Informatica®

Unleashing the Power of Data

Success stories showcasing data-driven innovation for a 360-degree view of business

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.

Table of Contents

Avnet

Provided a seamless process

of adding and maintaining new parts globally

Financial Services Company

Built trust with customers

by improving the accuracy and security of their personal data and financial communications

This icon recognizes Informatica Innovation Award Winners and Honorees.
Learn More about Informatica's Innovation Award Program at:
informatica.com/about-us/customers.html

BMW Group

Increased efficiency

and time to market for improved accuracy and quality of customer-facing information

Fjordkraft

Accelerated digital innovation

by helping to reduce development time and improving the accuracy of customer data in web and mobile apps

International Oilfield Company

Delivered 99.99% accurate materials data

for latest SAP release, reducing costs and risk while improving inventory management

Majid al Futtaim

Reduced time spent by 60%

on end-to-end data flow, improving business decision-making, reducing costs, and streamlining processes

Bradley Corporation

Increased online product availability by 20x

in just over a year, making all 200,000 SKUs available in its e-commerce catalog

Global Car Rental Company

Enabled eight figures of revenue growth

with a single source of information for customers, financials, and vehicle data

JDRF

Improved productivity up to 40%

helping focus more of the nonprofit's resources on fundraising, research, and advocacy

Multinational Specialty Pharmaceutical Co.

Increased the efficiency of the sales planning processes

by reducing data processing time by 40%, improving the quality of customer data

FDA: Center for Drug Evaluation and Research

Streamlined product lifecycle operations

through a new electronic submission capability, enhancing quality, speed, predictability, and completeness of product reviews

Insurance Group

Improved customer satisfaction

by enabling more personalized service and outreach

Large Beauty Retailer

Increased customer lifetime value

and greater wallet share to help win in the marketplace

Public Financial Services Company

Faster, better customer service

and better business decisions with improved data stewardship for loan information

Table of Contents

PUMA

Helped increase sales by 10%

in nine months with greater agility and faster time to market

State Human Services Provider

Reduced application processing time

along with accelerated service delivery and eliminated redundancies within the eligibility determination process to better promote the welfare of children and families throughout the state

Telecommunications Company

Boosted revenue streams

and Net Promoter Scores (NPS) by offering new and exciting products and services

Unilever

Reduced the time to onboard new suppliers up to 80%

by increasing supply chain capacity, resiliency, and sustainability

Union Bank of the Philippines

Increased revenue 12x

as a result of digital transformation, providing customer loan approvals in 3 minutes versus 4 to 6 weeks

Wolters Kluwer

Helped drive sales and revenue

by revealing marketing opportunities and making trusted data available for analytics

Avnet

- **Objective:** Deliver an exceptional customer and supplier experience
- **Industry:** Information Technology & Services
- **Country HQ:** United States

avnet.com

Provided a seamless process

of adding and maintaining new parts globally

AVNET®

> With Informatica Product 360, we are able to provide our customers and suppliers with higher quality data. For me, it means we've managed to get to where we wanted to go and our journey is secured for product data in the future.

— Andy Thorne
Vice President of Technical Content, Avnet

Goals:

- Deliver an exceptional customer and supplier experience while managing millions of SKUs
- Make product onboarding and marketing collateral development processes more efficient and effective
- Reduce manual effort of managing parts information and increase agility

Solution:

- Product 360 provided a seamless way to add new parts and maintain parts on their global website

Results:

- Higher quality product data for both customers and suppliers, increasing ability to promote new products

Read The Full Success Story

Watch The Customer Video

BMW Group

- **Objective:** Enrich the online shopping experience with up-to-date, complete product information
- **Industry:** Automotive
- **Country HQ:** Germany

bmwgroup.com

Increased efficiency

and time to market for improved accuracy and quality of customer-facing information

BMW GROUP

Goals:

- Empower master data-fueled product information management to deliver engaging omnichannel experiences
- Manage complex product content and provide a next-generation customer experience
- Enable business users to more efficiently acquire, author, and publish product information

Solution:

- Product 360 provides a trusted view of product information
- Product 360 helps to consolidate information silos to create a unified platform for global product data
- Product 360 helps streamline the delivery of timely product information worldwide resource management

Results:

- Increased efficiency and time to market for product content
- Enhanced flexibility and speed in change management
- Improved accuracy and quality of customer-facing information

Read The Full Success Story

Bradley Corporation

- **Objective:** Improve customer experiences and increase B2B e-commerce site visits and sales with better product information
- **Industry:** Manufacturing
- **Country HQ:** United States

bradleycorp.com

Increased online product availability by 20x

in just over a year, making all 200,000 SKUs available in its e-commerce catalog

> Since we began using Informatica Product 360, the appreciation from our customer base has been growing along with our sales.

— *Connie Beuche*
Portfolio Manager - Front End Technology, Bradley Corporation

Goals:

- Improve customer experiences and increase B2B e-commerce site visits and sales with better product information
- Make all 200,000 product SKUs available online through a single source of truth for product information that is always up to date
- Make it easy for large distributor partners to sell Bradley products while complying with new regulations that require transparency into product data

Solution:

- Organize products, features, and attributes with Product 360 so the data can be used to upsell and cross-sell products
- Integrate with new Epicor ERP system to enhance product descriptions and enable automated nightly updates of Magento e-commerce site
- Publish trusted, detailed product data, including product images, safety warnings, and compliance data to distributor customers and end users resource management

Results:

- Helps Bradley accelerate digital transformation and meet new expectations for B2B shopping and support experiences, increasing site visits
- Drives a 20x increase in online product availability in just over a year, making all 200,000 SKUs available in Bradley's e-commerce catalog
- Encourages large distributors to do business with Bradley by helping them provide rich product information to shoppers while reducing compliance risk

Read The Full Success Story

Watch The Customer Video

Informatica
Intelligent Disrupter of the Year Winner

FDA: Center for Drug Evaluation and Research

- **Objective:** Leveraging a modern data architecture to bring safe, high-quality healthcare Products to Market
- **Industry:** Public Sector
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor of the Year

fda.gov

Streamlined product lifecycle operations

through a new electronic submission capability, enhancing quality, speed, predictability, and completeness of product reviews

Center for Drug Evaluation and Research

> The success of our transformation can be attributed to the way we manage our data. Trusted data from Informatica fulfills our vision and delivers the operational efficiencies we require.

— Program Manager
U.S. Food & Drug Administration Center for Drug Evaluation and Research

Goals:

- Address business challenges arising from globalization, regulation, and market complexities
- Manage complex product lifecycles more efficiently
- Create a 360-degree view of the global supply chain associated with products undergoing regulatory review

Solution:

- Use Informatica PowerCenter and Informatica MDM to integrate and master data from tens of thousands of facilities, business entities, and products—creating a single source of data truth
- A centralized data warehouse leveraging Oracle enables report generation across the agency
- A business-to-business data exchange enables simplified, secure entry and electronic processing of product information

Results:

- Brings together policy, administrative, scientific, and operational data consistently across the product review process
- Streamlines product lifecycle operations through a new electronic submission capability, enhancing quality, speed, predictability, and completeness of product reviews
- Improves collaboration and communication with stakeholder groups sharing a single source of truth

Learn More About The Solution

Financial Services Company

- **Objective:** Drive a personalized, customer-first approach to its digital transformation
- **Industry:** Financial Services
- **Country HQ:** United States

Built trust with customers

by improving the accuracy and security of their personal data and financial communications

> To continue to provide the best possible service, we needed to better understand our customers, what products they're using, and their household relationships.

— Chief Data Officer
Financial Services Company

Goals:

- Establish a single source of truth for each customer and share consistent, trusted data across the enterprise
- Grow the business and onboard newly acquired companies' data without disrupting their systems, processes, and customer service
- Build trust by enforcing data quality at the source and keeping customer contact information current

Solution:

- Use Informatica Master Data Management to master customers, entities, accounts, products, and locations across core banking systems
- Acquire and reconcile data from new acquisitions and a variety of source systems with Informatica MDM
- Cleanse data with Informatica Data Quality and automatically verify and enrich customer contact data with Informatica Data as a Service

Results:

- Enables data-driven digital transformation for more targeted services and communications, better credit risk analysis, and an authoritative view of customer data
- Maintains a small-town bank feel and efficient operations by allowing acquired companies to keep their processes and systems
- Builds trust with customers by improving the accuracy and security of their personal data and financial communications

Read The Full Success Story

Fjordkraft

- **Objective:** Enhance customer service using a single source of truth for data
- **Industry:** Energy – Utilities
- **Country HQ:** Norway

fjordkraft.no

Accelerated digital innovation

by helping to reduce development time and improving the accuracy of customer data in web and mobile apps

Fjordkraft

> Informatica MDM makes it easy for us to access the right data about customers, so we can provide them with better service.

— Stig Rune Utstrand
Manager Data Analytics, Fjordkraft

Goals:

- Provide a single view of power and mobile customers to communicate more effectively with them and provide better service
- Increase developer productivity by making it easier and faster for them to locate the right customer data for use in web and mobile apps
- Simplify analytics and regulatory compliance by integrating data from multiple sources and prepare for a cloud migration

Solution:

- Use Informatica Master Data Management to consolidate, deduplicate, and master customer data
- Configure web and mobile apps to pull customer information directly from Informatica MDM
- Extract and cleanse data on-premises using Informatica PowerCenter while transitioning to Informatica Intelligent Cloud Services

Results:

- Helps create a more flexible and customer-centric business model and advise customers about new services to drive revenue
- Accelerates digital innovation by helping to reduce development time and improving the accuracy of customer data in web and mobile apps
- Provides centralized customer data for analytics while making it easier to comply with GDPR

Read The Full Success Story

Global Car Rental Company

- **Objective:** Grow revenue with Master Data Management
- **Industry:** Car Rental
- **Country HQ:** United States

Enabled eight figures of revenue growth

with a single source of information for customers, financials, and vehicle data

> We've seen eight figures of revenue growth tied to our data program, either directly or indirectly attributable to Informatica Multidomain MDM.

— Master Data Leader
Global Car Rental Company

Goals:

- Drive global, data-driven digital transformation to grow revenue by streamlining vehicle reservations, rentals, sales, and fleet management
- Offer convenient and positive rental experiences to more than 100 million consumers and business customers around the world
- Improve data quality and governance and leverage data as an asset to improve forecasting models, and reduce costs

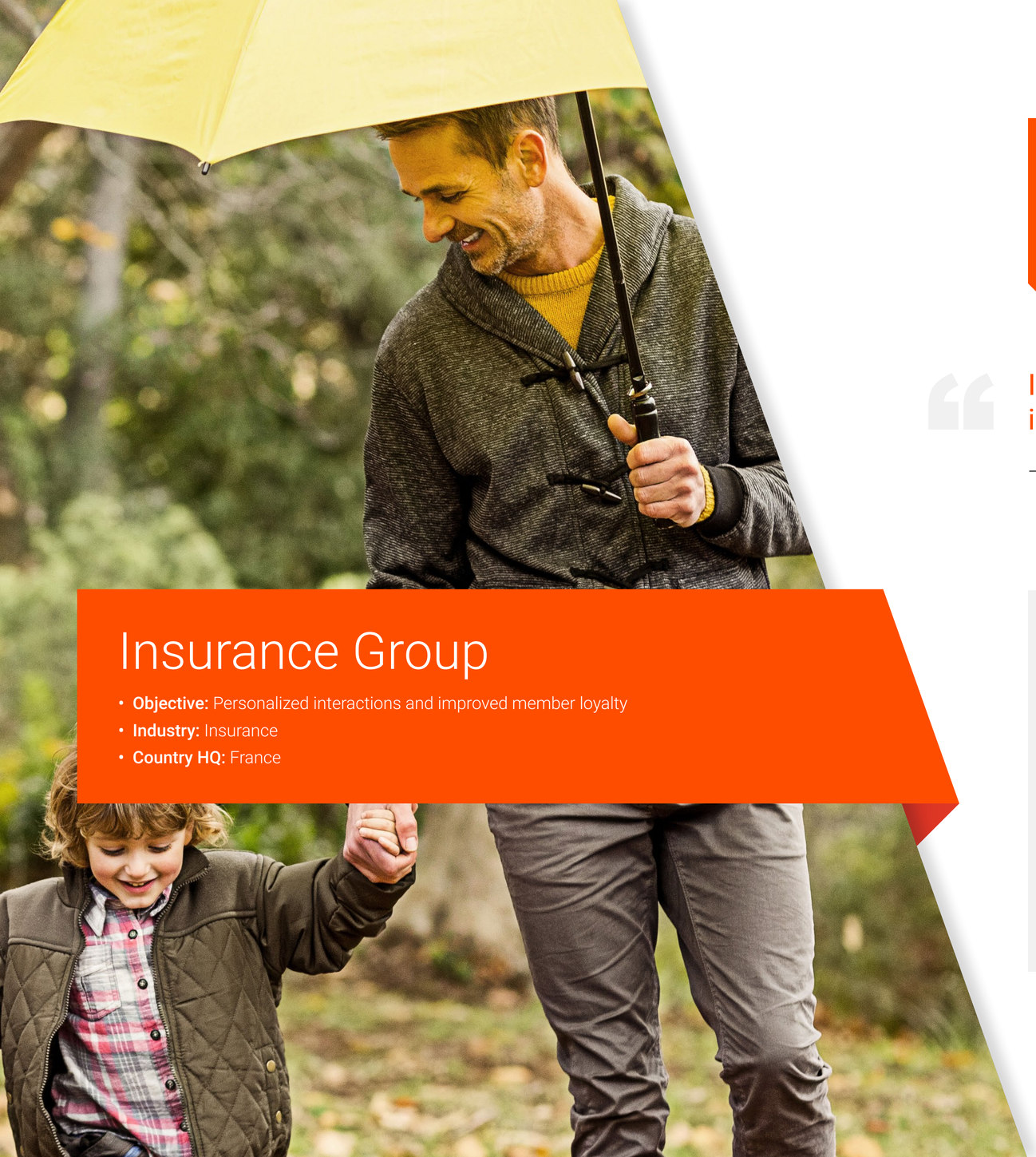
Solution:

- Create a global single source of truth about customers, locations of vehicles, and financials with Informatica Master Data Management
- Provide a single view of customers and their interactions across brands, with the ability to identify consumer household and business subsidiary information
- Use embedded data integration and data quality to quickly acquire data, make any required corrections, and apply governance processes

Results:

- Enabled eight figures of revenue growth with a single source of information for customers, financials, and vehicle data
- Improves B2B and B2C customer satisfaction, helping the business retain customers, grow loyalty and market share in a highly competitive industry
- Empowers the business to use high-quality, governed data to offer new services, reduce risk, and lower operating costs

Read The Full Success Story



Insurance Group

- **Objective:** Personalized interactions and improved member loyalty
- **Industry:** Insurance
- **Country HQ:** France

Improved customer satisfaction

by enabling more personalized service and outreach

> Informatica is assisting us evolve rapidly and use our policy data to improve customer service, satisfaction, and loyalty.

— Product Owner
Insurance Group

Goals:

- Make customers loyal in a fast-changing insurance market by improving service and establishing more personal relationships
- Support big data strategy for better decision-making and track data lineage to comply with regulatory requirements
- Provide trusted, actionable data to all projects and business units to maintain consistency and operational autonomy

Solution:

- Obtain a holistic view of customer information from all lines of business with Informatica MDM
- Manage big data lineage, metadata, transformations, and integrations using Informatica PowerCenter
- Use Informatica Data Quality to deliver accurate and consistent data across the organization

Results:

- Improves customer satisfaction by enabling more personalized service and outreach
- Helps expedite business decision-making while enhancing regulatory compliance
- Enables business units and sites to operate independently while using the same trusted policy data

Read The Full Success Story

International Oilfield Company

- **Objective:** Fuel innovation with a data pipeline designed for global scale
- **Industry:** Oil & Gas
- **Country HQ:** United States

Delivered 99.99% accurate materials data

for latest SAP release, reducing costs and risk while improving inventory management

> Informatica has played a huge part in supporting our growth and making the value of MDM much more visible to the business side of the International Oilfield Services Company.

— *Master Data Management Architect*
International Oilfield Services Company

Goals:

- Give sales teams the information they need about oil wells, past services, and customers to identify new revenue opportunities
- Provide a single source of truth and common data foundation for new exploration and production (E&P) workflows and advanced analytics
- Improve productivity and reduce business risk by delivering trusted data across 15 consuming enterprise applications, including support for a massive SAP modernization initiative

Solution:

- Use Informatica Master Data Management (MDM) to create a trustworthy data supply chain that salespeople, analysts, field engineers, and other employees can easily access
- Leverage MDM to master data across more than 25 domains including wells, customers, assets, vendors, locations, facilities
- Cleanse and validate data for SAP and other business applications while continually monitoring quality using Informatica Data Quality

Results:

- Increases up- and cross-selling opportunities for sales, adding critical new revenue during a time of relatively low oil prices
- Enables the organization to focus on optimizing E&P workflows and analytics insights, with confidence that data is timely, consistent, and actionable
- Delivered 99.99% accurate materials data for latest SAP release, reducing costs and risk while improving inventory management

Read The Full Success Story

JDRF

- **Objective:** Productivity and meet future needs for fundraising, research, and advocacy
- **Industry:** Business Services
- **Country HQ:** United States

jdrf.org

Improved productivity up to 40%

helping focus more of the nonprofit's resources on fundraising, research, and advocacy

JDRF

> With Informatica, we're taking control of our data to become the premier global diabetes therapy accelerator so we can make life-changing breakthroughs possible sooner.

— *Sri Mishra*
Chief Data and Technology Officer, JDRF

Goals:

- Segment supporters to drive personalized relationship management and make strategic, data-driven decisions
- Increase productivity and meet future needs for fundraising, research, and advocacy
- Revolutionize how the Type 1 Diabetics community can engage with supporters and help find a cure faster

Solution:

- Master supporter and location data with Informatica Multidomain MDM and use Informatica MDM – Customer 360 for a single view of supporters
- Use Informatica Intelligent Cloud Services to connect and integrate on-premises systems across multi-cloud platforms, including AWS, Azure, Salesforce, web, and mobile
- Cleanse and enrich supporter data with Informatica Data Quality and Informatica Data as a Service to make CRM more effective

Results:

- Expands pool of potential recurring donors by 50 percent and helps increase conversion rates by enabling personalized, omnichannel supporter experiences
- Improves productivity up to 40 percent, helping focus more of the nonprofit's resources on fundraising, research, and advocacy
- Boosts engagement with donors, volunteers, and the T1D community, helping to accelerate research and expand impact worldwide

Read The Full Success Story

Large Beauty Retailer

- **Objective:** Provide unique, personalized beauty experiences to each customer across all channels and touchpoints
- **Industry:** Retail
- **Country HQ:** United States

Increased customer lifetime value

and greater wallet share to help win in the marketplace

> Informatica Customer 360 helps us leverage our customer data to create a differentiated and very personalized experience for each customer.

— Director of Customer Relationship Management
Large Beauty Retailer

Goals:

- Provide unique, personalized beauty experiences to each customer across all channels and touchpoints
- Determine each customer's beauty goals and preferences through machine learning models fueled by trusted and actionable data
- Improve deliverability of marketing messages by keeping contact information current and sending customer communications to the right person

Solution:

- Simplify customer data management with Informatica Customer 360 for a complete view of all customers across channels
- Automatically deduplicate customer records, standardize customer data, and enforce data quality rules using Informatica Data Quality
- Verify and enrich customer contact data, including addresses, email addresses, and phone numbers, using Informatica Data as a Service

Results:

- Enables more unique, differentiated, and engaging beauty experiences, which build customer loyalty and drive market share
- Delivers high-quality customer data that allows machine learning models to make more accurate predictions about what customers want and when
- Improves customer engagement and reduces costs by helping to ensure that digital and physical communications reach their intended targets

Read The Full Success Story

Learn More About The Solution

Majid al Futtaim

- **Objective:** Faster deployment and configuration
- **Industry:** Retail
- **Country HQ:** United Arab Emirates

Reduced time spent by 60%

on end-to-end data flow, improving business decision-making, reducing costs, and streamlining processes

ماجد الفطيم
MAJID AL FUTTAIM

> This program has helped us to provide a better experience and generate value for the business in terms of operation excellence and helping the business deliver products and services to the customer.

— Joe Abi Akl
Acting Chief Corporate Development Officer, Majid al Futtaim

Goals:

- Drive digital transformation using data analytics to create unique shopping and entertainment experiences for 8 million customers
- Make better business decisions using data science and master data management (MDM) to optimize processes and costs
- Feed marketing campaign management system with high-quality customer data to conduct more successful campaigns

Solution:

- Master and deduplicate customer data with Informatica MDM and use Informatica Customer 360 to give employees a single view of every customer
- Use Informatica Data Engineering Integration to transform data from source systems, bring it into Informatica MDM, and export it to Vertica to support analytics
- Cleanse customer names, phone numbers, and email addresses with Informatica Data Engineering Quality

Results:

- Enhances customer experiences with a better understanding of customers' shopping, entertainment, and channel preferences
- Reduces time spent on end-to-end data flow by 60 percent, improving business decision-making, reducing costs, and streamlining processes
- Helps targeted marketing campaigns reach their intended recipients, increasing customer conversions up to 30 percent

Read The Full Success Story

Watch The Customer Video

Multinational Specialty Pharmaceutical Company

- **Objective:** Uniting a life sciences company
- **Industry:** Pharmaceutical
- **Country HQ:** United States

Increased the efficiency of the sales planning processes

by reducing data processing time by 40%, improving the quality of customer data

Multinational Specialty Pharmaceutical Company

> Using Informatica solutions to reduce data processing time and improve the quality of customer data increases the efficiency of our sales planning process by 40 percent.

— *Senior Director*
Information Management, Insights & Analytics, Multinational Specialty Pharmaceutical Company

Goals:

- Unite a life sciences company that has grown through acquisitions with a single source of truth for customer data to facilitate better business decisions
- Remove the burden of customer data management and updates from 1,600 field sales reps so they remain focused on customers
- Increase revenue by improving sales planning efficiency and enabling reps to target healthcare customers at the right time by enabling a 360-degree view of customers

Solution:

- Implement Informatica Master Data Management (MDM) and Informatica Customer 360 to deliver consistent, trusted data to business units
- Cleanse data with Informatica Data Quality and automatically verify and enrich customer contact data with Informatica Data as a Service
- Use Informatica Cloud Data Integration to bring together HCP/HCO data from Veeva, Salesforce, third-party data sets, and AWS data lake

Results:

- Ability to better compete in the fast-moving, data-driven pharmaceutical and life sciences industries
- Enhances sales team engagement with customers by providing more accurate, timely, relevant data
- Helps grow revenue by reducing sales planning cycle from 10 weeks to 6 weeks, giving sales reps a 4-week advantage

Learn More About The Solution

Public Financial Services Company

- **Objective:** Elevate client and employee experience
- **Industry:** Financial Services
- **Country HQ:** United States

Faster, better customer service

and better business decisions with improved data stewardship for loan information

> With Informatica, we're accelerating our digital transformation by connecting data and applications. Any authorized employee can access clean contact data from Salesforce on their mobile devices and make better decisions.

— *Development Tech Lead*
Public Financial Services Company

Goals:

- Create a repository for golden records of borrowers created across the company and abolish redundant and duplicate client information
- Synchronize data between siloed applications by providing high quality, trusted contact data with correct address, email, and phone number
- Drive digital transformation by integrating golden records with Salesforce and Google Cloud's Apigee API Management Platform to deliver high-quality contact data for downstream consumption

Solution:

- Use Informatica Master Data Management (MDM) to master client data from CRM, marketing automation, and identity governance systems
- Clean, standardize, and enrich contact data with Informatica Data Quality, using rules to remove "noise"
- Integrate Informatica MDM with Salesforce and Apigee using Informatica Intelligent Cloud Services (IICS) with built-in orchestration capabilities

Results:

- Enables better customer experiences by providing contact center employees with complete, consistent, unique, and up-to-date contact records
- Helps drive digital transformation by securely connecting data and applications across a hybrid cloud environment
- Improves data stewardship for loan information, enabling faster, better customer service and better business decisions

Learn More About The Solution

PUMA

- **Objective:** Improving time to market
- **Industry:** Retail
- **Country HQ:** Germany

puma.com

Helped increase sales by 10%

in nine months with greater agility and faster time to market

> Thanks to high quality and rich product information, improved workflows, and data management processes with Informatica Product 360, PUMA benefits from significant complexity reduction and progress in its digital transformation success.

— *Heike Zenkel*
Team Head Content Management, Global E-Commerce, PUMA

Goals:

- Provide a single, trusted view of product information for global e-commerce
- Unify customer experiences across all regions, channels, and touch-points
- Support short, 12-week product lifecycles

Solution:

- Informatica Product 360
- Informatica Data Quality
- Certified Salesforce Commerce Cloud Accelerator

Results:

- Helped increase sales by 10% in 9 months with greater agility and faster time to market
- Supported up to 20% higher customer conversion rates
- Reached ROI targets in less than 2 years

Read The Full Success Story

State Human Services Provider

- **Objective:** Enable one-click access to vital social services
- **Industry:** Public Sector
- **Country HQ:** United States

Reduced application processing time

along with accelerated service delivery and eliminated redundancies within the eligibility determination process to better promote the welfare of children and families throughout the state

> Informatica provides the most complete solution, connecting all the dots for statewide data management.

— Director
Data Management and Analytics, State Human Services Provider

Goals:

- Modernize and improve human services delivery to the state's citizens through an innovative, cloud-based data sharing initiative
- Provide a unified, trusted view of resident data, allowing multiple state agencies to share and manage data in one convenient place for better decision-making and outcomes
- Improve data governance, discovery, and visibility to drive digital transformation and provide accurate data for reporting and analytics

Solution:

- Use Informatica Master Data Management and Informatica Data Quality to create an authoritative source of trusted, high-quality data
- Bring data together from 24 local departments and other agencies using real-time and batch integrations in Informatica PowerCenter
- Implement Informatica Axon Data Governance, Informatica Enterprise Data Catalog, and Informatica Enterprise Data Preparation to automate data governance, data discovery, and stage data for reporting

Results:

- Reduces application processing time, accelerates service delivery, and eliminates redundancies within the eligibility determination process
- Helps the state achieve better social services outcomes, promoting the welfare of children and families throughout the state
- Positions the state for statewide digital transformation and a more effective analytics strategy while putting the state in control of data governance

Learn More About The Solution

Telecommunications Company

- **Objective:** Focused on customers and becoming one of Australia's most-loved service brands
- **Industry:** Telecommunications
- **Country HQ:** Australia

Boosted revenue streams

and Net Promoter Scores (NPS) by offering new and exciting products and services

> With Informatica, we have a clear strategy and direction to add value and to engage more closely with our customers.

— Director
Enterprise Information Management, Leading Telecommunications Company

Goals:

- Deliver on customer expectations for personalized, omnichannel service interactions across websites, phone, email, mobile, and chat
- Adapt and stay competitive as market forces transform the Australian telecommunications industry
- Enable the business to quickly identify trends, patterns, and events

Solution:

- Informatica MDM masters customer data to engage with customers consistently across all channels
- Informatica PowerCenter allows better understanding of what customers want and need through richer data analytics
- Informatica Data Engineering Integration helps build an enterprise data lake

Results:

- Enhanced customer experiences and helped build loyalty with personalized service regardless of channel
- Boosted revenue streams and Net Promoter Scores (NPS) by offering new and exciting products and services
- Supported big data initiatives as users find, manage, and create data that is usable in a data lake

Read The Full Success Story

Unilever

- **Objective:** Onboard and manage suppliers more efficiently across operations in 190 countries
- **Industry:** Consumer Goods
- **Country HQ:** United Kingdom

unilever.com

Reduced the time to onboard new suppliers up to 80%

by increasing supply chain capacity, resiliency, and sustainability

Unilever

Goals:

- Build a resilient and sustainable supply chain by improving visibility into suppliers across 120+ countries and onboarding new suppliers faster through self-service and automation
- Enable seamless omnichannel product and customer experiences to consumers by feeding digital channels with rich and high-quality product content
- Automate the process of sharing product master data with retail partners via the Global Data Synchronization Network (GDSN) to allow consumers making informed choices and to comply with industry standards

Solution:

- Launch a new supplier master portal with self-service built on top of Informatica Supplier 360
- Deploy Informatica Product 360 to automatically retrieve consumer product data from source systems and create a consistent record for each product
- Use Informatica Product 360 GDSN Accelerator to synchronize product information through data pools with easy-to-use dashboards

Results:

- Increases supply chain capacity, resiliency, and sustainability, reducing the time to onboard new suppliers up to 80 percent
- Helps boost online sales by enabling Unilever to easily share product data with e-commerce retailers to influence consumer purchasing decisions
- Meets global standards for product data sharing, allowing retail partners to access real-time consumer product information

Read The Full Success Story

Union Bank of the Philippines

- **Objective:** Drive 12x higher revenue with digital transformation
- **Industry:** Financial Services
- **Country HQ:** Philippines

unionbankph.com

Increased revenue 12x

as a result of digital transformation, providing customer loan approvals in 3 minutes versus 4 to 6 weeks

UnionBank

> Using Informatica MDM, we were able to create a golden record for every customer in less than four months. That's critical to our digital transformation.

— *Henry Aguda*
Chief Technology and Operations Officer and Chief Transformation Officer, Union Bank of the Philippines

Goals:

- Become a 100% digital bank in 2 years by empowering citizens through secure digital services using their mobile device
- Improve data quality for know-your-customer (KYC) initiatives to promote financial inclusion, increase sales opportunities, and provide the right services
- Accelerate covered and suspicious transaction reporting for Anti-Money Laundering Act (AMLA) compliance while improving accuracy

Solution:

- Use Informatica Master Data Management (MDM) solution to build a single golden customer record and display a trusted view of each customer
- Automate data cleansing and standardization of customer information with Informatica Data Quality
- Integrate core banking systems with automation platforms for faster and cleaner compliance reporting

Results:

- Helps increase revenue 12x as a result of digital transformation, providing customer loan approvals in 3 minutes versus 4 to 6 weeks
- Improves data quality for the bank's Know-Your-Customer initiatives from 35% to 100% in one year, increasing cross-sell and up-sell opportunities while improving security
- Enables 5x faster covered (large) and suspicious transaction reporting for AMLA compliance (5 days vs. 1 day) with much higher data quality

Read The Full Success Story

Watch The Customer Video

Wolters Kluwer

- **Objective:** Deliver real-time customer data using bi-directional MDM while scaling efficiently by following a cloud-first strategy
- **Industry:** Business Services
- **Country HQ:** United States

woltersKluwer.com

Helped drive sales and revenue

by revealing marketing opportunities and making trusted data available for analytics

Wolters Kluwer

> Informatica gives us deep insights for all three of our sales teams to understand where cross-sell and upsell opportunities exist within each customer organization.

— Matt Roberts
Director of Customer Data Management, Wolters Kluwer Health

Goals:

- Leverage customer data to improve the service and insights Wolters Kluwer provides to healthcare, financial, compliance, and legal industries
- Empower Wolters Kluwer Health to increase revenue by identifying upsell and cross-sell opportunities and improving marketing effectiveness
- Enable CT Corp., a Wolters Kluwer subsidiary focused on delivering industry leading corporate compliance solutions to legal professionals, to increase sales, gain deeper understanding of customers, and provide accurate and timely billing

Solution:

- Create a single source of truth for customer data to identify each customer's current compliance requirements and billing information
- Leverage Informatica MDM and Data Quality to interface with ERP and CRM systems via web services to enable 'real time' data quality and record duplication detection
- Match records and integrate external data sources to create customer hierarchies, helping to gain a deeper understanding of customers

Results:

- Helps drive sales and revenue by revealing marketing opportunities and making trusted data available for analytics
- Allows salespeople to have more informed conversations with customers about their industry-specific compliance needs while streamlining billing
- Improves data quality and customer data management, reducing searching and maintenance activities

Read The Full Success Story

Watch The Customer Video

Informatica®

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**

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