Unleashing the Power of Data

Success stories showcasing data-driven innovation in Data Governance & Privacy
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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<td>Provided a deeper understanding of customer information and other business data with a single, clear set of definitions across the enterprise</td>
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<td>Prepared for CCPA &amp; GDPR by making data safe for analytics and application development while saving time for security and database teams</td>
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<td>Enhanced patient outcomes by identifying the possibility of secondary health events and notifying care providers</td>
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<td>Governed financial data to comply with the European Union’s Solvency II directive</td>
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<td>Bank of Dalian</td>
<td>Improved Security and confidentiality levels, with reduced data exposure in non-production environments</td>
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<td>BMC Software</td>
<td>Hundreds of thousands of dollars in cost savings realized with improved efficiencies, speed of execution, and optimized handling of cash reserves</td>
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<td>Chicago Cubs</td>
<td>Opened up new lines of revenue with a single view of every fan to deliver fan experiences more effectively, strengthening brand loyalty</td>
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<td>Cognizant Technology Solutions</td>
<td>80% reduction in the test data provisioning cycle time and a 60% reduction in test environment data size</td>
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<td>Unified customer view to help drive group-wide business agility and efficiency across sales channels</td>
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<td>Citrix</td>
<td>50% reduction in the rate of junk and duplicate data for prospects, existing accounts, and contacts</td>
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<td>DNV GL</td>
<td>30x faster ship inspections enabled by the creation of new digital services</td>
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<td>4x faster launches of new products and the onboarding of entire product catalogs from 900 suppliers</td>
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| **Elkjøp Nordic AS** |
| Reduced customer complaints and fewer returns due to improved accuracy and completeness of product data on the website |

| **Etiqa** |
| Attracted and retained policyholders, grew revenue, and delivered a more rewarding service experience |

| **Fannie Mae** |
| Trusted business data that helped to effectively and efficiently manage data, ensuring that business decisions remained consistent |

| **Fastweb** |
| 80% reduction in customer churn with a ‘single version of the truth’, driving more agile and rewarding customer service |

| **Financial Services Company** |
| Built trust with customers by improving the accuracy and security of their personal data and financial communications |

| **Financial Services Firm** |
| Accelerated access to views and actionable insights that would previously have taken months to achieve |

| **The George Washington University** |
| More than 500 researchers can now generate specific reports to visually manage their grant budgets through real-time reporting |

| **Humana** |
| Empowered the data governance operations team with applications to monitor enforcement points and better visibility into who receives what data |

| **Insurance Company** |
| Better, faster claims processing and service for customers which led to higher customer satisfaction |

| **International Oilfield Company** |
| Delivered 99.99% accurate materials data for latest SAP release, reducing costs and risk while improving inventory management |

| **Ivy League Business School** |
| 150,000 workflows implemented achieving near real-time integrations with Salesforce and learning management systems |

| **JDRF** |
| Improved productivity up to 40% helping focus more of the nonprofit’s resources on fundraising, research, and advocacy |

| **Financial Services Mutual Holding Org.** |
| Enabled better service delivery by using governed data to fuel customer service initiatives |

<p>| <strong>Industry-Leading Auto Manufacturer</strong> |
| 70% reduced time for insights for reliable data, enabled by empowered users creating their own reports |</p>
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<th>Company</th>
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<td>Jones Lang LaSalle Incorporated</td>
<td>Up-to-the-minute real estate information about its portfolio of 3.4B managed square feet</td>
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<td>Klinkel</td>
<td>Launched products online 7x faster and improved business planning by enabling detailed reporting and analytics</td>
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<tr>
<td>Kmart Australia</td>
<td>Quadrupled online sales by introducing products 4x faster and moving beyond B2C in B2B</td>
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<td>KPN</td>
<td>Increased average revenue by 5% per user and reduced marketing and sales time-to-market through real-time interaction between target systems</td>
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<td>Kroton Educacional</td>
<td>15-day deployment for a new portal connecting students to potential jobs, which increased brand value to both students and companies</td>
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<td>L.A. Care Health Plan</td>
<td>Managed 8x growth driven by the Affordable Care Act (ACA)</td>
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<td>Leading Financial Group</td>
<td>Generated $45M in external partner cost savings and reduced report generation time by 90% with a data enablement platform</td>
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<td>McGraw Hill Education</td>
<td>Improved decision-making and customer engagement by helping the business understand sales trends and product usage</td>
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<td>MD Anderson Cancer Center</td>
<td>Securely housed clinical and genomics data in one centralized location via a big data analytics platform</td>
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<tr>
<td>Michigan State University</td>
<td>47 source systems integrated which improved data quality for better analytics, and minimized the need for human intervention and manual data review</td>
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<td>Multi-Hospital Health System</td>
<td>Helped unify an organization for optimized growth through multiple mergers and acquisitions</td>
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<td>National Health Plan</td>
<td>Reduced duplicate patient records by 86% by integrating enterprise master patient index with other data sources</td>
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<tr>
<td>Nonprofit Financial Services Organization</td>
<td>91% decreased product development cycles bringing financial solutions to market faster</td>
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<td>Nonprofit Organization</td>
<td>40 hours to 30 minutes transformed the company’s entire ETL process of transferring donor data—what previously took a week to accomplish is now done in 30 minutes</td>
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<td>Private Research University</td>
<td>Twice as fast to make new integrations available, empowering developers to move faster and do more to enhance the student experience</td>
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<td>Public Financial Services Company</td>
<td>Santalucía Seguros</td>
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<tr>
<td>Faster, better customer service and better business decisions with improved data stewardship for loan information</td>
<td>Consistent, personalized communications with current and prospective customers, helped to retain customers and win new business</td>
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<td>Helped increase sales by 10% in nine months with greater agility and faster time to market</td>
<td>Consolidated patient records by 49% which reduced the total number of patient records in order to ease growing pains</td>
<td>100+ key policy questions identified to be addressed with a data-driven approach, affecting the development of policies and programs</td>
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<th>Rabobank</th>
<th>State Human Services Provider</th>
<th>Winsupply</th>
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<td>80% self-service delivery and enhanced customer experience by ensuring fewer online applications are terminated by customers</td>
<td>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</td>
<td>Increased online sales by 10% with simplified product search capabilities and positioned to remain competitive with a modern product data platform</td>
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<th>Railinc</th>
<th>Stuller</th>
<th>Wolters Kluwer</th>
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<td>Built users’ confidence in data by displaying end-to-end lineage all the way back to when data was first created</td>
<td>Customer satisfaction increased with rich descriptions of jewelry, stones, and tools</td>
<td>Helped drive sales and revenue by revealing marketing opportunities and making trusted data available for analytics</td>
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Informatica helps us tackle data governance and management in new and more effective ways, giving us the tools to win more business and retain our existing customers.

— Ronald Chung
Section Head, Enterprise Data, AIA Singapore

AIA Singapore

- **Objective:** Automates data delivery
- **Industry:** Insurance
- **Country HQ:** Singapore

**Goals:**
- Increase enterprise-wide understanding of the state and health of business data, including insurance policy processes and data standards
- Discover and understand customer and financial data in context based on lineage and intelligent metadata
- Improve data quality to drive sales, improve decision-making, and reduce operational costs

**Solution:**
- Develop an enterprise-level data governance management framework and a collaborative business glossary using Informatica Axon Data Governance
- Automatically scan and index metadata from core systems with Informatica Enterprise Data Catalog
- Use Informatica Data Quality for regular data profiling and to track key performance indicators (KPIs) and remediation

**Results:**
- Provides a better understanding of customer information and other business data with a single, clear set of definitions across the enterprise
- Demonstrates end-to-end data lineage with complete tracking of data movement and transformations throughout the organization
- Keeps data quality high, giving AIA Singapore better information to optimize sales, decision-making, and costs

Read The Full Success Story

aia.com.sg
By working with Informatica, we’ve been able to break down barriers and scale to new heights in protecting and gaining value from our customer data.

— Arvin Bansal
Director Cyber Governance, Strategy & Risk, AmerisourceBergen

AmerisourceBergen

• Objective: Protect sensitive customer data and fulfill healthcare privacy mandates
• Industry: Pharmaceuticals
• Country HQ: United States

Prepared for CCPA & GDPR
by making data safe for analytics and application development while saving time for security and database teams

Goals:
• Unify business processes and data from more than 14 autonomously operated business units to ‘act as one’ company and enhance the customer experience
• Create a data management foundation for growth with improved analysis and reporting while enabling self-service analytics for all business stakeholders
• Protect sensitive customer data and fulfill healthcare privacy mandates such as HIPAA and HITECH, while meeting new requirements such as GDPR and CCPA

Solution:
• Use Informatica Dynamic Data Masking to de-identify customer information
• Use Informatica Test Data Management to automate the provisioning of masked data
• Deployed on Microsoft Azure to provide the foundation for an enterprise analytics platform

Results:
• Helps provide a consistent and connected user and customer experience by integrating data from all lines of business, helping create opportunities for growth
• Accelerates delivery of analytics services to business units while reducing risk through improved efficiency in auditing and reporting
• Makes data safe for analytics and application development while preparing for CCPA and GDPR and saving time for security and database teams

amerisourcebergen.com

Read The Full Success Story
Watch The Customer Video
Enhanced patient outcomes by identifying the possibility of secondary health events and notifying care providers

Informatica MDM helps us reduce the time to market for new product launches and reach more patients who are in need of care.

— Adi Rapaka
Director, Master Data Management, Amgen

Amgen

• Objective: Deliver innovative therapeutics for patients suffering from serious illnesses
• Industry: Pharmaceutical
• Country HQ: United States

Goals:
• Reach more patients with the right treatments and enhance patient outcomes by notifying care providers with reliable data
• Create strategic advantage out of provider, product, and payer data as biologic datasets grow
• Fuel data science, artificial intelligence (AI), and advanced analytics with great data to improve patient care

Solution:
• Use multidomain capabilities of Informatica Master Data Management (MDM) to create a trusted view of providers, payers and products
• Automate batch and real-time integrations and data quality checks with Informatica MDM and Informatica Data Quality
• Support the business’s data science, AI, and analytics goals by fueling clean data from MDM to analytic environments

Results:
• Enables mastering of large datasets for new product launches in less time, helping Amgen reach more patients
• Allows quick identification of patient relationships to products, providers and payers, enabling better patient support services
• Reduces data management efforts significantly, empowering Master Data Management team to work more efficiently using fewer manual tasks

Read The Full Success Story
Informatica Axon Data Governance and Enterprise Data Catalog help us govern and manage our data in a much more professional way.

— Victor Garcia
Data Governance Leader, Generali Spain

Governed financial data
to comply with the European Union’s Solvency II directive

Assicurazioni Generali

- **Objective:** Going digital with a trusted data foundation
- **Industry:** Insurance
- **Country HQ:** Italy

**Goals:**
- Increase employees’ awareness of data governance, minimize manual processes, and create a data-driven culture across all business units
- Organize data enterprise-wide to allow employees to easily discover and inventory data assets
- Improve insured and policy data quality to support an evolving data strategy and new Analytics Solution Center

**Solution:**
- Deploy Informatica Axon Data Governance to provide integrated, automated, intelligent data governance at scale
- Automatically scan and catalog data using Informatica Enterprise Data Catalog
- Integrate governance, cataloging, and data quality for holistic data management and impactful analytics

**Results:**
- Accelerates data governance processes while saving time for 35 data owners and 46 data stewards by automating previously manual processes
- Enables employees to discover data using simple search, with a complete view of data lineage
- Increases the reliability and sense of ownership of data while laying the groundwork for new business insights with big data analytics

generali.com

Read The Full Success Story
Watch The Customer Video
We envision a world where our fleet is completely connected, integrated, and on-demand. With Informatica and AWS, we’re leading the way in terms of how we can use data to drive success for the company and respond quickly as demands change.

— Christopher Cerruto
VP of Global Enterprise Architecture and Analytics, Avis Budget Group.
Bank of Dalian

- **Objective:** Secure sensitive data
- **Industry:** Banking
- **Country HQ:** China

**Goals:**
- Ensure that legacy data meets the requirements of new application testing and that core data in the production environment is synchronized
- Improve accuracy and efficiency for data masking even under heavy workloads
- Improve the time and effort it takes for full data masking since existing tools cannot be used for incremental data processing

**Solution:**
- Adopt mature data masking tools, including Informatica Data Masking, to develop an impeccable management process

**Results:**
- Customized data masking solutions that achieved sensitive data protection
- Improved security and confidentiality levels, and reduced data exposure in non-production environments
- Generated high-quality test data with higher quality and optimized development projects
- Ensured compliance with industry/regulatory data privacy laws and regulations

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**Improved Security**
and confidentiality levels, with reduced data exposure in non-production environments

Informatica Data Masking can achieve very good extraction and processing of incremental data. It can mask newly-added data only, instead of all the data, which greatly improves work efficiency.

— Yang Zengwei
Software Engineer, Information Technology Department, Bank of Dalian

Read The Full Success Story
We’ve saved hundreds of thousands of dollars and have much better reporting and control across the hundreds of bank accounts we use. We now have accurate and timely visibility into our cash holdings and have been able to elevate the rigor behind our risk management and mitigation strategies.

— Chris Land
Sr. Application Developer, BMC

BMC Software

- **Objective:** Transforming complex technology into extraordinary business performance
- **Industry:** Information Technology & Services
- **Country HQ:** United States

**Goals:**
- Improve agility, performance, and management of global AP- and GL-related functions
- Implement strategy to mitigate risk of potential localized credit crisis and banking instability
- Enhance bank relationship management

**Solution:**
- Centralize and automate A/P and GL reconciliation
- Improve visibility into actual and projected cash flows
- Lowered risk exposure

**Results:**
- Enhanced reporting and control over global portfolio of bank accounts
- Accurate and timely visibility into cash holdings
- Dramatic reduction in time to deploy new transaction formats and add/modify bank, currency, or payment types

Read The Full Success Story
**Objective:** Enrich the online shopping experience with up-to-date, complete product information

**Industry:** Automotive

**Country HQ:** Germany

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

**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:**
- Informatica MDM – Product 360 provides a trusted view of product information
- MDM – Product 360 helps to consolidate information silos to create a unified platform for global product data
- Informatica Data Quality helps improve trust in the quality of their data

**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
By choosing Informatica for enterprise data management, we’re in a great position to make sure that people have experiences that will keep them lifelong Cubs fans.

— Andrew McIntyre
Vice President, Technology, Chicago Cubs

Chicago Cubs

- **Objective:** Building lifelong fans
- **Industry:** Sports
- **Country HQ:** United States

**Goals:**
- Engage fans with richer, more entertaining experiences
- Maximize marketing opportunities at ballpark and other adjacent properties
- Direct more revenue into maintaining a winning team

**Solution:**
- Manage large data streams from online ticketing to game-day experiences with Informatica Data Engineering Integration
- Use Informatica Cloud Data Integration to integrate data from cloud applications, including Salesforce
- Use Informatica Data Quality to cleanse and improve third-party data with Informatica PowerCenter for data integration resource management

**Results:**
- Opened new lines of revenue with a single view of every fan
- Delivered fan experiences more effectively, strengthening brand loyalty
- Made faster, more profitable decisions about ticket and product pricing

mlb.com/cubs

Read The Full Success Story

Watch The Customer Video
CHRISTUS Health

- **Objective:** Ensuring the right people have the data they need at the right time in order to deliver value-based care
- **Industry:** Healthcare
- **Country HQ:** United States

**Goals:**
- The health system needs to ensure the right people have the data they need at the right time in order to deliver value-based care
- Deliver integrated and organized data across the enterprise, comprising common tools, taxonomies, and standards
- Better management of data growth arising from shifts in healthcare delivery and rising volumes of operational information

**Solution:**
- The health system uses an Informatica-based enterprise information management platform which enables data to be efficiently captured, normalized, and interrogated
- Relevant information was scattered across an array of siloed applications and EMRs, making it hard to aggregate and govern data—and validate data quality
- Delivery of the right data to the right person required significant manual effort which minimized productivity

**Results:**
- Care providers can now make more informed decisions for improved quality of care
- Increased adoption of evidence-based computerized physician order entry, resulting in decreased length of stay and reduced emergency department wait times
- Supply chain savings—CHRISTUS Health realized over $500,000 in savings within a few months of the system going live

Read The Full Success Story
Watch The Customer Video

It doesn’t matter where the data comes from. Informatica has given us the capabilities to channel it to a single location in a useful format. Irrespective of which member of the care team is involved, the right information is always available, enhancing the way patients are treated and operations are improved.

— Mavis Girlinghouse
System Director of Business Intelligence, CHRISTUS Health

Realized $500,000 in savings within a few months of the system going live

christushospital.org
Our primary goal is to drive pipeline for sales and we’ve been able to tie a 20% lead conversion improvement with MDM. The holistic view of data and the ability to perform predictive analytics will give us almost fortune teller-like abilities.

— Dagmar Garcia
Senior Manager Marketing Operations, Citrix

Citrix

• Objective: Empowering data management
• Industry: Business Services
• Country HQ: United States

Goals:
• Increase marketing campaign effectiveness and lead-to-opportunity conversion rates by driving the right offer to the right people at the right time
• Create clean, consistent and connected channel partner as well as customer and prospect information to ensure a view of existing customer relationships across product lines
• Empower the business to manage partner, customer and prospect information in a governed and self-service manner

Solution:
• Deployed Informatica Master Data Management to master customer data across the organization
• Use Informatica Contact Data Verification to provide clean, consistent and connected channel partner, customer and prospect data and the relationships between them
• Connected to operational applications (SFDC, BI Reporting and Predictive Analytics)

Results:
• Recognized 20% increase in lead-to-opportunity conversion rates and efficiency
• Achieved 50% increase in quality of data at the point of entry, and a 50% reduction in the rate of junk and duplicate data
• Enabled Citrix to deliver a better experience by renewing all of a customers’ user licenses across product lines at one time and making it easy to identify opportunities to up-sell

50% reduction in the rate of junk and duplicate data for prospects, existing accounts, and contacts

Read The Full Success Story
We are shrinking clients’ development cycles by working with smaller sets of test data, and lowering IT costs through the use of smaller data sets that require less storage and fewer system resources.

— Pradeepkumar Govindasamy
Director, Cognizant Testing Services

Cognizant Technology Solutions

• **Objective:** Increase agility and shrink time to market
• **Industry:** Business Services
• **Country HQ:** United States

**Goals:**
• Detect defective systems and products earlier in the development lifecycle
• Accelerate the rollout of new products and services
• Manage risk more effectively

**Solution:**
• Deployed an Informatica Test Data Management solution
• Leveraged data subset and data masking features to deliver secure test data subsets of database applications

**Results:**
• Reduced total test management time by approximately 20%
• Lowered U.S. retailer's data provision time by more than 95% and achieved 33% reduction in cycle time
• Reduced employee benefits management application test data provisioning cycle time by 80% and test data size by 60%

80% reduction in the test data provisioning cycle time and a 60% reduction in test environment data size

Read The Full Success Story

cognizant.com
With Informatica, the quality of our data improved significantly. That’s important, because data sits at the heart of our business strategy and enables us to create new efficiencies centrally and locally, build member and customer loyalty, and sharpen our competitive edge.

— Andrea Furegon
Head of Digital Innovation, Coop Alleanza 3.0

COOP Alleanza 3.0

• Objective: Unify customer, product, and sales data to drive e-commerce and CRM strategies
• Industry: Retail
• Country HQ: Italy

Goals:
• Unify customer, product, and sales data to drive e-commerce and CRM strategies
• Help ensure corporate compliance with GDPR requirements
• Deliver a consistent yet unique customer experience across sales channels

Solution:
• Integrate product data using Informatica MDM – Product 360 to power new e-commerce site
• Deploy Informatica MDM and Data Quality to achieve GDPR compliance
• Drive group-wide business agility and efficiency across sales channels through a unified customer view

Results:
• Supports the commercial success of easycoop.com with unified customer, product, and sales data
• Helps achieve GDPR compliance by cleansing and managing customer information
• Personalizes the shopping experience for Coop members and customers

Read The Full Success Story
Informatica Data Engineering Integration [formerly known as Big Data Management] was the best fit for us. It offered pre-built connectors to Azure and Hadoop HDFS, and also made it easy to connect to on-premises data sources.

— Jørgen Stang
Data Scientist, DNV GL

**Goals:**
- Create new digital processes and revenue streams based on digital assets and Internet of Things (IoT) sensors on energy infrastructure and maritime vessels
- Compress development cycles and scale digital services up and down as needed to satisfy fluctuating customer demand while controlling costs
- Ensure that data from any source can be trusted, verified, and compliant with the ISO 8000-8 international data quality standard

**Solution:**
- Connect a Microsoft Azure-based data platform, on-premises data centers, a Cloudera Hadoop ecosystem, and IoT devices with Informatica Data Engineering Integration (DEI, formerly known as Big Data Management or BDM)
- Automate the deployment and management of Apache Hadoop clusters with Databricks Unified Analytics Platform, which integrates with Informatica DEI
- Verify data from databases, APIs, email, flat files, and event hubs with Informatica Data Engineering Quality [formerly known as Big Data Quality] before processing

**Results:**
- Enables the creation of new digital services to increase energy efficiency, reduce emissions, improve grid stability, accelerate ship inspections up to 30x and reduce the inspection process for a fleet of vessels from 30 days to 1 day
- Accelerates developer and data engineering productivity and reduces costs by scaling clusters up and down automatically
- Allows DNV GL to treat data as an asset, a prerequisite for success in a data-driven future, while remaining compliant with international standards
Elektro-Material

**Objective:** Driving digital sales
**Industry:** Distribution
**Country HQ:** Switzerland

**Goals:**
- Offer customers rich product information through any channel, thereby increasing sales and ability to compete with improved B2C shopping experiences
- Improve time to market by onboarding suppliers and products faster and with less manual effort
- Enable a five-person team to continue to manage product data for 300,000 SKUs without outside assistance or additional head count

**Solution:**
- Replace legacy product information management system with Informatica MDM – Product 360
- Automate the onboarding and management of product data with an intuitive user interface instead of manual programming
- Use embedded Informatica Data Quality and Business Process Management option to standardize data and optimize processes across teams

**Results:**
- Doubled digital channel sales volume in just two years by providing customers with complete and accurate sets of product attributes and images
- Enables 4x faster launches of new products and onboarding of entire product catalogs from 900 suppliers in hours versus months
- Positions product data team to handle an 8x increase in product data within the next year

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We’ve doubled our sales through new digital channels in the past two years, and Informatica MDM – Product 360 played a big role in driving that achievement. We can be certain customers have all the information they need to make a confident purchase.

— Frank Schmäh
Head of Product Data Center, Elektro-Material

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**4x faster launches**

of new products and the onboarding of entire product catalogs from 900 suppliers

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Read The Full Success Story
Informatica’s solutions make it very simple to automate and validate product data from suppliers and get products to market much faster with better quality data. This in turn enhances the customer experience across various channels, including online, catalogs, brochures and in stores.

— Thomas Thykjaer
Master Data Architect, Elkjøp

Elkjøp Nordic AS

- Objective: Providing the best customer shopping experience
- Industry: Retail
- Country HQ: Norway

Goals:
- Become the best retailer in the world by moving from an organization focused on selling products to one focused on providing the best customer shopping experience
- Release new products and services to market faster on both online and offline channels
- Track in-store and online purchases to better understand customers’ buying behaviors

Solution:
- Deploy Informatica MDM – Product 360 to improve product data and the product onboarding process
- Use Informatica Data Quality to reduce the number of duplicate or inaccurate products online
- Leverage Informatica Contact Data Verification to simplify input of supplier data

Results:
- Improved accuracy and completeness of product data on Elkjøp.com resulting in reduced customer complaints and fewer returns
- Reduced time to market by up to 60% by decreasing time to onboard new online product information from several hours to only a few minutes
- Reduced the number of duplicate or inaccurate products online by 20% due to inherent bad data quality issues

Reduced customer complaints and fewer returns
due to improved accuracy and completeness of product data on the website

Read The Full Success Story
Watch The Customer Video
There’s nothing on the market that comes close to matching the business transformation which Informatica and their data management technology have delivered to Etiqa.

— Kamaludin Ahmad
Chief Executive Officer, Maybank Ageas Holdings Berhad

Etiqa

- **Objective**: Price and product competitiveness
- **Industry**: Financial Services - Insurance
- **Country HQ**: Malaysia

Goals:
- Gain a better understanding of customer needs and preferences
- Deliver a service experience that rewards customer loyalty
- Increase market competitiveness

Solution:
- Using Informatica Master Data Management for a trusted and holistic view of the business
- Supported robust data governance and maintained trustworthiness of data through Informatica Data Quality

Results:
- Maintained price and product competitiveness following Malaysian insurance market detariffication
- ACORD-compliant MDM solution reduced cost and complexity of insurance industry integration
- Helped attract and retain policyholders, grow revenue, and deliver a more rewarding service experience

Attracted and retained policyholders, grew revenue, and delivered a more rewarding service experience

Read The Full Success Story
Data quality is the key to the success of Fannie Mae’s mission: getting the right people into the right homes. Now all our systems look at the same data—that one source of truth—which gives us great comfort.

— Tracy Stephan
IT Director, Fannie Mae

Fannie Mae

- **Objective:** Complying with financial reporting standards
- **Industry:** Financial Services
- **Country HQ:** United States

**Goals:**
- Avoid large penalties by adhering to Dodd-Frank and other regulatory requirements established after 2008 global financial crisis
- Provide quarterly reporting to Federal Reserve and Wall Street regarding data quality and accuracy, credit-worthiness of loans, and risk levels of investment positions
- Ensure clean and correct data is collected and integrated from 100+ data sources including: mortgage data, real estate attributes and securities created from the repackaging of loans

**Solution:**
- Fannie Mae’s initiative leverages Informatica PowerCenter and Informatica Data Quality as a high availability, scalable platform for Data Quality, with a separate metadata manager implementation used for business glossaries and data lineage
- Informatica Master Data Management deployed in a new strategic project

**Results:**
- Ensured that business operations teams have the appropriate software tools to effectively and efficiently manage data, so that business decisions are then consistently made using the most accurate business data available

**Trusted business data**
that helped to effectively and efficiently manage data, ensuring that business decisions remained consistent

trustedbusinessdata.com
Informatica is a centerpiece of Fastweb’s digital transformation strategy. By placing customers at the heart of the business, Informatica will help Fastweb meet its commitment to reducing churn by 80% within three years.

— Nicola Salvemini
IT Architect, Fastweb

Fastweb

• Objective: A customer-centric strategy
• Industry: Telecommunications
• Country HQ: Italy

Goals:
• A customer centricity strategy that also delivers the customer analytics needed to innovate new digital services and support the cross- and up-selling of complementary telecommunication services
• Looking to move closer to customers, counter competition and boost margins through a customer centricity strategy

Solution:
• Fastweb chose Informatica based on the proven, MDM capability, ease of use and the seamless connection between data integration, data quality and MDM

Results:
• Fastweb agents have a total customer relationship view of the telecommunications services they use, their billing history, service inquiries and household information
• Management reporting is more agile and reliable
• Supporting trusted and timely business decision-making, reports that track the time it takes from a customer order being received to it being activated are available almost immediately

80% reduction in customer churn
with a ‘single version of the truth’, driving more agile and rewarding customer service

Read The Full Success Story
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

Financial Services Company

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

To built trust with customers by improving the accuracy and security of their personal data and financial communications.

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
We’ve passed a major milestone in our transformation with the deployment of Informatica Data Privacy Management. Everyone, from our leadership to our technical teams, has conviction in the solution. With Informatica, we’ve built the private and secure data foundation necessary for creating the dynamic services our customers want.

— Leader of Enterprise Data Privacy and Governance
Financial Services Firm

Goals:
- Address heightened customer sensitivity around data privacy and protection
- Create a secure foundation for more dynamic financial service offerings
- Meet regulatory requirements for data governance and data privacy

Solution:
- Identify and help secure personal financial information using Informatica Data Privacy Management
- Create an enterprise-wide view of customer data, with the capability to zero in on details
- Mitigate risk across the enterprise through continuous tracking and monitoring of sensitive data

Results:
- Creates an unprecedented, view of sensitive financial and personal data and identifies potential risks
- Accelerates access to views and actionable insights that would have taken months to achieve previously
- Provides a first step for forthcoming data cataloging and data governance initiatives

Accelerated access to views and actionable insights that would previously have taken months to achieve.

Learn More About The Solution
We can link our Informatica deployment very tightly to creating value for our customers: improving their journey and providing better service delivery to their business.

— VP Data & Analytics
Financial Services Mutual Holding Organization

Financial Services Mutual Holding Organization

- **Objective:** Improve service delivery
- **Industry:** Financial Services
- **Country HQ:** United States

**Goals:**
- Improve service delivery by establishing a strong and effective enterprise data management foundation to continuously improve data governance
- Make it easier for analysts and other employees to find, use, understand, and trace the end-to-end lineage of enterprise data
- Increase and maintain data quality to support data governance and enable more advanced next-gen analytics

**Solution:**
- Operationalize business metadata and data governance workflows using Informatica Axon Data Governance
- Discover and manage technical metadata and track data movement with Informatica Enterprise Data Catalog
- Measure and monitor the reliability of data with Informatica Data Quality

**Results:**
- Enables better service delivery by using governed data to fuel customer service initiatives
- Gives employees comprehensive data discovery and visibility into data assets with a simple, Google-like search
- Improves the quality of data, allowing the business to pursue descriptive, predictive, and ultimately prescriptive analytics

Read The Full Success Story
We want to capitalize on opportunities – to uncover insights and turn them into actionable intelligence for enhancing value to students, faculty and the community.

— Jelena Roljevic
Assistant Vice President of Business Intelligence Services, Division of Information Technology

More than 500 researchers can now generate specific reports to visually manage their grant budgets through real-time reporting.

The George Washington University

Objective: Timely access to trusted information
Industry: Higher Education
Country HQ: United States

Goals:
• Timely access to trusted information across academic and administrative functions, schools and departments for actionable insights and fact-based decision-making in support of student retention, enrollment trends, financial performance and staffing
• Increase GW’s efficiency and effectiveness
• Reduce operating cost of labor-intensive manual data acquisition

Solution:
• Institutionalized Business Intelligence and Data Governance
• New data enters the university all the time and must be rapidly incorporated into analytics
• Departments require real-time or near real-time data access for operational reporting

Results:
• Introduced a variety of dashboards for actionable insight including: travel and expense, missing grades, general ledger, financial trends and enrollment
• Accelerated time to insight discovery by replacing manual integration with pre-built connectivity and friendly data management interfaces
• Reduced operational overhead by accelerating report compilation time by as much as 100 person-hours

Read The Full Success Story
Watch The Customer Video
Humana

- **Objective:** Readily available data for business users in support of the Humana’s multi-year, multi-tiered IT strategy
- **Industry:** Health, Wellness & Fitness
- **Country HQ:** United States

**Goals:**
- Make data from every operating unit of the enterprise readily available for business users in support of the Humana’s multi-year, multi-tiered IT strategy, called Niteo
- Create more personalized plans and programs by leveraging all customer interaction data to gain greater insights into customer needs and behaviors
- Evolve to be a health company driven to provide customers with excellent experiences across the full spectrum of their lifelong health journey from a transactional insurance company driven by improving operational excellence

**Solution:**
- Utilize Informatica Data Integration Hub to create a streamlined, efficient data backbone, which includes a self-service Web interface
- Bring together interaction details from numerous systems—Sales Campaigns, Clinical, Customer Service, and Digital Systems—to provide a complete, comprehensive view of all the interactions
- Provide a service that will publish data to a broad set of users. Transition from transactional data behavior to build new, health outcome-focused plans and programs based upon behavioral data

**Results:**
- Reduced costs, complexity and redundancies of data collection and aggregation by centralizing storage and management of 35 data domains
- Automated delivery of data queries and reports to business users resulting in increased application adoption, trusted analysis, and consistent use of enterprise data
- Empowered the data governance operations team with applications to monitor enforcement points and better visibility into who receives what data

Informatica gives us deeper insight to how our customers interact with us. Now we can analyze information from a variety of angles and create personalized programs and plans that maximize the health of our customers and our business.

— Phani Konduru

IT Leader of Consumer Engagement, Enterprise Data & Analytics, Humana

[Read The Full Success Story](humana.com)

[Watch The Customer Video](humana.com)
The future of healthcare is pretty plain: at some point, data masking will be required. With Informatica Dynamic Data Masking, we’re ahead of the curve.

— Gary Morreale
Director, Data Services Independence Health Group

Independence Health Group

- **Objective:** Data security
- **Industry:** Health Care Services
- **Country HQ:** United States

**Goals:**
- Safeguard Protected Health Information (PHI) for 8.3 million insureds to protect customers and avoid the high cost of healthcare data breaches
- Allow on- and off-shore developers to test applications using real data, but with sensitive and/or personally identifiable information obfuscated
- Create value by opening up data for safe collaboration with outside data processing partners

**Solution:**
- Use Informatica Dynamic Data Masking to de-identify data, anonymizing member names, birthdates, social security numbers, and other sensitive data in real time
- Apply data masking in structured, non-production environments first, including a Teradata data warehouse and Microsoft SQL Server and Oracle databases
- Mask data when partnering with other organizations that provide healthcare data services but will not accept production data in their non-production systems

**Results:**
- Improves data privacy and security for individuals and families, boosting customer loyalty, trust, and retention while helping protect the bottom line
- Empowers developers to quickly build and test high-quality applications without the risk of unauthorized data access
- Makes data safe for use outside the organization, including collaboration on data processing

Data protected for 8.3M insureds
to minimize the risk of healthcare data breaches

Read The Full Success Story

ibx.com
# Industry-Leading Auto Manufacturer

**Objective:** React quickly to automotive market disruptions and opportunities

**Industry:** Automotive Manufacturer

**Country HQ:** United States

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## Goals:

- React quickly to automotive market disruptions and opportunities
- Empower product and marketing managers with self-service reporting
- Enhance data governance across the automotive value chain

## Solution:

- Informatica Enterprise Data Catalog catalogs data across the enterprise and make those data assets available for both Business and IT
- Enterprise Data Catalog helps analysts, using BI tools like Tableau, to easily discover and understand trusted and relevant data for analysis and reporting
- Provides intelligent data governance and semantic search across the enterprise

## Results:

- Provides actionable market trend data to line-of-business managers in minutes versus weeks
- Empowers users to do their own reports—reducing time required to obtain reliable insights up to 70%
- Enhances compliance with full data lineage and source information enterprise-wide

---

Informatica Enterprise Data Catalog enhances data governance—helping us turn our data into a competitive advantage.

— Sr. IT Director Data Governance

Privacy & Architecture, Industry Leading Automotive Manufacturer

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Learn More About The Solution
What Informatica MDM can do with very little customization is astounding. Our customer conversion rates are going up, and we’re seeing improvements in customer satisfaction.

— Associate Vice President
Insurance Company

### Goals:
- Retain customers and boost loyalty by quickly servicing claims, making it easier to get insurance quotes and to renew policies
- Increase cross-selling and up-selling across product lines and lines of business
- Improve claims decision-making with high-quality customer data

### Solution:
- Informatica Master Data Management delivers visibility into the complete customer relationship by reconciling customer data across lines of business
- Informatica PowerCenter empowers insurance agents and brokers by integrating data from enterprise applications
- Informatica Data Quality is used to help ensure the quality of customer data

### Results:
- Higher customer satisfaction with responsive service
- Increased revenue and customer conversion rates
- Better, faster claims processing and payments for customers

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**Insurance Company**

- **Objective:** Increase conversions and improve customer satisfaction with trusted data
- **Industry:** Financial Services
- **Country HQ:** United States

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**Better, faster claims processing and service**

*for customers which led to higher customer satisfaction*

---

**Insurance Company**

Submit your claim:

1. Policy holder
   - Name
   - Mobile phone
   - Last name
2. Accident details
   - Date
   - Description
3. Submit claim
   - Policy number
   - Date of policy
   - Date of accident
---

**Learn More About The Solution**
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

International Oilfield Company

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

**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
### 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

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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
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

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

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
Data is the fuel of our organization and our differentiator in the marketplace. Empowering clients, building managers, and revenue producing partners to paint a picture or tell a story with information has been the biggest and most important change Informatica has helped us make.

— Mike Hart
Director, Research VP, Data Management & Operations, JLL Inc.

JLL’s Goals:
• Help consumers optimize building operations and space utilization leveraging predictive data analytics and artificial intelligence
• Enhance seller agility and decrease time to find the right properties and locations to meet business and investment goals
• Enable faster, deeper data analytics, visualizations, and reporting to provide better services to clients and support faster, more responsive service from sales staff

JLL’s Solution:
• Rapidly make information available regarding its portfolio of 3.4B managed square feet
• Future-proof architecture to support the adoption of cloud based technologies, leveraging multiple components of the Informatica Intelligent Data Platform including Informatica Master Data Management, Informatica Data Quality, Informatica Intelligent Cloud Services, Informatica PowerCenter, and Informatica Data as a Service
• Consolidate previously siloed data from disparate systems

JLL’s Results:
• Established a foundation for predictive analytics to drive continuous improvement in facility automation and management; IntelliCommand smart building system has helped cut energy consumption across JLL’s facilities by approximately 15 percent
• Through the Marketsphere “digital skyline,” provided self-service tools for employees and customers for competitive differentiation and greater customer service satisfaction
• Eliminated siloed systems with connected, realtime access to a single data store enabling more accurate trend analytics, faster time to value of business intelligence

Read The Full Success Story  Watch The Customer Video
Informatica MDM – Product 360 is perfect for our multi-brand, omnichannel strategy because for the first time we can look at every product, in every language, for all of our 18 brands. The transparency is absolutely perfect. Everyone in the company can see at a glance which products are showing up in which channels and why.

— Sebastian Klumpp
Head of Product Data Management, KLiNGEL

Goals:
• Transform from a traditional mail-order company into an omnichannel powerhouse to increase sales and compete with modern B2C shopping experiences
• Optimize the timeliness and visibility of product data across customer-facing channels and internal analytics tools, while increasing efficiency
• Provide customers with better product information to improve satisfaction, reduce call volume, and minimize the amount of returned merchandise

Solution:
• Manage complex product content for 15 brands and more than 3 million stock keeping units (SKUs) using Informatica MDM – Product 360
• Automate the onboarding of product data, replacing a local agency which manually entered attributes from print catalogs
• Use Informatica Data Quality to standardize data and enhance data management processes enterprise-wide

Results:
• Positions KLiNGEL to increase sales by selling its products on multiple channels and 70 web shops, including Amazon, eBay, and Otto
• Launches products online 7x faster, eliminates manual data entry, and improves business planning by enabling detailed reporting and analytics
• Reduces customer call volume and product returns by providing more complete, higher quality descriptions and images of products
With Informatica MDM – Product 360, we have complete, accurate, and trustworthy information. Our customers are loving it.

— Emma Toop
Online Strategic Initiatives Manager, Kmart Australia

**Kmart Australia**

- **Objective:** Grow the business by opening digital channels and moving the full product catalog online
- **Industry:** Retail
- **Country HQ:** Australia

**Goals:**
- Grow the business by opening digital channels and moving the full product catalog online
- Launch products faster across all channels, in both B2C and B2B environments
- Enable a small product management team to be more efficient while improving data quality

**Solution:**
- Streamline and centralize product information management with Informatica MDM - Product 360
- Use Informatica MDM - Product 360 to speed product introductions to all channels
- Empower team to share accurate product information using Informatica Data Quality to automate data checks and governance

**Results:**
- Moved 98% of the company’s product range online, representing 45,000+ SKUs
- Quadrupling online sales by introducing products 4x faster and moving beyond B2C into B2B
- Improving product data quality while sustaining a 3x increase in team’s overall productivity

Read The Full Success Story

Watch The Customer Video
By introducing the 360-degree view of our customers and providing clean, trusted data in near real-time, Informatica is helping KPN raise the bar in terms of customer satisfaction, target customers with compelling cross-sell and up-sell opportunities and reduce marketing and sales time to market.

— Thomas Reichel
Senior IT Architect, KPN

KPN

**Objective:** Provide sales and service representatives with a single view of the customer  
**Industry:** Telecommunications  
**Country HQ:** Netherlands

**Goals:**
- Disconnected customer view undermined ability to deliver fast, rewarding customer service  
- Lack of unified customer view resulted in missed opportunities for cross- and up-selling  
- Fragmented customer view hindered success of marketing campaigns and resulted in a higher cost of operation

**Solution:**
- Provide sales and service representatives with a single view of the customer  
- Migrate data from 50 legacy systems into a Siebel CRM and Informatica MDM system  
- Optimize customer data quality

**Results:**
- Reduced annual customer churn by 10%  
- Decreased length of customer support calls by 10%  
- Increased call center productivity by 9%  
- Reduced marketing and sales time-to-market through real-time interaction between target systems

Increased average revenue by 5%  
per user and reduced marketing and sales time-to-market through real-time interaction between target systems

Read The Full Success Story
We selected Informatica’s solution to solve the different technical challenges of the project. We needed a high-quality provider that was committed to our business imperatives.

— Airton Brandão
CIO, Kroton Educacional

Kroton Educacional

• Objective: Understanding data to provide personalized teaching and adaptive learning
• Industry: Education
• Country HQ: Brazil

15-day deployment
for a new portal connecting students to potential jobs, which increased brand value to both students and companies

Goals:
• Simplify and integrate IT environment as a result of acquisitions and rapid growth
• Provide better understanding of student profiles to provide personalized teaching and adaptive learning
• Technology support to enrich the database, get to know the students and personalize teaching

Solution:
• Adopted Informatica’s Master Data Management solution to serve as a new information hub that connects student data with multiple systems and applications
• Enhanced their data management platform through Informatica Data Quality and PowerCenter

Results:
• New information hub that connects student data with multiple systems and applications; reduces time to connect a new system to the student database by over 50%
• More complete view of students’ performance to analyze gaps, improve retention and allow personalized teaching and adaptive learning
• 15-day deployment of a new portal connecting students to potential jobs—increasing Kroton’s brand value to both students and companies

Read The Full Success Story
L.A. Care Health Plan

- **Objective:** Strengthen security and privacy by improving the governance of personal health information (PHI) and personally identifiable information (PII)
- **Industry:** Transportation
- **Country HQ:** United States

**Goals:**
- Strengthen security and privacy by improving the governance of personal health information (PHI) and personally identifiable information (PII)
- Increase the quality of healthcare provider data coming into the organization and help care providers clean up their own data
- Understand healthcare provider data in business context across its lineage, from intake until its final destination for reporting and analytics

**Solution:**
- Use Informatica Enterprise Data Catalog to discover PHI/PII across the enterprise and catalog additional data as governance program matures
- Validate data quality at the source automatically using more than 2,200 Informatica Data Quality rules, and report inconsistencies and errors back to providers
- Gain visibility into data in business context using Informatica Axon Data Governance for consistency and collaboration

**Results:**
- Improves security and compliance while helping the organization manage 8x growth driven by the Affordable Care Act (ACA)
- Increases the quality of managed care organization (MCO) data coming into the company from less than 30 percent to above 95 percent
- Provides trusted data for reporting and analytics to better understand social determinants, enabling advancements in population health

**Managed 8x growth**
driven by the Affordable Care Act (ACA)

Having an automated, integrated solution from Informatica is making a difference in our data governance program—because you cannot manage what you cannot see.”

— Paul Keller
Senior Director Enterprise Data Governance, L.A. Care Health Plan

[Read The Full Success Story](lacare.org)
With Informatica behind our big data platform, we achieved $45 million in external partner cost savings in just two years.

— Assistant Vice President of Data Analytics
Leading Financial Group

Leading Financial Group

- **Objective:** Create a centralized, self-service platform for next-generation analytics
- **Industry:** Financial Services
- **Country HQ:** United States

**Goals:**
- Create a centralized, self-service platform for next-generation analytics to reduce costs and improve business agility and decision-making
- Respond faster to business demands for analytics by efficiently managing and extracting big data in a hybrid cloud environment
- Give users faster access to governed customer and financial data by establishing a formalized data management and governance organization

**Solution:**
- Use Informatica solutions to automate processes, clean and standardize financial data from source systems, prior to ingesting into an AWS data lake
- Extract, transform, and load multiple terabytes of data with Informatica Data Engineering Integration, enabling faster big data ingestion and integration
- Establish formalized processes and definitions for data governance framework using Informatica Enterprise Data Catalog

**Results:**
- Generated $45 million in external partner cost savings and reduced report generation time by 90% with a data enablement platform
- Simplifies hybrid cloud data integration, enabling fast time to market for production-ready analytics deployments
- Enables stakeholders to immediately and directly extract governed financial data, where the previous process took one to two weeks on average

Learn More About The Solution
With Informatica Axon Data Governance and Data Quality, the use of our data for BI reporting is much stronger than it was even a year ago.

— Roberta Pape
Director Data Governance McGraw-Hill Education

Goals:
- Grow digital market share to enhance market position, as educational publishing continues to shift from print to digital
- Enhance business intelligence (BI) reporting to enhance customer engagement and business decision-making
- Improve business processes and collaboration among business units, executive leadership, and IT

Solution:
- Develop an enterprise-level data governance management framework using Informatica Axon Data Governance
- Use Informatica Data Quality for data profiling and to track data quality week by week for reliable BI reporting
- Leverage high-quality product usage data to identify core offerings and develop a common subject taxonomy across the business

Results:
- Drives continued strong digital growth in the higher education market to help increase profitability
- Improves decision-making and customer engagement by helping the business understand sales trends and product usage
- Allows everyone in the business to speak about the same products using the same language and data

Read The Full Success Story
The whole idea with big data is to begin to pull together an understanding of the genome along with the patient's clinical care. If we understand the biochemical basis for different tumor types, we can apply the appropriate therapy to each patient.

— Dr. John Frenzel
Chief Medical Information Officer

MD Anderson Cancer Center

- **Objective:** Accelerate the implementation of personalized cancer medicine
- **Industry:** Health Care Services
- **Country HQ:** United States

**Goals:**
- MD Anderson launched the Moon Shots Program in 2012 to target six forms of cancer with large multidisciplinary clinical and research teams to make substantial inroads against the disease, improve survival and quality of life for cancer patients
- The organization supports and accelerates the iterative scientific process by harnessing big data, reducing clinical trial cohort selection from weeks to minutes, and speeding time to discovery of evidence

**Solution:**
- Create a single source of hugely disparate longitudinal patient data, operational data and genomic data to power insight discovery, clinical decision support and business analytics
- Define a data governance process that ensures important data assets are formally managed and protected throughout the enterprise
- Empower scientific and clinical collaboration by turning data into knowledge and facilitating self-service business intelligence

**Results:**
- Built big data analytics platform which securely houses clinical and genomics data in one centralized location
- After one year, patient samples have been collected and analyzed to determine genetic signatures of disease

Read The Full Success Story
Watch The Customer Video

mdanderson.org
Our users are thrilled with our strategic focus on data quality thanks to Informatica. We have positioned ourselves as a transformational team whereby we are not only enriching the accuracy of our reports but we are also changing the conversation from purely about the output to descriptive, prescriptive, and predictive of our engagement and fundraising outcomes.

— Monique Dozier, Assistant Vice President of Advancement Information Systems and Donor Strategy, Michigan State University, Office of University Advancement

<table>
<thead>
<tr>
<th>Michigan State University</th>
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<tbody>
<tr>
<td><strong>Objective:</strong> Enabling strategic advancement efforts</td>
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<tr>
<td><strong>Industry:</strong> Education</td>
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<td><strong>Country HQ:</strong> United States</td>
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<th>Goals:</th>
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<td>• Empower gift and engagement officers to be more strategic and effective</td>
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<tr>
<td>• Modernize information and systematic data to engage with a focus on business value and measurable key performance indicators</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Solution:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Informatica PowerCenter, Data Quality, and Data Integration Hub provide a consolidated, holistic view of alumni capacity to donate their time, talents, and financial assistance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Results:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Enabling gift and engagement officers with quality information to achieve their goals</td>
</tr>
<tr>
<td>• Measuring Key Performance Data Quality Indicator Scorecards and Profiles</td>
</tr>
<tr>
<td>• Building in-house talent and reducing vendor dependency</td>
</tr>
<tr>
<td>• Able to be more efficient and agile with staff resources</td>
</tr>
</tbody>
</table>

47 source systems integrated which improved data quality for better analytics, and minimized the need for human intervention and manual data review

msu.edu

Read The Full Success Story
When we first saw what Informatica Axon Data Governance could do, we knew it would be a game changer. Whereas before, we managed governance manually through spreadsheets and SharePoint, with Axon Data Governance, we can automate and integrate enterprise data tracking and monitoring.

— Director of Enterprise Information Management
Multi-Hospital Health System

Multi-Hospital Health System

Objective: Bringing automation to medical and wellbeing services
Industry: Healthcare
Country HQ: United States

Goals:
• Creating transparent physician relationships and improve quality of care delivered to patient
• Establish a more efficient data governance program and enhance marketing capabilities
• Improved business agility during mergers and acquisitions to drive rapid growth

Solution:
• Consolidate legacy data sources using Informatica Intelligent Data Integration
• Create a single source of data truth with Informatica Master Data Management
• Automate data governance procedures using Informatica Axon Data Governance

Results:
• Allows enterprise data to be used for the creation of new patient services
• Helps unify an organization that has grown through multiple mergers and acquisitions
• Frees the information management team to support other areas of the business

Learn More About The Solution
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

Multinational Specialty Pharmaceutical Company
- Objective: Uniting a life sciences company that has grown through acquisitions with a single source of truth for customer data to facilitate better business decisions
- 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

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 MDM – 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
National Health Plan

- **Objective:** Create a single source of truth
- **Industry:** Health Care Services
- **Country HQ:** United States

### Goals:
- Create a single source of truth, enhancing patient care and safety by improving accessibility of information and identifying duplicate patient records
- Enhance trust in data and support strategic healthcare initiatives with reliable analytics and data governance based on industry best practices
- Improve time to business value by enabling staff to spend more time analyzing and using patient data instead of extracting, merging, validating, and cleansing data

### Solution:
- Establish a golden provider master record for all data assets with Informatica Master Data Management
- Automate data integration across systems such as provider credentialing and electronic medical records using Informatica PowerCenter
- Use Informatica Data Quality to automate quality checks for clean, trusted patient data

### Results:
- Reduces duplicate patient records by 86% by integrating enterprise master patient index with other data sources
- Helps enable population health and regional efforts that require sharing EMR data
- Frees up stakeholders to analyze and use data strategically with standardized KPIs and automated reporting

Our caregivers are committed to providing convenient, accessible, and affordable healthcare for all. Informatica is helping us accomplish that mission by utilizing data more efficiently.

— Director of Data Services
National Health Plan
The ability to customize products and services for our members helps instill loyalty. With Informatica, that capability is stronger than ever, as is our ability to bring solutions to market faster. The result is higher levels of trust among our members, which fuels our success as an organization.

— IT Manager
Financial Services Organization

Goals:
• Become an agile development organization to react quicker to member needs and market changes
• Support DevOps implementation and operationalization of Test Data Management as a component to achieve Continuous Integration and Continuous Development
• Create a Center of Excellence and implement best practices for Software Quality Testing Processes and Standards

Solution:
• Informatica Test Data Management makes production data instantly available for testing
• Informatica Test Data Generation creates synthetic data that supports software testing with production-like data, without risking the exposure of real Personal Identifiable Information (PII) Data
• Informatica PowerCenter Data Validation Option enables continuous monitoring of the production test environment, helping to ensure the protection of confidential member data

Results:
• Eliminates average two-to three-week wait for test data, helping to accelerate product test cycles
• Reduces product testing time by 50%, supporting a four-week development cycle
• Decreases product development cycles by up to 91% to bring financial solutions to market faster

Nonprofit Financial Services Organization

- Objective: Reduce product testing time
- Industry: Financial Services
- Country HQ: United States

91% decreased product development cycles
bringing financial solutions to market faster
With Informatica Intelligent Cloud Services, our users are empowered with near real-time information.

— Director
Database Strategy, Nonprofit Organization

Nonprofit Organization

• Objective: Boosting fundraising with timely donor data
• Industry: Nonprofit
• Country HQ: United States

Goals:
• Increase donor acquisition and retention while strengthening fundraising efforts by improving communication and engagement with donors.
• Share donor and donation data faster with data analysts and finance department for more timely analytics and a more efficient month-end close.
• Maintain a high level of data quality, eliminate duplicate donor records, and enrich incomplete donor data with accurate information.

Solution:
• Deploy a modern, iPaaS foundation for data integration based on Informatica Intelligent Cloud Services (IICS).
• Use Informatica Cloud Data Integration and Informatica Cloud Connector for Salesforce to integrate data from third-party vendors that solicit donors.
• Leverage Informatica Data as a Service to verify and enrich donor data.

Results:
• Enables the organization to reach out and communicate with donors using near real-time information, empowering the organization to meet higher fundraising goals.
• Makes donation data available for analytics the next business day while enabling finance to complete month-end close in 60 percent less time and reducing the ETL process from a week to 30 minutes.
• Keeps data quality high and increases overall contact rates by supplying the most current donor addresses and phone numbers in Salesforce.
Using Informatica Cloud Application Integration, we built an API library that allows us to access a complete, real-time view of student information.

— Assistant Vice President Enterprise Platforms
Private Research University

Private Research University

- Objective: Strengthen connections with students
- Industry: Higher Education
- Country HQ: United States

Goals:
- Strengthen connections with students by building new applications, interfaces, and integrations among university systems
- Collect student information only once and use it across multiple digital services
- Anonymize student data to prevent unauthorized access and satisfy compliance requirements

Solution:
- Use Informatica Cloud Application Integration to integrate data from 85 university systems in real time, without manual coding
- Protect student data from Salesforce and other sources during software development using Informatica Data Masking
- Build a reusable application programming interface (API) library based on Informatica Intelligent Cloud Services

Results:
- Brings student data together in one place to enable a complete and trusted view of each student’s educational journey
- Accelerates students’ access to information using new chat bots and Amazon Alexa-based voice services
- Helps improve data privacy, reduces risk, and helps with GDPR compliance for international students

Twice as fast
to make new integrations available, empowering developers to move faster and do more to enhance the student experience

Learn More About The Solution
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

Public Financial Services Company

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

**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
Thanks to high quality and rich product information, improved workflows, and data management processes with Informatica MDM – 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 MDM – 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

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**PUMA**

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

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**PUMA**

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

---

Helped increase sales by 10% in nine months with greater agility and faster time to market

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Read The Full Success Story
We are exceptionally pleased with the outcome of this data quality strategy. It moves Rabobank significantly closer to 80 percent of retail banking services being delivered in a digital self-service environment. It’s what our customers are calling for, and it’s great for the bank’s operational efficiency and compliance strategy.

— Rob Douwes
Lead Business Architect

Rabobank

• **Objective:** Increased business agility
• **Industry:** Banking
• **Country HQ:** Netherlands

---

**Goals:**

• Deliver 80 percent of all business-to-consumer banking services using self-service channels within four years
• Poor quality data meant certain online customer activities defaulted to the physical intervention
• Requirement to adhere to compliance regulations

**Solution:**

• Informatica Data Quality is used by the business and IT to cleanse customer data, ensuring data is authoritative and trustworthy
• Informatica PowerCenter Real Time increases business agility and performance with right-time data integration
• Adherence to Dutch and European Union governance, risk and compliance goals surrounding data privacy and retention

**Results:**

• Moved bank closer to goal of 80% self-service delivery
• Enhanced customer experience by ensuring fewer online applications are terminated by customers
• Enabled the bank to transform more staff into supporting customer inquiries

80% self-service delivery
and enhanced customer experience by ensuring fewer online applications are terminated by customers

— Rob Douwes
Lead Business Architect
We see strong demand for Informatica Enterprise Data Catalog from business users, with steady growth in usage driven by easy visibility and understanding with self-service.

— Shawn Petway  
Senior Business Analyst, Railinc

Railinc

- **Objective:** Provide business users with easier search and discovery of interline rail data
- **Industry:** Business Services
- **Country HQ:** United States

**Goals:**
- Provide business users with easier search and discovery of interline rail data in a diverse, distributed environment
- Increase users’ confidence in the data by providing greater visibility into its end-to-end lineage
- Improve rail data quality and automatically capture data changes in critical systems as they occur

**Solution:**
- Use Informatica Enterprise Data Catalog to index metadata and add business context to rail data
- Discover not only where data resides, but how it moves, building lineage for each individual attribute
- Standardize and deduplicate interline rail data with Informatica Data Quality and use PowerExchange Change Data Capture to automatically capture changes

**Results:**
- Gives business users a better experience with self-service interline rail data discovery while decreasing reliance on IT
- Builds users’ confidence in data by displaying end-to-end lineage all the way back to when data was first created
- Delivers accurate, trusted, and timely rail data to the business by automating data quality and change data capture

Read The Full Success Story

Watch The Customer Video
Informatica MDM makes it very easy to match and merge different sources of information to get a single view of the customer, allowing us to personalize messages and send them to the right channel.

— Carlos Garcia

Head of IT Channels and Clients Santalucía Seguros

Santalucía Seguros

- **Objective:** Ensure customer satisfaction
- **Industry:** Insurance
- **Country HQ:** Spain

**Goals:**
- Transform from a policy-centric insurance company into a digitally-driven, customer-centric organization spanning multiple lines of business
- Refresh IT solution portfolio to adapt to an evolving insurance market and enable different teams to work more collaboratively
- Standardize customer names and mailing addresses dispersed throughout the organization to improve service and minimize duplicate or misdirected communications

**Solution:**
- Deploy Informatica Multidomain MDM to master customer data across the organization
- Integrate Salesforce CRM and Salesforce Marketing Cloud to present business users with a complete, real-time view of each customer
- Use Informatica Data Quality to enforce automated rules to correct common data quality issues in customer name and address fields

**Results:**
- Enables more personalized and consistent communications with current and prospective customers, helping retain customers and win new business
- Improves the efficiency and effectiveness of sales, marketing, and other business functions with an accurate and complete view of customer base
- Helps ensure customers’ names and addresses are correct and standardized for more accurate and professional mailings and outreach

Read The Full Success Story

Watch The Customer Video
Informatica Multidomain MDM has truly been a life-saving initiative for us. It enables the entire continuum of care, and allows us to take care of our patients and their families the best way we can.

— Vice President
Business Intelligence, Healthcare Provider

State Healthcare Provider

**Objectives:**
- Master patient data across 23 hospitals
- Health Care Services
- United States

**Goals:**
- Reconcile patient data from multiple electronic medical record (EMR) systems due to rapid growth through mergers and acquisitions (M&A)
- Enable better continuity of care by identifying which services were provided to every patient throughout a network of 23 hospitals
- Enhance healthcare analytics capabilities by group to determine which patients might benefit from wellness visits or be at risk for certain conditions

**Solution:**
- Master patient data from 3 EMR systems spanning 23 hospitals and rehabilitation centers and 5 payer enrollment files using Informatica Multidomain MDM
- Leverage MDM matching engine to identify 80,000+ duplicates as M&A hospitals are on-boarded into the enterprise EMR
- Create patient insurance group hierarchy to identify relationships between patients on the same insurance plan

**Results:**
- Consolidates the total number of patient records to ease growing pains, reducing the number of records by 49 percent, from 6.5 million to 3.2 million
- Improves outcomes by connecting patient data across the entire episode of care, including doctors seen, lab tests, hospital procedures, and follow-up visits
- Provides a stronger foundation for research and analytics of patient outcomes within insurance groups and by location

Consolidated patient records by 49%
which reduced the total number of patient records in order to ease growing pains

Read The Full Success Story
Informatica provides the most complete solution, connecting all the dots for statewide data management.

— Director
Data Management and Analytics, State Human Services Provider

State Human Services Provider

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

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
We wanted a complete PIM and data quality solution that would not only help us deliver just the right products to our customers, but also provide the flexibility and ease of use to enable us to see a consolidated view of all products and their attributes.

— Belit Myers
Vice President of Compliance Inventory and Information, Stuller

Stuller

• Objective: Increase customer satisfaction
• Industry: Manufacturer - Jewelry
• Country HQ: United States

Customer satisfaction increased with rich descriptions of jewelry, stones, and tools

Goal:
• Populate and integrate better jewelry product data for omnichannel commerce
• Serve sales and marketing teams with unique data consumption needs
• Keep pace with ever-increasing and more diverse jewelry product catalog

Solution:
• Validate and integrate jewelry product information as it is entered
• Define clear rules for handling jewelry, stones and tools data for internal teams
• Provide data reliability for jewelry catalog with Informatica Data Quality

Results:
• Increases customer satisfaction with rich descriptions of jewelry, stones, and tools
• Improves call center efficiency and service levels with rapid product information access
• Reduces product data management time for ever-changing catalog

Read The Full Success Story
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

Union Bank of the Philippines

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

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**Increased revenue 12x**
as a result of digital transformation, providing customer loan approvals in 3 minutes versus 4 to 6 weeks

---

**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
Our belief is that better data makes for better information. The research or data we produce leads to something meaningful and something that improves the lives of our citizens.

— Jim Schmidt
Manager of Education Research and Data Center, Office of Financial Management, Washington State

Goals:
• Needed accurate and consistent data for causality analysis (e.g. non-standard dates and Social Security numbers, missing data, gaps in collection of some fields of data over time)

Solution:
• Use Informatica Master Data Management (MDM) solution, Informatica Data Quality and Informatica PowerCenter to integrate and govern large amounts of data from multiple external agencies (e.g. the Department of Social and Health Services and Department of Corrections)

Results:
• The Informatica platform created a data foundation for analyzing the variables that drive education and work outcomes
• 100+ key policy questions have been identified to be addressed with a data-driven approach, affecting the development of policies and programs
• ERDC has produced 10 research studies and four legislative reports during the past twelve months
Integrating product data from our latest acquisition took about five days. For a similar-sized data set a year prior to deploying Informatica, it took us five months.

— Tom Gottweis
Head of Data Strategy Winsupply

Goals:
- Centralize product, supplier, and customer data
- Establish better data quality and governance practices
- Give stakeholders access to data via a single, trusted, and easily accessible platform

Solution:
- Informatica Master Data Management - Product 360 and Informatica Data Quality provide a single source of trusted information across the product supply chain
- Informatica Data Quality improves data accuracy and simplified product assortment process for suppliers
- Enables data-driven decision-making

Results:
- Increased online sales by 10% with simplified product search capabilities and positioned to remain competitive with a modern product data platform
- Reduced workload for data stewards by 50%
- Reduced time to integrate data from acquisitions to 5 days, versus 3 months

Increased online sales by 10% with simplified product search capabilities and positioned to remain competitive with a modern product data platform

Winsupply

• Objective: Modernize technology investments to fuel growth and maintain a competitive edge
• Industry: Distribution
• Country HQ: United States

Goals:
• Centralize product, supplier, and customer data
• Establish better data quality and governance practices
• Give stakeholders access to data via a single, trusted, and easily accessible platform

Solution:
• Informatica Master Data Management - Product 360 and Informatica Data Quality provide a single source of trusted information across the product supply chain
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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

**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

Helped drive sales and revenue by revealing marketing opportunities and making trusted data available for analytics

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

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