Brochure

MDM SaaS – Customer 360 Professional Services Units MVP Package

Accelerate Your Path to First Value

Where data & AI come to LIFE™

Elevate Your Business with a 360-Degree Data Advantage

In today's fast-paced world, having a 360-degree view of your business isn't just valuable—it's essential. This holistic perspective empowers leaders to fast-track business strategies, driving success in key areas like customer experience, supply chain resilience, digital commerce and financial management.

But achieving this requires more than good intentions—it demands a robust Master Data Management (MDM) strategy that ensures data consistency, accuracy and reliability across all systems and processes.

Take the First Step in Unlocking that Value with Informatica's MDM SaaS – Customer 360 Professional Services Units MVP Adoption Package

Informatica is here to help you turn strategy into action. Our **MDM SaaS – Customer 360 Professional Services Units MVP** Adoption package accelerates your path to success. Whether bundled with a new MDM SaaS – Customer 360 implementation or used as a standalone service, this package delivers:

Expert Setup & Configuration
Get up and running quickly with our MDM SaaS – Customer 360 solution.

Strategic MVP Use Case
Identify and implement a high-impact use case with a roadmap for future growth.

High-Level Operating Model
Develop a sustainable, long-term plan tailored to your business needs.

Baseline MDM Configuration
Lay the groundwork for immediate business value and team engagement.

Ongoing Success Guidance
Receive customized advice and critical recommendations from our seasoned experts.

> "The secret of getting ahead is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks, and then starting on the first one."
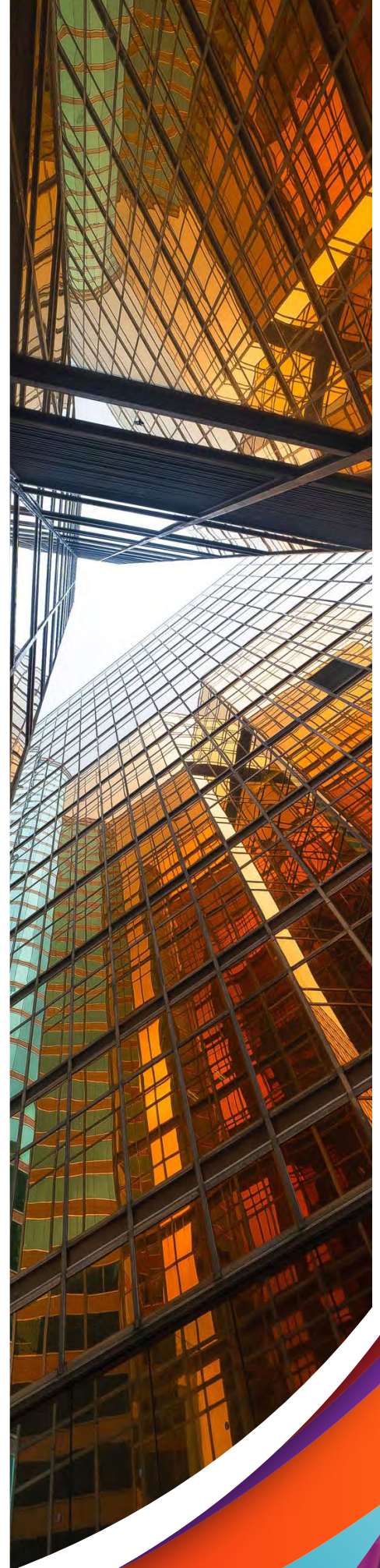>
> **– Mark Twain**

How it Works

We follow a lean and agile integration approach to ensure predictable, timely results and aim to achieve a competitive advantage for your business. Our advisory MDM experts conduct an assessment and kickoff workshop, determining the current state and identifying a targeted MDM business use case to demonstrate value. Solution experts analyze use case needs, configure the environment and provide guidance for data utilization. We then prepare a roadmap and recommendations for your success.

Ready to unlock the full potential of your Master Data Management strategy? Partner with us and elevate your MDM journey to new heights!

What You Get

Catalog Item	Included
MDM Business Starter	✓
Enablement Workshop - Ref360 for MDM	✓
MDM Data Ingress Starter	✓
MDM Match/Merge Starter	✓
MDM Approval Workflow Starter	✓
MDM Data Egress Starter	✓
MDM Solution Walkthrough & Roadmap Review	✓

Maximize Your Investment

Unlock the Full Potential of Your Data Solutions with Tailored Strategies
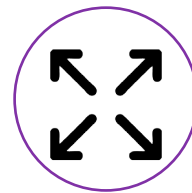
Get the most out of Informatica's product features and the Intelligent Data Management Cloud platform with our expert-led support, ensuring your MDM SaaS – C360 solution is perfectly aligned with your business needs

Proof of First Value

Unlock Value, One Data Management Milestone at a time

Our package offers a clear blueprint for ongoing success, including recommended support at every stage of your master data management journey

Future-Proof Your Platform

Equip Your Business with Scalable Solutions Designed to Thrive in Tomorrow's Landscape

Prepare for what's next with our assistance in platform enablement, ensuring your MDM solution is not just ready for today, but built to thrive tomorrow

"**Informatica is supporting the acceleration of our digital transformation, mitigating risks, and enabling a more efficient operation in today's insurance environment.**"

**José Guilherme Magalhães
Senior Manager
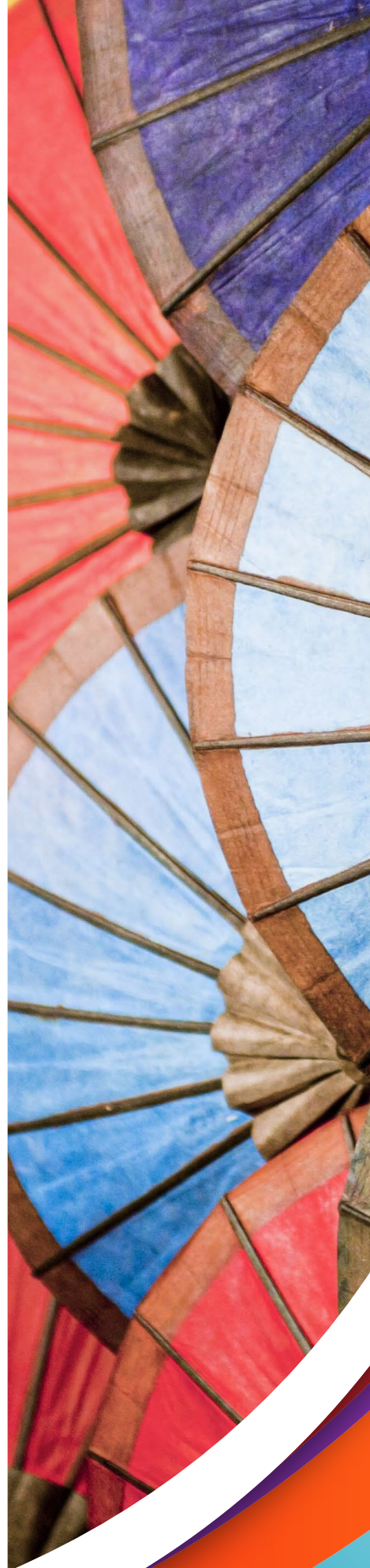for Analytics Architecture**

By partnering with Informatica, you'll leverage our proven approach and cutting-edge technology to boost data quality, enhance operational efficiency and drive agile decision-making.

Ready to transform your business? Let's make it happen together.

Add-on Training Benefits

Our comprehensive product training equips your team with the skills needed for successful implementation. Training is delivered by expert instructors in a virtual classroom setting, with a tailored plan to maximize productivity. 12 Professional Services Units for product training are recommended to support the MDM C360 MVP implementation. Your Education Specialist will help you determine the best training plan for your team.

About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation. **Informatica. Where data and AI come to life.™**

Worldwide Headquarters
2100 Seaport Blvd.
Redwood City, CA 94063, USA
Phone: 650.385.5000
Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871

informatica.com
linkedin.com/company/informatica
x.com/Informatica

CONTACT US

Learn More

Do It Right the First Time
Contact Informatica
Professional Services at
ips@informatica.com

Where data & AI come to

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