



Multinational Toy  
Manufacturing Company

# A Data-Driven Toy Story:

Accelerating Toy Development and Delivery

*"By integrating, managing, and governing our data with Informatica solutions, we're empowering our product design and development teams to react faster to changing market conditions."*

**Director, Enterprise Data & Analytics**  
Multinational Toy Manufacturing Company



## Goals

Improve confidence in data across all levels of organization and enable data-driven business decisions as the toy industry evolves and digitizes

Advance enterprise data governance, advance analytics maturity, drive cloud modernization, and provide self-service capabilities to business users

Save time for IT by automating data management, quality, lineage, and governance efforts

## Solution

Leverage an integrated solution built on the Informatica Intelligent Data Platform, bringing together Google Cloud and on-premises data sources

Use Informatica Axon Data Governance with Informatica Enterprise Data Catalog to automate processes and make data available via self-service

Capture, implement, and monitor data quality rules using Informatica Data Quality to help ensure data integrity

## Results

Gives finance, product designers, and managers faster access to trusted data, enabling them to make decisions that accelerate time to market and reduce costs

Saves 50% of the time previously required for business and change impact analysis, helping to modernize, while reducing risk

Reduces data quality support requirements by 80%, saving approximately 2,000 hours a year of IT staff time

## Business Requirements:

- Simplify business processes with technology
- Use AI and ML to enhance and automate data governance
- Scale analytics to meet growing business demand

## About Multinational Toy Manufacturing Company

A global learning, development, and play company that inspires the next generation of kids to shape a brighter tomorrow through its portfolio of iconic consumer brands. They also create inspiring and innovative products in collaboration with leading entertainment and technology companies. With a global workforce of approximately 32,000 people, they operate in 40 countries and territories and sell products in more than 150 nations.



## Informatica Success Story: Multinational Toy Manufacturing Company

This multinational toy company produces some of the world's most popular children's entertainment brands. Its products help kids unlock the full potential of their imaginations, inspiring them to learn and develop through creative play.

Like many industries, the children's entertainment market is undergoing a digital transformation. Once focused exclusively on toys, this multinational toy company now also seeks to create digital experiences that complement and extend the entertainment and educational value of its products.

Unlike many of its competitors, they design and develop their own products, which they often manufacture in-house as well. It also handles fulfillment directly for large retail customers. With such a wide variety of business units, departments, and processes, they depend on data and analytics to provide insights for day-to-day operations, as well as predictive and prescriptive analytics to drive longer-term strategy.

As the industry continues to evolve and digitize, this Multinational Toy Manufacturing Company wanted to improve confidence in data across all levels of the organization so employees would be comfortable using it to make better financial, design, and development decisions. It also wanted to establish a sustainable data governance strategy and provide self-service to business users, allowing them to get the data they need without assistance from IT. All this needed to be accomplished in the simplest way possible, without making business processes more complex.

"Data underpins everything we do and everything we want to do better," said the Director, Enterprise Data & Analytics. "How do we design more innovative products? How do we reduce our costs? How do we implement a more customer-centric supply chain? The answer to all of these questions and more lies in our data, which we needed to better manage, integrate, cleanse, catalog, and govern."

## A Complete Hybrid Data Management Solution

Instead of using disparate data management products, they sought out an integrated solution for enterprise data management and governance. The solution had to accommodate legacy, on-premises data sources as well as the company's growing cloud data warehouse on Google Cloud Platform, which it uses to feed machine learning models that inform business decisions.

"We knew we were going to be in hybrid mode for quite a while, so we needed a single enterprise data management platform that would work consistently across both cloud and on-prem," said the Director, Enterprise Data & Analytics. "We were already a very happy Informatica PowerCenter customer, but to drive our digital transformation, we needed to double down on cloud and expand into data cataloging and governance."



*"The combination of our Informatica toolset and Google Cloud data lake allows us to provide much more granular financial reporting and get it to the business much faster."*

**Director**, Enterprise Data & Analytics  
Multinational Toy Manufacturing Company

After evaluating products from different vendors, they decided to use an integrated solution built on the Informatica Intelligent Data Platform. Informatica Intelligent Cloud Services moves data into Google Big Query and brings together cloud and on-premises data sources, while Informatica Data Quality enforces data quality rules. To automate governance processes, they use Informatica Axon Data Governance, which integrates with Informatica Enterprise Data Catalog to make data lineage and definitions transparent to business users.

"Informatica's vision for AI-driven data management and governance matches well with ours, and they've been a great partner to us over the years," said the Director, Enterprise Data & Analytics. "We run more than 6,000 data integrations, and we simply cannot have hundreds of engineers working on that code. Without the automation and the efficiency that Informatica provides, we cannot meet our goals. When we considered all of that in the context of our digital transformation, it was an easy decision for us to go with Informatica."

### **Faster, More Granular Financial Reporting**

With the integrated Informatica solution, they're unifying their data governance practices with a holistic view of data lineage and the ability to track information as it moves throughout the organization. Data quality, rules, and scorecards improve confidence in data, and business users can quickly access the information they need through self-service.

"The combination of our Informatica toolset and Google Cloud data lake allows us to provide much more granular financial reporting and get it to the business much faster," said the Director, Enterprise Data & Analytics. "Instead of taking three or four weeks to build out analytics and dashboards using spreadsheets, we now refresh the data every four hours. Without Informatica technology, we would have struggled to do that."

### **More Efficient Product Design and Development**

With more timely and trusted data easily available, analysts flocked to the data lake, creating new insights that help the company make products more attractive to consumers. Their product design and development teams can now access historical data to track productivity metrics and identify similarities between products that can be leveraged to increase production efficiency. For example, if two different toys use parts that are similar, they might not need to build out two separate sets of manufacturing tooling, significantly reducing costs.

"By integrating, managing, and governing our data with Informatica solutions, we're empowering our product design and development teams to react faster to changing market conditions," said the Director,





### Inside The Solution:

- Informatica Axon Data Governance
- Informatica Intelligent Cloud Services
  - Informatica Cloud Data Integration
- Informatica Enterprise Data Catalog
- Informatica Data Quality
- Informatica PowerCenter



Enterprise Data & Analytics. “At the same time, we’re identifying new ways to improve process efficiency and reduce costs, which will help the business be more profitable.”

### Accelerating Impact Analysis, Saving Time for IT

As they continue to migrate to the cloud and retire legacy applications, it now has much greater visibility into how technology and process changes will impact the organization, helping to reduce business risk and keep project timelines on track. At the same time, the IT team is saving the equivalent of one full-time employee, or approximately 2,000 hours a year, which it used to spend helping analysts and business users remedy data quality issues.

“We’re saving 50 percent of the time previously required for business and change impact analysis because Informatica Enterprise Data Catalog gives us full visibility into data sources and lineage,” said the Director, Enterprise Data & Analytics. “We’re also reducing data quality support requirements by 80 percent, because we can generate exception reports and identify the root cause of issues much faster.”

### A Competitive Advantage in a Connected Future

When it comes to data governance, this Multinational Toy Manufacturing Company isn’t playing around. The company plans to bring its data governance practice into every new project, embedding Informatica Axon Data Governance into business reviews using scorecards and dashboards.

“As we move into connected platforms and IoT data, we’ll be using Informatica solutions to bring that data into the data lake, catalog it, and govern it throughout its lifecycle,” said the Director, Enterprise Data & Analytics. “We can connect the dots between our different transactional systems, do what-if analyses, and leverage our data for competitive advantage.”

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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