

Customer 360 Software as a Service (SaaS)

Benefits

- Accelerate customer experience initiatives with the benefit of a trusted, single customer view
- Realize rapid time to value for customer data management with minimal cost and effort
- Meet evolving needs with the flexibility, elastic scalability, and agility of a cloud-native solution
- Deploy with confidence backed by award-winning services, partnerships, and certifications
- Quicker time to market with a turnkey, configurable, easy-to-use native cloud solution

Fix, Master, and Manage Customer Data in a Cloud-Native Solution

Organizations need to have a deep understanding of their customers and their evolving expectations. This requires a single, actionable, 360-degree view that's based on a trusted customer profile created during acquisition and onboarding and enriched for ongoing relevant engagement. However, that trusted customer profile is often difficult to obtain due to customer data that is incomplete, inconsistent, duplicated, and scattered across multiple siloed systems.

Informatica® Customer 360 SaaS is a modern, intelligent, all-in-one customer data management solution designed for building an efficient discovery, operations, insights, and analytics foundation for smoother, personalized, authentic, and relevant customer engagement.

Leveraging the flexibility and agility of cloud technologies, Customer 360 SaaS delivers customer data that's trusted, complete, consistent, and governed. The solution consists of:

- An easy-to-use, configurable, business-friendly user interface that makes it easy to explore, visualize, and steward master data in a secure and appropriate manner
- Out-of-the-box user interfaces for rapid application configuration for any industry
- Built-in smarts and orchestration with AI-driven data matching and smart fields
- Embedded data integration at any latency with Informatica's best-in-class iPaaS capabilities
- Flexible and modular microservices architecture for scalability and upgradeability

Key Features

We've completely redesigned what it takes to implement an MDM system, by making it simple and building in intelligence from the data model up. Customer 360 SaaS benefits from the Informatica Intelligent Data Platform™ which provides everything to move data from source systems into Informatica MDM, process it, and publish it to downstream consumers. Customer 360 SaaS offers a number of valuable features, including:

Easily extend the data model and onboard data in any latency

- Out-of-the-box customer data model that's simple to extend in a redesigned modeling canvas
- A purpose-built connector for cloud data integration that hides the complexity of the underlying data model and makes it easy to map data to or from MDM

- Built-in data integration using Informatica’s enterprise iPaaS for serverless, streaming, real-time and batch onboarding
- Intelligent, context-aware smart fields that recognize common master data elements (such as names, addresses, phone numbers, emails, date of birth, tax ID, and more) for significantly reduced configuration and automatic data display, standardization, verification, and matching

Capabilities to verify, standardize, and enrich data

- Define Data Quality (DQ) rules once in the Customer 360 model, and automatically execute those DQ rules regardless of whether data comes in batch, real, or streaming
- Data survivorship scores based on the results of DQ validation rules—fields that fail validation rules will be treated as less trustworthy than fields that pass
- Look up code lists, hierarchies, descriptions, and crosswalks through embedded Reference 360
- Integrated contact data verification with Informatica DaaS license

Intelligence to match in any language for any entity type

- High-accuracy AI-powered matching combined with best-of-breed match rules engine
- Continuous, active, and supervised machine learning used to infer match rules
- Deep learning to match textual, incomplete, and ‘dirty’ data

Confidence to merge, manage, search, and explore

- Patented Trust Framework when merging and updating records determines the golden record at high confidence levels, taking into account source of data, age of data, and validity of data
- Cell-level survivorship rule definitions offer the most granular control of golden record accuracy
- Configurable search results layouts, search templates, filtered searches, and Google-like search capabilities provide fast, full text searching, repeatability, and improved productivity
- Management and visualization of hierarchies and exploration of network relationships via graph technologies

The ability to govern, steward, and collaborate

- Simplified data stewardship through a single interface with a common workflow inbox across data mastering, data quality, and data governance processes
- Embedded business events modeling framework and automated process orchestration for Informatica Cloud Application Integration
- Intelligent ML-assisted file import empowers non-technical users to directly upload and steward data for increased productivity

Security

- Adherence with the highest security standards in the cloud, including ISO, SOC2, SOC3, Cloud Security Alliance, Privacy Shield Frameworks, GDPR, and HIPAA
- Fine-grained access control with pre-defined roles, groups, and users
- Industry-approved and commonly used algorithms to encrypt all sensitive information at rest or in motion

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Key Benefits

Easy to deploy

We've simplified the configuration of MDM by applying intelligence to the data so you can get up and running in days versus months. With Informatica's market-proven Intelligent Cloud ServicesSM (IICS), you can provision a customer data management system without the worry of procuring and managing hardware and software.

Easy to use

Informatica's turnkey approach to customer data management, AI-powered automation, and configuration-driven, user-friendly UIs in Customer 360 SaaS offer simplicity to business analysts and data stewards with self-service mastering, guided workflows, search, and navigation of relationships.

Easy to scale

Extend and expand your customer data solution as your business needs demand. Customer 360 SaaS is designed on a flexible and modular microservices architecture that supports elastic scalability and exponential data growth to quickly adapt to changing business needs.

Low cost of ownership

Subscription-based Customer 360 SaaS is an all-in-one, best-of-breed data management solution with capabilities that include data quality, business process orchestration, and reference data management. You gain solid returns on investment through lower cost of ownership and faster time to value compared to other solutions available in the market.

Investment Protection

Informatica's focus on continuous innovation further protect your investment with monthly releases, versioned metadata for safe upgrades, and rigorous automated testing. Informatica makes it easy to manage your customer data by eliminating risk with always-on support backed by our award-winning services and partnerships as well as our externally validated certifications, assessments, and security standards to keep your data safe.

For more information, please visit <https://www.informatica.com/products/master-data-management/customer-360.html>.



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