

MDM – Reference 360

Benefits

- Create, manage, and standardize reference data sets for the enterprise
- Configurable and easy-to-use solution built on cloud to help unlock the true value of reference data
- Remove operational overhead of managing reference data to save money and time

Cloud-Based Reference Data Management for Business User Self-Service

Informatica® MDM – Reference 360 allows organizations to easily leverage common reference data when they are mastering customer, product, location, and transactional data, among others. It provides a self-service module that lets business users define new reference data sets and rules in a self-service environment with minimal to no involvement from IT. Built on the Informatica Intelligent Data Platform™, Reference 360 is a fully cloud-enabled 360-solution that is easy to set up, provides complete life cycle management for reference data, and is built to enable business user self-service.

Reference 360 is designed to simplify reference data management. It consolidates reference data across the enterprise, standardizes the data, and creates a single source of trusted information. Leveraging the flexibility and agility of cloud, the solution is designed to improve productivity of employees, create accurate internal and external reports, remove operational inefficiencies, and deliver better customer experiences. The solution consists of:

- An easy-to-use, configurable business-friendly user interface
- Self-service management of reference data for business users
- Role-based approval and publishing workflows to manage changes to reference data
- Complete life cycle management with import, hierarchy management, versioning, and export features

Key Features

Reference 360 offers a number of key features.

Cloud-Based Reference Data Management

Reference 360 is the industry's first SaaS reference data management solution. It is built on a microservices architecture and combines the proven capabilities of Informatica Intelligent Cloud Services (IICS)SM. Reference 360 offers the highest quality of security, reliability, scalability, and ease of use. Because it co-exists in the Informatica cloud offering, you can leverage additional services such as data integration, data quality, master data management, data governance, and other capabilities available on the Informatica cloud.

Business Self-Service

- Business-user-focused UI: The intuitive user experience of Reference 360 enables business users to easily use reference data in the most meaningful way.
- Define, manage, govern yourself: Reference 360 has hassle-free configuration that helps power users and business users to define reference data models, manage the data within them, as well as govern ownership from within the same UI without the need to use IT services.

Hierarchies

- Complex hierarchy support: Reference 360 allows users to define multi-level hierarchies with the desired number and types of attributes at each level.
- User experience to manage hierarchies: Reference 360 provides a user experience that is optimal for managing reference data as a list of values, as well as a tree-structure for hierarchical data.

Reference Data Relationships

- Dependent reference data: Easily define and place dependency validations while easily managing the data.
- Composite reference data: Reference 360 allows users to create reference data definitions comprising other reference data to make composite reference data. It avoids the need to repeat reference data in multiple places.
- Crosswalks: Reference 360 makes it easy to manage not just the standardized reference data sets but their translation mappings and crosswalk relationships with application-specific versions of the same dataset.
- 360-degree view graph: Reference 360 creates and displays a 360-degree view of any reference data value, including its hierarchy parent/children, crosswalk directional mappings, dependencies, and composite references. This provides a complete picture of reference data.

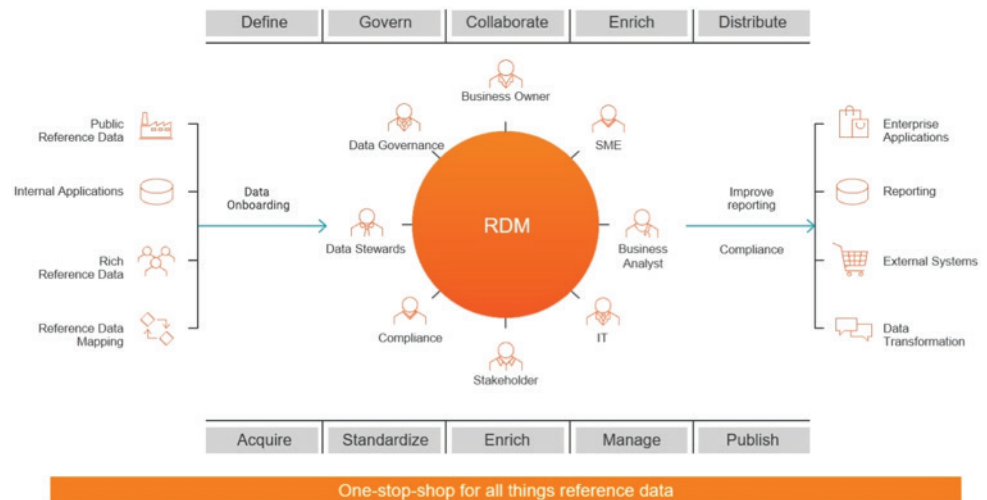


Figure 1: The next generation of reference data management.

Crosswalk Mappings

- Multiple crosswalks: Reference 360 allows users to create, import, and export multiple crosswalk mappings in both directions among codelists of the same reference data category.
- Ease of mapping: Side-by-side mapping, allowing hierarchy visualization and bulk mapping during mapping makes it easy to map values.
- Governance of crosswalk mappings: Reference 360 treats crosswalk mappings as another type of reference data, providing handling, security, ownership, and workflow, such as adding reference data on top of crosswalk mapping assets.

Key Benefits

Governance

- Responsibility matrix: In Reference 360, all reference data assets, including crosswalk mappings, can be assigned to either one individual or several individuals (or to a group), for one or more responsibilities, including stewardship.
- Dynamically enforced security and workflow: To enhance security and alignment with workflows, all responsibility matrix assignments are enforced instantly and dynamically based on role assignments and pre-set security criteria.
- Reference data level security and workflow: Reference 360 enforces security and workflow at the data level instead of the application level, which introduces a greater level of flexibility and allows the same user or group to play a different role with distinct categories of reference data.

Purpose-Built UI

- Cataloged reference data: Reference data occurs in lists and is curated, as it makes sense to catalog and present this sort of data in groups and categories. Reference 360 UI presents reference data sets in an explorer view that is hierarchical in nature and can be grouped by different attributes such as domain, status, owner, and more.
- List view and bulk update: Business users like to manage reference data in a list/tabular fashion. They also like to select and update multiple records in a list together. Reference 360 UI makes it easy to manage reference data lists by providing list view, tree view, multiselect, drag-n-drop hierarchy view, find and filter, and draft creation views to make multiple changes in multiple sessions, along with capabilities for bulk updates.
- File import/export: Reference 360 allows users to import and export data from a spreadsheet into codelists and crosswalks directly from the UI. The imports can be supplemented by further manual updates on top of imports allowing enrichment.

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.

Enterprise Integration

- Reference 360 uses Informatica Intelligent Cloud Services which makes it easy to integrate with various enterprise as well as cloud application and distributed reference data.
- Reference 360 provides REST APIs, making it easy to consume reference data from disparate technology platforms.
- Reference 360 lends itself easily to other Informatica data integration and data quality components, to provide right reference data at the right time.

Quicker Time to Market

Available in subscription model, Reference 360 offers lower cost of ownership and quicker time to value compared to other solutions available in the market. You can provision a reference data management system without worrying about hardware and software procurement and setup. The solution offers a turn-key option to start quickly and offers easier installation and configuration to address your unique reference data management requirements.



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