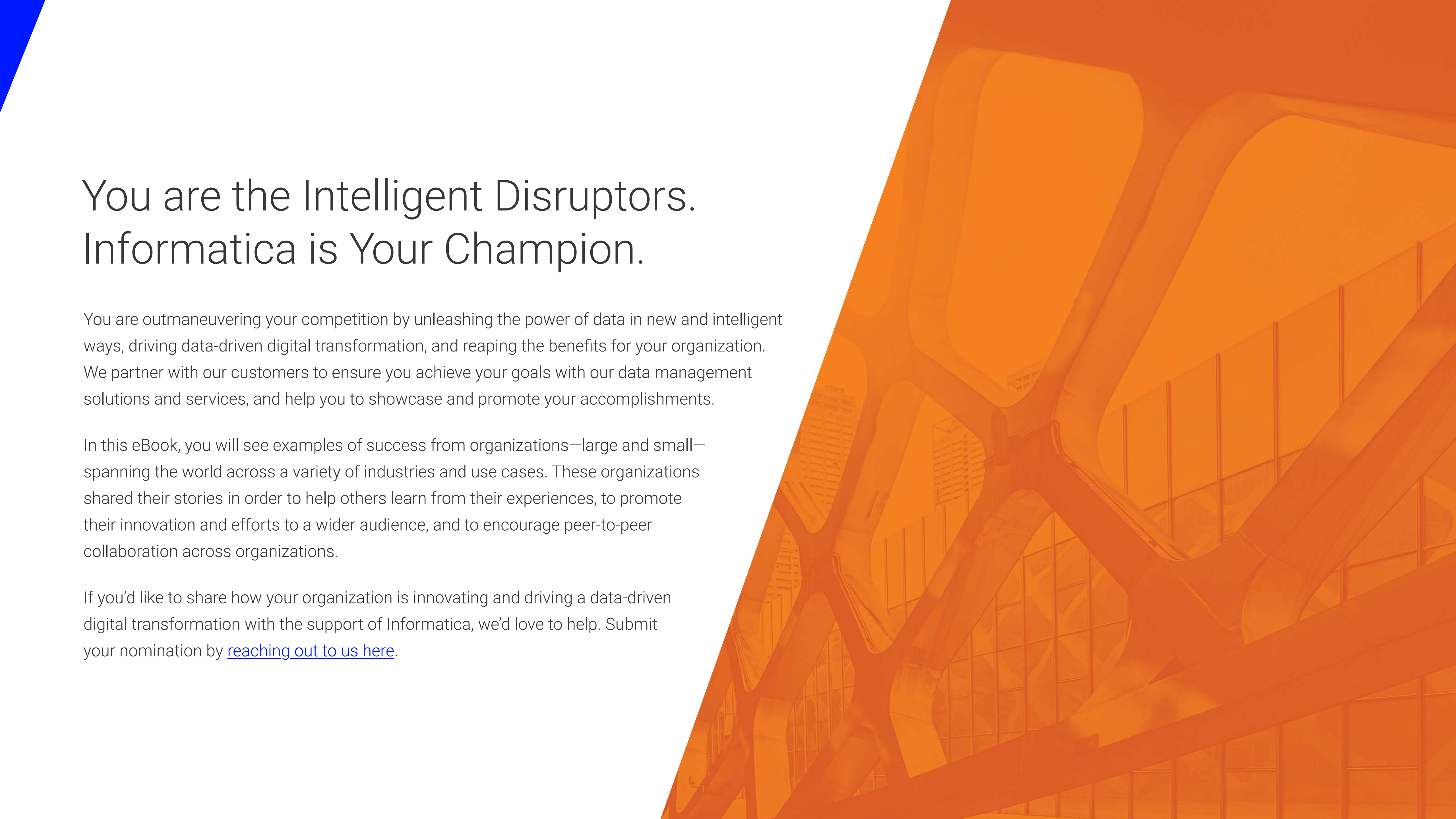# Informatica®

Unleashing the Power of Data

Success stories showcasing data-driven innovation in App Modernization

You are the Intelligent Disruptors. Informatica is Your Champion.

You are outmaneuvering your competition by unleashing the power of data in new and intelligent ways, driving data-driven digital transformation, and reaping the benefits for your organization. We partner with our customers to ensure you achieve your goals with our data management solutions and services, and help you to showcase and promote your accomplishments.

In this eBook, you will see examples of success from organizations—large and small—spanning the world across a variety of industries and use cases. These organizations shared their stories in order to help others learn from their experiences, to promote their innovation and efforts to a wider audience, and to encourage peer-to-peer collaboration across organizations.

If you'd like to share how your organization is innovating and driving a data-driven digital transformation with the support of Informatica, we'd love to help. Submit your nomination by reaching out to us here.

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Enabled Salesforce to integrate with Okta

resulting in granting students the ability to access student systems in seconds

AUSTIN COMMUNITY COLLEGE DISTRICT

"

Using Informatica Cloud Application Integration we are taking student applications from Salesforce admitting students into our ERP, creating a student record then returning student records back to Salesforce within moments. This type of efficiency was impossible prior to using Informatica.

— *Imad Costantini*
Vice President of IT and CIO, Austin Community College District

Austin Community College District

- **Objective:** Reduce the time and cost of managing student information
- **Industry:** Higher Education
- **Country HQ:** United States

austincc.edu

Goals:

- Drive digital and cloud transformation to enhance student experiences while supporting growing data needs across the college

- Save time, reduce costs, and improve agility by moving away from point-to-point and application-specific integrations

- Create a single view of every prospective and active student to help streamline communication with them

Solution:

- Use Informatica Intelligent Cloud Services (IICS), an iPaaS (integration platform as a service) solution, for data and application integration, data quality, and API management

- Enable a hub-and-spoke, publish-subscribe data model by orchestrating data flows through Informatica Integration Hub

- Master student data using Informatica, creating golden records that are independent from applications

Results:

- IICS enables Salesforce to integrate with Okta, resulting in granting students the ability to access student systems in seconds rather than the previous experience of 24 to 48 hours

- Helps improve educational experiences by giving students, faculty, and staff faster access to trusted information

- Enables the college to improve communications with students by better understanding their goals and educational trajectory

Read The Full Success Story

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Enhanced factory operations

which improved application visibility, facial recognition and IoT-driven intelligence

Braskem

> " Informatica Intelligent Cloud Services makes it easy for us to operate with SAP as our business foundation while making strategic use of cloud services to drive digital transformation.

— *Vinicius Carneiro da Silveira*
  IT Solutions Architect, Braskem

Braskem

- **Objective:** Adopt user-friendly tools for data integration and API management
- **Industry:** Manufacturing - Industrial
- **Country HQ:** Brazil

651.W.3016

Goals:

- Simplify hybrid data management to adopt a more agile, microservices-based architecture to support petrochemical manufacturing
- Empower non-technical employees to integrate data and applications at any latency, without hand coding
- Make systems and facilities more intelligent by monitoring APIs and adopting new technologies made possible by the Internet of Things (IoT)

Solution:

- Integrate SAP and other on-premises data sources with multi-cloud apps such as Salesforce, Coupa, and Vendavo using Informatica Intelligent Cloud Services
- Use Informatica Cloud Data Integration for batch and Informatica Cloud Application Integration for real time integrations leveraging APIs for purchases and employee vacation plans.
- Consume, expose, manage, and monitor APIs using Informatica API Manager to orchestrate business processes across multi-cloud and on-premises systems

Results:

- Enables Braskem to modernize and transform faster while reducing risk and keeping petrochemical manufacturing processes intact
- Makes it easy for non-technical employees to bring in timely, trusted data and connect applications according to business needs
- Improves application visibility while enhancing factory operations with facial recognition and IoT-driven intelligence

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18% YoY growth

through improved automation, IT integration, and business processes, making the company better able to channel resources into transforming how clinical trials are conducted

" Our partnership with Informatica helped us focus on what's important: to become more agile and innovation-driven.

— *Senior Director*
Business Innovation, Clinical Software Company

Clinical Software Company

- **Objective:** Making the most of enterprise data to speed innovation
- **Industry:** Business Services
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

Goals:

- Replace legacy infrastructure with cloud systems and SaaS applications to increase operational efficiency

- Unify IT systems to create a single source of research data truth

- Standardize approach to data integration and eliminate reliance on third parties

Solution:

- Link SaaS applications using Informatica Cloud Application Integration on **AWS**

- Manage the flow of clinical research data in and out of applications with Informatica SaaS plugins

- Consolidate data into a central warehouse on **Amazon Redshift**, and create a holistic enterprise view with Informatica Intelligent Cloud Services and **AWS**

Results:

- Strengthened corporate agility and innovation, propelling 18% year-over-year growth

- Increased time saved during integrations by 40%, allowing IT team to focus on other priorities

- Reduced the cost of major IT implementations by 50%

Read The Full Success Story

ergotron®

50% faster customer resolution times
strengthening reputation by answering customers' questions in real time, reducing customer call-backs and order fulfillment time

"

Using Informatica to synchronize customer inquiry data helps us improve response times, minimize chances of lost requests, and scale support. Our customers feel the benefits.

— Damon Metts
Director, IT Program Management, Ergotron

Ergotron

• **Objective:** Rethink workspaces by transforming customer service
• **Industry:** Business Services
• **Country HQ:** United States

Goals:

• Provide customer facing professionals with access to complete customer order history without storing redundant data

• Save time and reduce complexity for sales and customer service, while scaling customer support across multiple regions and departments

• Improve customer service by providing agents with faster access to reliable product data

Solution:

• Informatica Intelligent Cloud Data Integration synchronizes batch data between Salesforce Service Cloud and Oracle E-Business Suite ERP system

• With customer and product data accessible from Salesforce, sales agents have the information to serve customers at their fingertips

• Informatica Cloud Application Integration provides real-time data on product availability and customer orders

Results:

• Helps drive sales of ergonomic products and retain customers

• Improves customer resolution times (up to 50% faster), minimizes lost customer requests, and keeps support quality high as company grows

• Strengthens Ergotron reputation by answering customers' questions in real time, reducing customer call-backs and order fulfillment time

ergotron.com

Read The Full Success Story

75% reduction in transfer time

in daily database processes, giving data architects more hours per year to work on more strategic and valuable tasks

"

Informatica Intelligent Cloud Services saves us an incredible amount of time. Without it, modernizing our systems would take much longer.

— *Data Architect*
Flagship State University

Flagship State University

- **Objective:** More data, more grants
- **Industry:** University
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

Goals:

- Give analysts faster access to research data stored in the university's transactional systems while saving time for data architects

- Empower analysts to identify opportunities for grant funding more quickly to give the university a competitive edge

- Prepare to modernize and consolidate core university systems and transition to cloud-based solutions while keeping research data consistent and up-to-date

Solution:

- Use Informatica Intelligent Cloud Services to bring data together and provide a better user experience for reporting and analysis

- Bring data from Oracle and SQL Server into **Amazon Redshift** and **Salesforce** with Informatica Cloud Data Integration

- Move toward real-time automation and data integration with Salesforce using Informatica Cloud Application Integration

Results:

- Reduces daily database transfer time by 75%

- Accelerates the application process for competitive research grants, putting the university in a better position to receive funding

- Enables the university to replace legacy and homegrown research applications to reduce cost and complexity while offering new functionality

Read The Full Success Story

Intermountain Healthcare

- **Objective:** Deliver value-based care
- **Industry:** Healthcare - Provider
- **Country HQ:** United States

intermountainhealthcare.org

Helped improve population health
in Utah and southern Idaho, providing tools to help people live healthier lifestyles

**Intermountain®
Healthcare**

> Informatica makes a tremendous difference in the way we're able to leverage our data to provide better, more effective healthcare.

— *Michael Beiene*
Director, Data Analytics Intermountain Healthcare

Goals:

- Simplify end-user access to data and reduce redundant reporting by discovering and inventorying data assets from across the organization

- Drive digital transformation and patient engagement with Digital Front Door, a set of online tools to help patients take a more active role in their health

- Easily locate, better understand, and provision all patient-related data across a complex data landscape

Solution:

- Use Informatica Enterprise Data Catalog to scan and catalog data from Oracle-based enterprise data warehouse and provide user-friendly search capabilities

- Deliver high-throughput ingestion and verification of patient data using Informatica Data Engineering Integration and Informatica Data Engineering Quality

- Informatica Professional Services helps replace legacy ETL platform with modern iPaaS solution using Informatica Intelligent Cloud Services and Informatica PowerCenter

Results:

- Helps improve population health in Utah and southern Idaho, providing tools to help people live healthier lifestyles

- Loads 300 CSV files in 10 minutes, a task that previously would take a week

- Empowers patients by making it easier for them to access health information, contact their doctors, understand their bill, and receive financial assistance

Read The Full Success Story

30% reduction in help desk ticket volume
due to the secured integration of data from UltiPro into ServiceNow

" The capabilities Informatica brings to our organization are unprecedented. Informatica Intelligent Cloud Services are unlocking the future when it comes to enhancing the lives of those we serve.

— *Arik Hill*
   CIO, The New York Foundling

The New York Foundling

- **Objective:** Enhance social services interactions with community-based organizations
- **Industry:** Nonprofit
- **Country HQ:** United States
- **Cloud Platform:** Microsoft Azure

Goals:

- Enhance social services interactions with community-based organizations and reduce costs by automating processes

- Provide more collaborative care by securely sharing patient records, prescriptions, and other data across sites and among care providers

- Enable staff to access client information and care plans from mobile devices and electronic health records on-the-go

Solution:

- Deliver data to social workers using Informatica Intelligent Cloud Services

- Use Informatica Cloud Data Integration to share data from Netsmart, Office Practicum, UltiPro, ServiceNow, and Microsoft SQL Server

- Exchange data in real time between Netsmart myEvolv EHR and a **Microsoft Azure**-based Human Services Bots ("CareBots") using Informatica Cloud Application Integration coupled with UiPath robotic process automations

Results:

- Helps improve social services outcomes by directing more staff time and budget toward research-backed programs and services

- Removes obstacles to wellbeing by establishing collaborative relationships with community-based organizations and care providers

- Allows highly mobile community-based team members to spend more time face-to-face with children, adults, and families and less time on administrative and data-entry tasks

nyfoundling.org

Read The Full Success Story

Executive dashboard updated nightly

to give management the sales summaries
they need to run the business more effectively

OLYMPUS®

"

With Informatica Intelligent Cloud Services, we found a next-generation iPaaS tool that could resolve our data issues.

— *Wuttisak Thabthimsaen*
Salesforce Project Manager, Olympus Thailand Co., Ltd.

Olympus

- **Objective:** Track and manages sales activity with data-driven dashboards
- **Industry:** Manufacturing - Pharma & Medical
- **Country HQ:** Hong Kong

Goals:

- Enable top management at Hong Kong-based headquarters to easily track sales activity across the Asia-Pacific region

- Consolidate sales data from seven branches in multiple countries into SAP on a nightly basis

- Avoid hitting timeout limits for transactions in Salesforce when working with large formula fields and roll-up summaries

Solution:

- Use Informatica Intelligent Cloud Services, a next-generation iPaaS solution, to power dashboards of sales activity across Asia-Pacific

- Bring sales data from Salesforce and spreadsheets into SAP using Informatica Cloud Data Integration for automated, nightly batch integrations

- Stay within Salesforce CPU limits by using Informatica to summarize data and enforce rules before loading it into Salesforce

Results:

- Improves timeliness and accuracy of sales tracking, allowing headquarters to take immediate action and better drive strategy

- Reduces the time it takes to get regional sales data into SAP, enabling decision-makers to work with fresh data

- Overcomes CPU limitations when loading data into Salesforce, avoiding the need to manually truncate and re-load data

olympus-global.com

Read The Full Success Story

ROCKWOOL

Increased sales by 23%
with new digital capabilities for
B2B e-commerce

> " By making it possible for us to deploy a modern B2B e-commerce platform, Informatica is giving us more digital sales, helping to increase overall sales by 23 percent.

— *Ery Sembiring*
Manager, Digital Integration, ROCKWOOL Group

ROCKWOOL Group

- **Objective:** Streamline development by simplifying integrations to Microsoft Dynamics CRM, SAP, and Workday
- **Industry:** Manufacturing - Industrial
- **Country HQ:** Denmark

rockwool.com

Goals:

- Digitize processes and integrate disparate systems to drive global digital transformation while simplifying data access and change management

- Modernize B2B e-commerce by moving away from a rigid, on-premises, ERP-centric architecture to loosely coupled systems and cloud solutions

- Build a "future factory" leveraging real-time customer and product data for warehouse automation and AI initiatives to increase efficiency and improve customer service

Solution:

- Integrate systems across offices and manufacturing facilities in 39 countries using Informatica Intelligent Cloud Services iPaaS solution

- Connect all e-commerce data sources and touchpoints, including CRM, PIM, ERP, and CPQ systems, using Informatica Cloud Data Integration

- Use Informatica Cloud Application Integration to integrate data from production lines with factory and warehouse systems in real time

Results:

- Helps accelerate and manage digital transformation by improving data flows and information consistency throughout the company

- Increases overall sales by 23 percent with new digital capabilities for B2B e-commerce while improving flexibility and reducing costs

- Provides a foundation for real-time data needed for automated guided vehicles and warehouse robotics to optimize stock picking and fulfillment

Read The Full Success Story

Watch The Customer Video

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Nightly batch integrations

delivered timely and trusted information to teams relying on pipeline, admissions, enrollment, and alumni systems

RUTGERS

" Using Informatica Cloud Data Integration with Salesforce allows us to better retain our students and engage our alumni.

— *Danielle Henriquez*
Business Intelligence Architect, Rutgers University

Rutgers University

- **Objective:** Personalize student interaction
- **Industry:** Higher Education
- **Country HQ:** United States

Goals:

- Attract and retain students, better engage alumni, and identify cross-marketing opportunities for continuing studies

- Improve admissions and enrollment process efficiency by providing employees and remote staff at community colleges with a single view of the data in Salesforce

- Meet changing educational needs of students and improve service to alumni by building a unified, complete view of students and alumni

Solution:

- Use Informatica Intelligent Cloud Services to unify data from disparate marketing pipelines, undergraduate and graduate admissions, enrollment, and alumni systems

- Integrate Salesforce with the Rutgers legacy mainframe systems and Oracle databases using Informatica Cloud Data Integration

- Run nightly batch integrations to deliver timely and trusted information to teams relying on pipeline, admissions, enrollment, and alumni systems

Results:

- Helps Rutgers modernize its educational approaches and serve students better with timely and actionable information

- Unifies admissions, enrollment, and alumni data for maximum efficiency

- Improves customer service and alumni outreach, while optimizing student transfers and re-enrollment

- Automate communications based on critical system indicators

newbrunswick.rutgers.edu

Read The Full Success Story

Modernized systems and service delivery

by moving from legacy relocation platforms to Salesforce as a single source of truth

SANTA FE RELOCATION

> " The integration work that we've done with Salesforce and Informatica has been a business enabler for us, allowing us to better understand our customers, and improve their experience.

— *Graeme Howard*
   CIO, Santa Fe Relocation

Santa Fe Relocation

- **Objective:** Unifying a global business
- **Industry:** Business Services
- **Country HQ:** United Kingdom

Goals:

- Unify and accelerate information access for customers and employees across 96 locations in 47 countries

- Give customers self-service access to accurate, up-to-date information about their relocation

- Improve overall customer experience

Solution:

- Modernize systems and service delivery by moving from legacy relocation platforms to Salesforce as a single source of truth

- Use Informatica Intelligent Cloud Services to integrate

- Enhance on-premise data integration

Results:

- Delivering a better customer experience, real-time tracking of relocation data, and valuable intelligence to help alleviate the stress associated with relocation

- Strengthening Santa Fe's competitive edge though an integrated offering

- Improving operational efficiency companywide

santaferelo.com

Read The Full Success Story

Eliminated the need for custom code

and development resources in order to import and export flat files

"

In the past, integrating the data between Salesforce and SAP was a manual and time-consuming process that typically involved some type of custom web services and other tools for importing and exporting flat files. Informatica Cloud automates the integration and synchronization of data between Salesforce and SAP, eliminating the need for custom development and ensuring that sales and call center reps have the information they need to better service our customers."

— *Jim Collier*
Director of IT, Swisslog Healthcare Division

Swisslog

- **Objective:** Find a better and more automated way to manage the flow of information between SAP and Salesforce
- **Industry:** Manufacturing - Industrial
- **Country HQ:** United States

Goals:

- Automating the simultaneous creation and real time integration of work orders in Salesforce and Service Orders in SAP, so that technicians can be dispatched quickly and the service call is properly billed and costs allocated to the correct cost center

- Giving call center agents a single, integrated view of equipment, contracts and service data to troubleshoot customer problems and reduce the need for onsite service calls

- Providing sales reps the visibility into service activities and contracts to more effectively manage accounts

Solution:

- Informatica Cloud integration templates abstract the complexity from using BAPIs, seamlessly transforming the work order in Salesforce to a Service Order inside SAP.

- Replaced entire SAP BODI system with Informatica Cloud.

- With the integration between Salesforce and SAP, warranty service calls originating in Salesforce Service Cloud are correctly being booked back to Projects in SAP, which helps to control warranty costs.

Results:

- Eliminated the need for custom code and development resources to import and export flat files.

- Simplicity of SAP connectivity enables more Agile development, without the need for extensive and complex SAP development.

- Sales reps now have the visibility into the service contracts, parts used and service calls made from the Account Object to effectively sell the appropriate service plans to customers.

Read The Full Success Story

Less than one day
needed to code API calls

> " Before, we didn't have a good way to identify patients who needed additional healthcare and who we could help within our own system. With Informatica Intelligent Cloud Services, we can now easily track those patients.

— *Michael Laidlaw*
Manager, Application Support, Valley Health System

Valley Health System

- **Objective:** Improving the patient experience
- **Industry:** Health Care Services
- **Country HQ:** United States

valleyhealth.com

Goals:

- Improve patient relationship management and increase appointments by importing patient data from disparate applications into Microsoft Dynamics CRM

- Follow up with emergency room visitors to notify them of additional healthcare services that can improve their overall health

- Comply with Health Level Seven (HL7) data transformation requirements when exchanging data among applications

Solution:

- Create a mapping task with Informatica Cloud Data Integration to pull in patient information from flat files and SQL Server databases

- Utilize the REST V2 Connector to initiate API calls developed with Informatica Cloud Application Integration

- Post new orders and order updates from Athena ambulatory EMR system in real time using the Informatica Cloud Connector for Dynamics CRM

Results:

- Drove an increase in patient appointments within first year of implementation

- Additional patient follow up helps build healthier communities in some of the most populous areas of the U.S.

- Maintains compliance with HL7 V2 electronic messaging standard, improving the interoperability of hospital systems

Read The Full Success Story

Watch The Customer Video
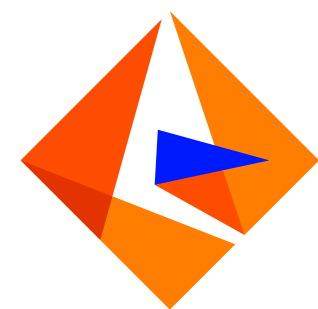
About Informatica

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

To learn more, click here or visit us at: **informatica.com/about-us/customers.html**