150,000 workflows implemented
achieving near-real-time integrations with Salesforce and learning management systems

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Informatica will enable us to coordinate thoughtful outreach to all of our important constituents, so that we look and act like a united Ivy League Business School.

— *Senior Director*
Data Engineering Services, Ivy League Business School

Ivy League Business School

- **Objective:** Delivering a consistent customer experience
- **Industry:** Higher Education
- **Country HQ:** United States

Goals:

- Coordinate outreach to donors, constituents, and students to avoid duplication

- Use high-quality data to deliver a consistent experience across the school's different entities

- Enable institutional knowledge sharing between different organizations within the school
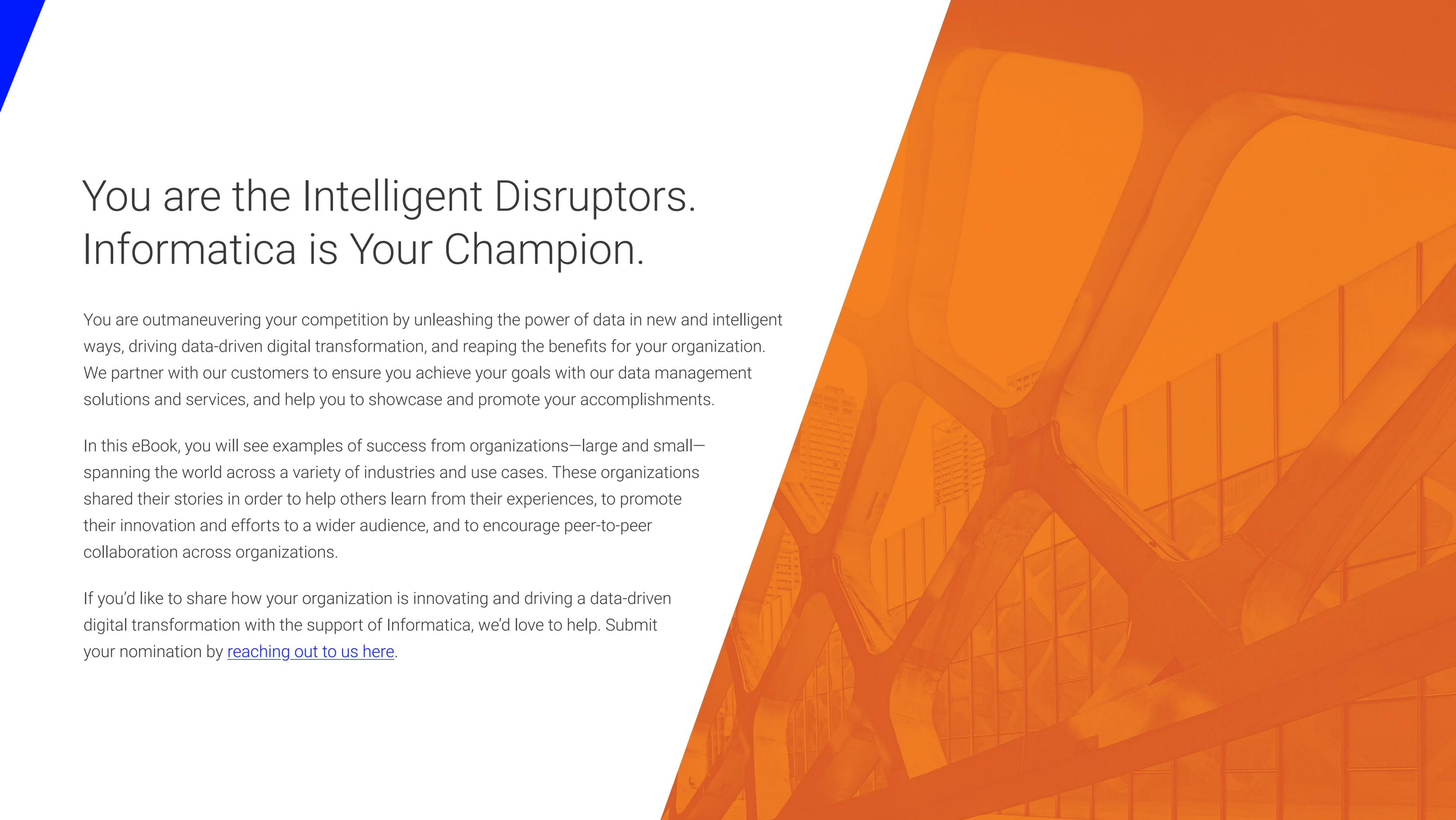
Solution:

- Consolidating alumni, donor, student, and constituent records with Informatica Master Data Management

- Integrating data with Informatica PowerCenter for seamless connections across systems, enabling smoother cross-registrations between departments

- Eliminate the need to manually cross-check and cleanse data

Results:

- Connect Salesforce with on-premises systems, databases, and applications managing alumni records, donors, and events

- Improve the quality and accuracy of data flowing from several sources across the school's different entities

- Implementing near real-time integrations with Salesforce and learning management systems, with nearly 150,000 workflows on a daily basis

Learn More About The Solution

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](#).

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**