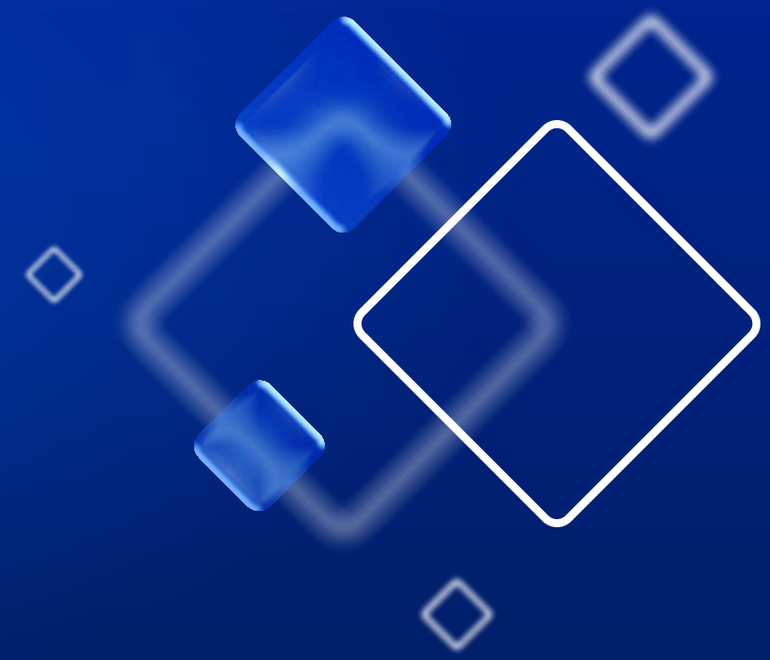
Informatica
from salesforce

3 Global Brands Optimizing CX, Supply Chains and Compliance with Informatica MDM



informatica.com

SLIDECAST

See how top enterprises are leveraging master data management (MDM) and data governance to transform customer experiences (CX), improve operational efficiency and drive innovation with AI-powered insights.



Global Manufacturer Masters PIM

KOMATSU

Komatsu is the world's second largest Original Equipment Manufacturer (OEM) for mining, construction, utilities and forestry.

66,000+ employees

151 countries

Goal

With a broad mandate to reduce costs and boost revenue, Komatsu set three objectives for their Product Information Management (PIM) journey: increasing efficiency, improving product availability and growing their e-commerce business.

Solution

To accomplish these goals, Komatsu first had to overcome a highly fragmented data ecosystem hampering publishing speed, data quality and governance. With Informatica Product 360 and MDM, they unified data across all business units on a single scalable, context-rich cloud platform. This greatly improved website searchability and drove significant improvements in CX.

Results

- **600%+ increase** in digital asset library for e-commerce
- **65% year-over-year growth** in primary e-commerce channel
- **80%+ reduction** in time to identify data enrichment gaps
- **67% decrease** in time to publish rich product content

> “P360 came out as that Magic Quadrant™, best-in-class product that was going to meet Komatsu's needs now and in the future.”

Kurt Anderson
Sr. Manager of Business Engagement



Fast Food Giant Unifies Data Across Brands

Yum! is the world's largest restaurant company, with a brand portfolio including KFC, Taco Bell and Pizza Hut, and over 63,000 franchise locations across the world.

1,000,000+ employees

155 countries

Goal

Without a single source of truth for complete data and consistent controls, Yum! Brands knew their efficiency, reputation and ability to innovate were at risk. They resolved to consolidate fragmented tools and data while enhancing their ability to automate and scale processes across brands and locations.

Solution

They achieved process standardization, reduced manual variability and established continuous quality monitoring with Informatica MDM, Cloud Data Governance & Catalog (CDGC) and Cloud Data Quality (CDQ), giving them a single source of truth with robust data stewardship and reliable AI-powered insights.

Results

- **30% reduction** in data reconciliation manual effort
- **50% improvement** in enterprise data quality
- **40% decrease** in data duplication
- **100+ critical attributes** standardized

> "We realized that without fixing the foundational data, which sits at the core of our operations, we couldn't scale and catapult into an AI-led organization."



Kartik Pillai
Director of Data Analytics & Engineering

Technology Leader Automates Compliance for Agile Operations

Micron

Micron Technology is a global leader in memory and storage, holding over 61,000 patents that aim to transform how the world uses information.

50,000+ employees

17 countries

Goal

After growing significantly through acquisitions, Micron needed to reconcile countless disparate data sources, consolidate business terms, establish consistency of data usage and cross-departmental alignment, scale compliance and audit readiness and accelerate time-to-insight.

Solution

Through the centralized governance and automated data enrichment of Informatica CDGC, Micron has improved data quality, consistency and stewardship. This standardized master data foundation enhances visibility, accelerates decision-making and enables scalable operations.

Results

- **38-day reduction** in finished good part cycle
- **Consistently meeting** customer promise and requirement dates
- **Confidently managing** exponential increase in product ecosystem complexity

> “AI is only as good as the data quality behind it. So, this has really been a helpful driver for Micron in getting people rallied around governance and having good data.”



Travis Schow
Director of Data Governance

Discover how a foundation of trusted data can give your enterprise a competitive edge.

Watch Videos



Source: **Informatica World, From Store Chaos to Trusted Data: A Yum! MDM Success Story, Scaling Global Ecommerce Through Data Quality & Digital Automation, Scaling Global Supply Chain Agility with Multidomain MDM, 2026**

About Us

About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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