTVH's Data Project Team. "You don't need coding knowledge; it is point-and-click for any authorized user. That allows us to start analyzing our data faster and accelerate downstream impact."

A one-stop-shop for housing data

With a consolidated and trusted view of customer and property data, the newly merged organization immediately enhanced productivity for its employees. Departments including compliance, Community Investment, human resources, and asset management all benefit from having consistent and trusted data all in one place. The association aims to be in a position for when housing officers interview people in need of homes, they can easily access the latest data about the customer, their case history, and local housing that might be appropriate for their needs.

With high quality, trusted data from IICS feeding MTVH's InsightSquared's Data Intelligence Platform, a cloud-based revenue intelligence application, property managers can better understand neighborhood trends, fire and crime risks, and property improvements that are needed or have been made in the past.

"The pressure for the country to build more housing is immense, and the data architecture we've put in place with Informatica and Snowflake helps us do more to solve the problem and get more involved with our customers and properties," says Silverstone. "We can be a lot more agile and tap into really smart companies and partnerships to help deliver results, which you just can't do if your data is locked away."

Responding faster to housing needs

When COVID-19 hit England, many already vulnerable people became even more at risk, and MTVH used its new data-driven capabilities to make a difference right away. By securely sharing data throughout the organization and with partners, MTVH was able to take a shared, community-based approach to support the residents during a public health crisis.

"Because of an already established data architecture comprised of robust tools like Informatica and Snowflake, we didn't have to wrestle with spreadsheets or expand our staff," says Amramanjari Singh, Data Quality Manager at MTVH. "Instead, we were able to quickly identify residents that needed financial or emotional support during the COVID19 crisis."

The personal interactions MTVH's housing agents had with customers during such a challenging time brought some residents to tears, illustrating that big data analysis can help make a meaningful difference in people's lives.



Inside The Solution:

- Informatica Intelligent Cloud Services
 - Informatica Cloud Integration Hub
 - Informatica Cloud Data Integration

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"It's not just the housing that we provide to people, it's also that we help in building and in some cases rebuilding their lives, which is really, empowering for our communities," says Singh. "Informatica and Snowflake are helping us take those interactions to the next level."

A modern data management foundation

As MTVH continues to evolve its data strategy, it will be well positioned to adapt to changes brought about by "smart city" technology and the Internet of Things (IoT). Being able to collect and analyze those new streams of insight and share the results with partners will help MTVH be even more effective.

"With Informatica and Snowflake, we have the foundations of modern data management," says Silverstone. "That's going to be critical as we work to get more value out of our data and ultimately progress to solving the housing crisis."

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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