| Multinational Automotive Corporation

Driving Competitive Advantage:

Fuel for Customer Experience with Trusted Data and Visual Analytics

"Our Data Alchemy project with Informatica represents a foundational change in how we do business and use data as the catalyst for competitive advantage."

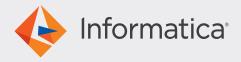**Regional Data Officer**
Multinational Automotive Corporation

Goals	Solution	Results
Improve data governance and stewardship to give business users access to trusted customer and vehicle data and fuel key initiatives	Implement an enterprise data governance framework and develop a collaborative business glossary using Informatica Axon Data Governance	Enables employees to use governed data to capitalize on new market opportunities in electronic vehicles, autonomous driving, and ride sharing
Treat data as a high-value asset to enhance customer and dealer experiences and improve product and service quality	Use Informatica Enterprise Data Catalog with Tableau to discover and understand data in context based on lineage and intelligent metadata	Improves customer experiences, dealer interactions, and long-term vehicle quality by presenting a complete picture of visual analytics
Empower business users to take on self-service analytics roles to kick start new projects faster and reduce costs	Leverage data governance, catalog, and visualization to launch project Data Alchemy for self-service discovery of high-quality, certified data	Fosters better collaboration among business users and IT, accelerating time to market and reducing costs for new projects

Business Requirements:

- Use AI and machine learning to classify datasets to maximize customer buying experiences

- Track end-to-end data lineage to help improve product and service quality

- Integrate with Tableau for visualizations to optimize interactions with dealerships

About this Multinational Automotive Corporation

This Multinational Automotive Corporation was created to coordinate all of its various activities on a global scale. Its operations include automotive styling, engineering, consumer, and corporate financing, sales and marketing, distribution, and manufacturing.

Informatica Success Story: Multinational Automotive Corporation

This Multinational Automotive Corporation is among the world's leading automakers and one of its largest manufacturers of electronic vehicles (EVs), delivering some of the most exciting technology in modern transportation. The automotive industry is undergoing tremendous change with the rise of EVs, autonomous vehicles, and ride sharing networks, and the company is making its mark with aggressive investment in new technologies.

An important part of that strategy lies with the organization. "We're experiencing a digital disruption marked by rapid changes in customer expectations around the types of technology they expect from vehicles," says the Regional Data Officer for this Multinational Automotive Corporation. "People are looking at the vehicle ownership experience differently. Data drives that experience, and the data that's used within the in-vehicle experience, in our dealerships, and in how we support our customers is changing how we engage with them."

To make the most of these opportunities and fuel key business initiatives, the organization needed to modernize its approach to managing and analyzing data for forecasting, gaining customer insights, and supply chain management. With product and customer data spread among hundreds of systems in various states of quality, employees often had to prepare and cleanse data manually, or rely on expensive external companies to perform those tasks. Analysts and knowledge were likewise dispersed, creating a culture of data gatherers.

Multinational Automotive Corporation wanted to improve this situation by giving business users near real-time access to trusted customer and vehicle data. By treating data as a high-value asset, the business saw an opportunity to enhance customer experiences, streamline interactions with dealerships, and improve product and service quality. The organization also sought to democratize data and empower business users to take on self-service roles instead of relying solely on IT, enabling teams to start new projects faster and reduce costs.

"To keep our advantage in the rapidly evolving global transportation industry, we needed to leverage data discovery, governance, and stewardship as a catalyst for digital transformation," says the Regional Data Officer. "Our goal was to change a culture of data gathering to a culture of self-service analytics."

Turning data into gold

To achieve its holistic data management goals, the Multinational Automotive Corporation launched project Data Alchemy to enable self-service discovery of high-quality, certified data. Using Informatica PowerCenter and Informatica Data Integration Hub, the organization built a publish/subscribe architecture for vehicle and customer data to certify data sources without requiring business units to change their existing consumption patterns. Tableau provided the critical visualization piece, integrating tightly with Informatica to pair visual analytics with self-service data discovery.

Informatica®

Business users love the ability to make decisions based on actionable insights, prompting the Multinational Automotive Corporation to implement an enterprise data governance framework and develop data ownership, policies, processes, and a collaborative business glossary using Informatica Axon Data Governance. The company also began using Informatica Enterprise Data Catalog in conjunction with Tableau to discover and understand customer and vehicle data in context based on lineage and intelligent metadata. The organization was able to benefit from Informatica Axon Data Governance's integration with Informatica Data Quality and Informatica Enterprise Data Catalog to enable a truly collaborative enterprise data governance program between business users and IT.

"With Informatica Axon and Informatica Enterprise Data Catalog, we're offering a solution that business users can easily understand and embrace," says the Regional Data Officer. "It also increases their sense of ownership and data stewardship, which is so important for successful data governance."

Making better decisions for financial gain

The Multinational Automotive Corporation Data Alchemy project quickly became a powerful disruptor within the company for more informed decision-making. Employees can now immediately access, analyze, and visualize trusted data rather than spending their time searching for the correct information. As a result, they are better able to identify and capitalize on new market opportunities in EVs, autonomous driving, and ride sharing.
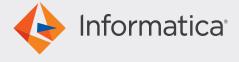
"Our Data Alchemy project with Informatica represents a foundational change in how we do business and use data as the catalyst for competitive advantage," says the Regional Data Officer. "The lift we've gotten in business value is significant."

Improving customer and dealer experiences

By providing business users with a complete picture of visual analytics, the Multinational Automotive Corporation is improving customer experiences, dealer interactions, and ultimately the quality of the vehicles it produces. For example, by certifying warranty and claims data, the company can identify failed parts sooner. Employees can watch repair orders coming in from dealerships in near real time, and triage and mine that data before a customer has even received the vehicle back from repair.

"With Informatica, we're making high-quality customer and vehicle data available in a very short timeframe," says the Regional Data Officer. "We can apply predictive analytics to certify data and help ensure that the feedback loop back to the dealership, to the technicians fixing the vehicle, and ultimately back to the customer, happens almost instantaneously. The ability to have near real-time visibility into repair orders and warranty data allows us to be more responsive to the customer."
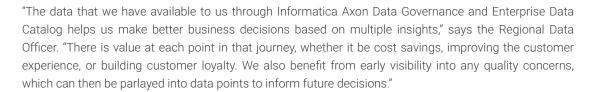
Multinational Automotive Corporation also feeds the data from customers' dealership visits and call-center interactions into machine-learning models that help the company gain insights to help improve vehicle performance and overall quality.

"Informatica is helping us take our digital transformation to the next level, advancing our capabilities for data quality, governance, and stewardship. It's a massive leap forward."

Regional Data Officer
Multinational Automotive Corporation

"The data that we have available to us through Informatica Axon Data Governance and Enterprise Data Catalog helps us make better business decisions based on multiple insights," says the Regional Data Officer. "There is value at each point in that journey, whether it be cost savings, improving the customer experience, or building customer loyalty. We also benefit from early visibility into any quality concerns, which can then be parlayed into data points to inform future decisions."

Improving collaboration, reducing costs

By adopting a more collaborative model for data management and analytics, Multinational Automotive Corporation is improving the relationship between business users and IT. Armed with self-service capabilities, business users can begin taking on some of the roles for contemporary analytics consumption, whether that be as data owners, stewards, or analysts.

"We've found that the single greatest differentiator in successful projects is when data discovery is done up front and everyone has a clear understanding of data definitions," says the Regional Data Officer. "With Informatica Axon Data Governance and Informatica Enterprise Data Catalog, we are able to kick start projects so much faster. We're reducing our costs. We also have far fewer data quality problems because the developers who are creating the application or the data integration know the expectations of the business from the outset."

A massive leap forward

Multinational Automotive Corporation's Data Alchemy project has paved the way for other data initiatives, including Master Data Management, that will help the company pull ahead of the competition and maintain its leadership in EVs and other new technologies.

"Informatica is helping us take our digital transformation to the next level, advancing our capabilities for data quality, governance, and stewardship," says the Regional Data Officer. "It's a massive leap forward."

Inside The Solution:

- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog
- Informatica Data Integration Hub
- Informatica Data Quality
- Informatica PowerCenter

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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