Drive Trusted Analytics and Grounded GenAI Apps With Master Data Management (MDM) Extension for Google BigQuery

In response to quickly evolving customer behaviors, your organization must be vigilant and look for ways to drive improved customer acquisition, retention and growth. That means you need to obtain a comprehensive view of your customer data coupled with effective segmentation to facilitate personalized experiences. These tailored experiences are fundamental to driving business growth.

To further refine customer experiences, you need to leverage trusted and enriched customer data. This high-quality data supports various initiatives, including enhancing customer loyalty, crafting tailored recommendations and delivering consistent omnichannel experiences.

Trusted data initiatives offer benefits that extend beyond enhancing the customer experience. If you want to improve supply chain agility, you can benefit significantly from a 360-degree view of your supplier data. This improves visibility into the supplier network, spending, performance and risk management. Trusted supplier data can also help you drive growth and optimization as you deliver products to consumers on time with minimal disruptions.

If your company is prioritizing a focus on environmental, social and governance (ESG) regulations, effectively managing ESG risks and rating data for various suppliers can help you achieve sustainability goals and reduce climate risk.

For these reasons, many companies are now implementing **master data management** (MDM) solutions to strategically manage their data and create a single view of their enterprise data. To get the most out of MDM implementation, your trusted and reliable master data must be made available in analytics and artificial intelligence (AI) platforms such as Google BigQuery.

Accurate, up-to-date master data adds the right context to transactions and interactions — such as sales, orders and customer calls — and unearths insights critical for business success. For this to work well, you need a close integration between your MDM, analytics and business intelligence applications.

Key Benefits

- Improve the customer experience with omnichannel commerce

- Innovate and succeed with product and brand hierarchies

- Reduce operational costs with supply chain agility

- Derive business opportunities with insights into entity relationships

Master Data Management Extension for Google BigQuery

The Informatica master data management solution delivered on the Informatica **Intelligent Data Management Cloud™** (IDMC) provides several 360-degree applications to master common data domains, such as customer, product, supplier, reference, finance and more. Informatica also offers prebuilt industry solutions to help you drive faster time to value. With the launch of the Informatica MDM extension for Google BigQuery, you can now provision reliable and trusted master data from Informatica MDM directly in Google BigQuery.

This integration extension can exponentially reduce the time it takes to onboard high-quality master data in your preferred data analytics platform, such as Google BigQuery. By consolidating key master and transaction data from multiple sources, you can develop enterprise-grade generative AI (GenAI) applications grounded in trusted, high-quality master data across key domains.

Business Value for Customers

Easy configuration with out-of-the-box extension assets	20x faster deployment of master data	Reduced time to onboard master data, from weeks to minutes

Extension Assets

To derive value faster, Informatica provides this prepackaged solution extension, which enables the consumption of trusted mastered data from Informatica MDM directly into the Google BigQuery. The packaged solution extension includes the following assets:

- Scripts to deploy Google BigQuery staging Schema

- Out-of-the-box integration assets, including batch jobs, field mappings and task flows

- Script to deploy sample Google BigQuery analytical schema, supporting common cross-industry analytics

- Sample business intelligence (BI) dashboards for quick insights into your data in Google BigQuery

Key Features

Master Data Model Replication in Google BigQuery With One Click

This extension enables you to replicate the comprehensive master data model in Informatica MDM in Google BigQuery with the click of a button. You can generate a Google BigQuery schema that supports a multidomain data model for customer, product and supplier. This will include ESG extension and location along with content metadata, such as sources and references with prebuilt scripts.

Out-of-the-Box Integration With Google BigQuery

Out-of-the-box integration assets remove the manual efforts of creating data model mappings and task flows to drastically reduce the time needed to produce a data integration pipeline, enabling seamless data onboarding to Google BigQuery.

Prebuilt Analytical Schema

Prebuilt analytical schemas created with Informatica advanced pushdown optimization help you get quick value from your investments.

Drill Down Into Product and Location Hierarchy

You can get deeper insights into enterprise data by drilling down product and location hierarchy. Both master and transactional data can be pushed to Google BigQuery, delivering comprehensive information to business users.

Solution Architecture

To empower business users and provide them with quick and direct access to trusted master data, the solution architecture leverages Informatica native data integration connectors, advanced pushdown optimization and several MDM extension assets designed and customized to perform data and analytics queries directly in Google BigQuery.
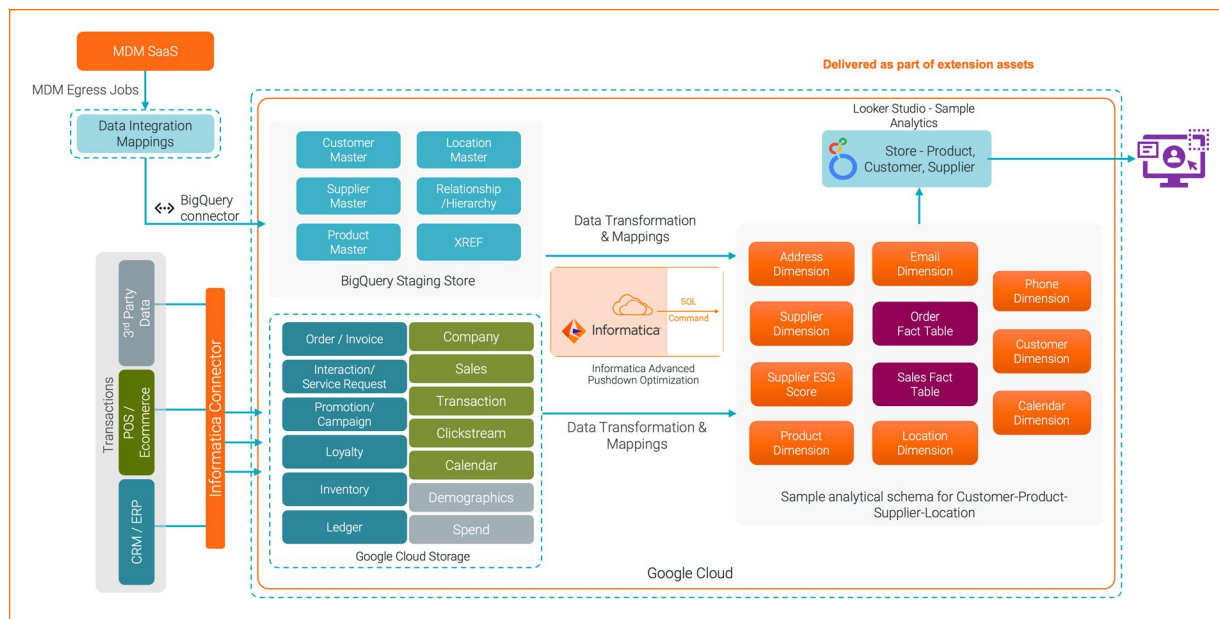

Figure 1: Solution architecture for the Informatica MDM extension for Google BigQuery.

Key Benefits

Drive Customer Acquisition, Retention and Growth With a 360-Degree View of Customers

A comprehensive and consistent view of customer data delivers accurate and essential customer insights into buying patterns, personal preferences and much more. These insights into your customers' behaviors are instrumental in designing personalized marketing campaigns and better customer acquisition strategies. Similarly, key information about customer loyalty and lifetime value provides deeper insights into cross-sell and upsell opportunities. It also gives you information on customer demographics and buying frequency, which can help reduce customer churn rates.

Improve the Customer Experience With Omnichannel Commerce

With the advent of many digital channels and dynamic consumer preferences, today's customers demand a seamless shopping experience across all touchpoints, including in-store, website apps and marketplaces. With consistent product information and data aligned with personal preferences across all customer touchpoints, enterprises can elevate their customer experience to a new level.

Innovate and Succeed With Product and Brand Hierarchies

Your company likely has a multilevel hierarchy for your product line, and managing data across this comprehensive product portfolio is critical to delivering a great product experience for your customers. Viewing a product's data at the hierarchy level enables better business reporting and can help your product research and development team launch new products more effectively. Similarly, with a set of reference data available directly on platforms such as Google BigQuery, your business can easily implement relevant brand hierarchies to boost your sales and revenue.

Reduce Operational Costs With Supply Chain Agility

Having visibility into your supplier's network, spending and performance across geographies is critical to maintaining the right amount of inventory. Information from ESG-related supplier data to supplier hierarchy level data and more can be accessed by decision-makers directly on the preferred analytics platform, such as Google BigQuery. Business users can quickly evaluate supplier risk, identify potential business disruptions and look for alternate suppliers based on business requirements.

Derive Business Opportunities With Insights Into Entity Relationships

You may be focused on managing your data domains independently but spend minimal effort understanding their relationship with another domain. For example, having insights into customer-product, product-supplier, supplier-product and supplier-location relationships is critical in identifying which customers are looking for what products and in which locations. Making these insights available at the fingertips of business users at the analytics layer can help you improve your top line and provide your customers with timely access to relevant products and services.

Rapidly Develop and Deploy Your Customer Data Platform and GenAI Applications

The extension, freely available to joint Informatica Cloud MDM and Google Cloud customers, will enable you to rapidly develop and deploy your customer data platform and GenAI applications across industries such as retail, financial services and healthcare.

Learn More

Informatica has developed several industry and integration extensions to fast-track MDM implementation and speed time to value for our customers. To learn more about the detailed features and capabilities of the Google BigQuery extension and other MDM extensions available, visit this **documentation** page.

Where data & AI come to

Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform.

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