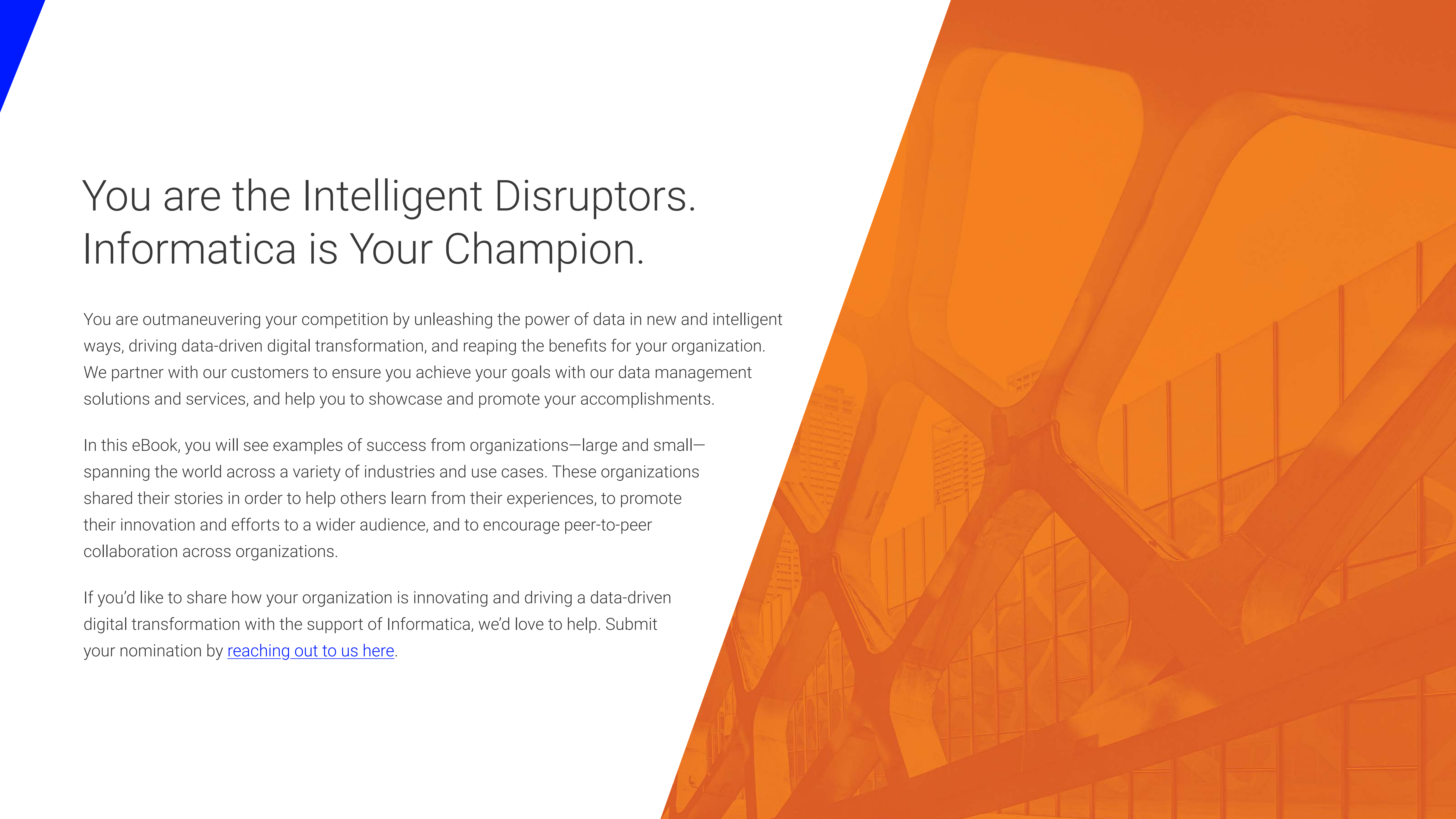


Informatica®

Unleashing the Power of Data

Customer success stories showcasing data-driven innovation in:

- Cloud Data Warehouse/Data Lakes
- Data Governance & Privacy
- Customer 360



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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Improved timeliness of response

and service to residents during the COVID19 pandemic and beyond and to help ease the UK housing crisis

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Homelessness rate decreased by 75%

over three years by using data from the HOME app to quickly assess for need, then referring individuals or families to the appropriate agency for assistance

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This icon recognizes Informatica Innovation Award Winners and Honorees.

Learn More about Informatica's Innovation Award Program at:
[informatica.com/about-us/customers.html](https://www.informatica.com/about-us/customers.html)



Cloud Data Warehouse Data Lakes



Automated 70+
business processes
within the first two months of deployment

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



The Informatica tool sets are feature rich and have helped increase our operational efficiency.

— Jaymin Harish Darbari

Head of Data Governance, Department of Culture and Tourism Abu Dhabi

Abu-Dhabi Department of Culture & Tourism

- **Objective:** Build a data warehouse with data ingestion from hundreds of integration points
- **Industry:** Public Sector
- **Country HQ:** United Arab Emirates
- **Innovation Award Category:** Intelligent Disruptor: Cloud Data Warehouse & Data Lake

Goals:

- Collect data coming from over 150 external business partners
- Build a Data Warehouse with data ingestion from 100s of integration points

Solution:

- Unified Integration platform to automate Application & Data integration coupled with business partner process automation
- Implemented data quality check
- Successfully engaged with BBI Consultancy for its implementation expertise using state of the art Informatica solutions

Results:

- Within the first two months, achieved 760 integration processes
- Integrated hundreds of integration points
- 70+ business processes automated with partners and 20 dashboards and 2 CDW marts





Timely and reliable data
helped to generate insights and enable
more effective marketing campaigns



With Informatica Cloud Data Integration, we can easily provide
the transparency that regulators are looking for without creating
operational headaches for ourselves.

— Jeff Habiniak

Senior Enterprise Architect, Capital District Physicians' Health Plan

CDPHP

- **Objective:** Keeping data healthy
- **Industry:** Health Care Services
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

Goals:

- Improve ability to integrate data from healthcare partners, government agencies, multi-cloud sources, and enterprise systems for reporting and analytics
- Promote organizational adherence to federal law, state law, and private payer healthcare requirements while adopting new cloud services such as Amazon Web Services (AWS)
- Help data scientists achieve greater insights and fuel business initiatives by streamlining the process of feeding and drawing from a cloud data lake

Solution:

- Use Informatica Intelligent Cloud Services for iPaaS (integration platform as a service), providing a single cloud-based platform built on AWS for data and application integration
- Bring Salesforce CRM data into an on-premises data warehouse for regulatory reporting using Informatica Cloud Data Integration
- Leverage pre-built Informatica Cloud Connectors for Amazon Redshift, Amazon S3, and Salesforce to quickly and easily move data wherever it needs to go

Results:

- Enables developers to quickly connect to new data sources and easily solve hybrid data management challenges
- Helps gather the data needed to comply with reporting deadlines for Medicare and Medicaid, avoiding HIPAA-associated violations
- Provides data scientists with easier access to more timely and reliable data, helping generate insights and enable more effective marketing campaigns





Improved timeliness of response

and service to residents during the COVID19 pandemic and beyond and to help ease the UK housing crisis



Because of an established data architecture, Informatica and Snowflake being an important part of it, it made it very easy for us to produce a COVID-19 data application for the business to work from. It empowered our staff to support our tenants in times like this.

— Amramanjari Singh
Data Quality Manager, Metropolitan Thames Valley Housing

Metropolitan Thames Valley Housing

- **Objective:** Help address England's housing needs
- **Industry:** Real Estate
- **Country HQ:** United Kingdom
- **Cloud Platform:** Amazon Web Services (AWS)

Goals:

- To create a consolidated view of all our data including tenant and property across the entire organization and to simplify data movement
- Give housing officers and other employees fast, selfservice access to the data they need to be effective
- Share data with other nonprofit, government, and housing organizations as well as big data science startups via a cloud data warehouse

Solution:

- Use Informatica Intelligent Cloud Services to enable an iPaaS infrastructure to create a centralized repository of high-quality data and provide data transparency to the business
- Orchestrate data flows through Informatica Cloud Integration Hub to enable a publish-subscribe data model
- Quickly and cost effectively move data into a Snowflake Cloud Data Lake using Informatica Intelligent Cloud Services

Results:

- Improves timeliness of response and service to residents during the COVID19 pandemic and beyond and to help ease the UK housing crisis
- Helps housing officers and other employees save time, be more productive, and make more informed decisions
- Allows for quick data sharing with partner suppliers and regulators providing full access to a range of data assets



Read The Full Success Story



Homelessness rate decreased by 75%

over three years by using data from the HOME app to quickly assess for need, then referring individuals or families to the appropriate agency for assistance



Behind every statistic is a human story. We're using Informatica Intelligent Cloud Services to merge systems and help people faster.

— Bob Russell

CEO, Community Technology Alliance

Community Technology Alliance

- **Objective:** A mission to help the homeless
- **Industry:** Nonprofit
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

Goals:

- Collect and integrate data from multiple government and nonprofit agencies to match people in need with available housing and human services
- Empower housing providers and human services agencies to coordinate and exchange data so their clients don't have to contact multiple providers
- Help communities comply with the Homeless Emergency Assistance and Rapid Transition to Housing (HEARTH) Act of 2009 to retain HUD grant funding

Solution:

- Use Informatica Intelligent Cloud Services iPaaS to connect silos of data, enabling agencies to access and enter data via the HOME mobile app
- Feed information about clients, housing, and services into a data lake hosted on **AWS (using Amazon EC2, S3, and RDS)**, where it can be used for analytics and reporting
- Provide trusted data to serve as the basis for coordinated, centralized assessment and placement systems to prioritize access to housing and services

Results:

- Helps communities reduce return to homelessness rates up to 75% and offer services to people who may otherwise slip through cracks
- Expedites access to housing and human services through coordinated entry while pre-screening clients for eligibility
- Simplifies HEARTH compliance, helping communities qualify for homeless assistance grants and promote commitment to the goal of ending homelessness



Data Governance & Privacy





Empowered employees to
provide timelier and more
responsive service
through democratized, trusted healthcare data



With Informatica we've been able to automate data wrangling and preparation, which means faster access to trusted data. One of the business benefits has been reduced total cost of patient care.

— Nick Minale
CDO, Johns Hopkins Healthcare

Johns Hopkins Healthcare

- **Objective:** Create healthier communities with trusted data
- **Industry:** Healthcare - Provider
- **Country HQ:** United States

Goals:

- Deliver health outcomes through intelligent data governance and data democratization, enabling analytics teams to drive better results in overall patient care
- Provide the best possible care to patient members and service to physician providers with fast access to their data
- Improve the quality and the timeliness of patient data and reporting to physicians and hospitals to help close gaps in patient care

Solution:

- Implement an enterprise wide data governance program while collaboratively defining stakeholders, processes, policies and a comprehensive glossary leveraging Informatica Axon Data Governance
- Automatically discover and inventory healthcare data enterprise-wide with Informatica Enterprise Data Catalog
- Use Informatica Master Data Management and Informatica Data Quality to master physician provider data to feed data warehouse and applications with trusted, high quality data

Results:

- Delivers patient care by making population health efforts more effective, using analytics based on clear business definitions
- Empowers employees to provide timelier and more responsive service by giving them easy access to democratized, trusted healthcare data
- Improves the quality of provider data, enabling JHHC to get the right information to the right care provider at the right time



Reduced processing time

from six months to two days for critical files to be delivered to clients



In the past it took 6 months to generate files that are used for client reporting that can now be done in 2-3 days, a 95% reduction in manual effort to analyze data – allowing us to expand the scope of our project effort for critical clinical operations.

— Joseph Fagnoni

Executive Adviser Data & Analytics, CVS Health

CVS Health

- **Objective:** Manage a strategic go-to-market program
- **Industry:** Health Care Services
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Data Governance & Privacy

Goals:

- Continue to offer customers the products and services they need to stay on their path to better health.
- Needed to improve the quality of their data, including scalability, manually intensive, repetitiveness, missed commitments, and long cycle times.

Solution:

- Utilizing Informatica Data Quality for monitoring file delivery and accuracy
- Automated file monitoring for Data Quality Issues
- Created a Prior Authorization (PA) review, used when clients transition to CVS Health to ensure positive member experience

Results:

- Enabled to create applications that create summary and detail reports, processing over 3,000 files a year
- Decreased review time from hours to minutes
- Cost savings from several key projects as a result of adoption





Rabobank

- **Objective:** Automated end-to-end data lineage for compliance
- **Industry:** Financial Services - Insurance
- **Country HQ:** Netherlands

[rabobank.com](https://www.rabobank.com)



Strengthened BCBS 239 compliance

and other regulatory reporting by making it easier to give auditors the transparency they require



Informatica Enterprise Data Catalog helps us increase and promote the value of our data assets, which are the foundation of everything we do.

— Anil Bandarupalli
Solution Architect for Data Management, Rabobank

Goals:

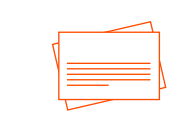
- Understand data lineage across the bank to create business value and growth opportunities while driving digital transformation
- Comply with regulatory requirements for financial services, such as BCBS 239 for risk data aggregation and reporting
- Promote data governance and improve overall data quality to help increase the value of data assets and maintain that value over time

Solution:

- Inventory and catalog data using Informatica Enterprise Data Catalog for end-to-end data lineage and complete tracking of data movement
- Give employees an easy-to-use interface and simple search to quickly discover data and its lineage for auditors or internal projects
- Reduce the duration of root cause analysis processes to empower data stewards to identify and remediate data quality issues faster

Results:

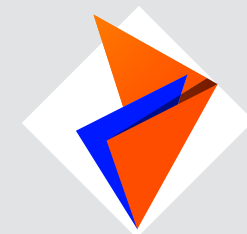
- Creates a better understanding of what data means, where it came from, how it has been transformed, and how it can be used safely and strategically
- Strengthens BCBS 239 compliance and other regulatory reporting by making it easier to give auditors the transparency they require
- Helps increase and promote the value of data assets, allowing Rabobank's Data Governance Board to deliver more effective projects and services



[Read The Full Success Story](#)



[Watch The Customer Video](#)



Informatica Innovation Award
Honoree

Enabled self-service analytics

to clinical and business consumers

UNC
HEALTHSM



The demands on health care data availability, reliability, and literacy are growing exponentially. A lot of health systems, like UNC Health, are playing catch up to other industries when it comes to modernizing the data infrastructure. As a result, UNC Health took the opportunity to integrate Data Governance concepts, principles, and tools into the migration to its new Enterprise Data Warehouse. The combined go-lives for a modern data warehouse with EDC and Axon empowers UNC Health's Analytics Community with a centralized knowledge management platform that enhances self-service analytics and promotes source of truth in parallel to establishing a solid, more accessible data foundation.

— Rachini Ahmadi-Moosavi

Executive Director of Analytical Services & Data Governance, UNC Health Care

UNC Health

- **Objective:** Preparing for growth and expansion of data sources
- **Industry:** Healthcare
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Data Governance & Privacy

Goals:

- Preparing for growth and expansion of data sources
- Increased effort in making sure that people have the right access and security to the organization's most sensitive data
- Need to adapt new technology to increase processing capabilities, deliver combine data from multiple system without moving it, and open access to high demand data sets

Solution:

- Informatica Axon and EDC provide centralized knowledge management to enhance self-service analytics and support source of truth in parallel to the release of a new enterprise data warehouse
- Removed IT as a barrier to data access to enable more self-service functions.
- Centralized reporting efforts and systems so that the same definition used in Epic reporting is available in the database definition for other tools to use as well

Results:

- Additional data context is available to the organization through the work with data governance team and applications to tell what the data is and how it got there
- Confusion eliminated surrounding the correct "source" of data is and where it lives. Data lineage and definitions have decreased the research time to data delivery
- Business definitions are closer to the source of truth so that multiple tools (SAS, Tableau, and Business Objects) can reach the same data without needing to go through a third-party application



Customer 360





Improved customer retention
by a few percentage points, realizing millions in revenue



With Informatica MDM, we are improving the customer experience – integrating MDM with our machine learning customer churn models and Voice Of the Customer (VOC) platform to deliver a more targeted experience, improve retention by a few percentage points to realize millions in revenue benefit; these initiatives alone justified our investment in MDM. We were also able to go-live with Informatica MDM on cloud within 90 days of signing the contract.

— Mark Broome
Chief Data Officer, PMI

Project Management Institute Inc.

- **Objective:** Understand customers and deliver a consistent and effortless experience
- **Industry:** Non-profit Organization Management
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Customer 360

Goals:

- Initiated a comprehensive business transformation to address the needs of future generations of professionals
- Understand customers and deliver a consistent and effortless experience
- Focus on time-to-value as their beacon

Solution:

- Partnered with Informatica hosted MDM leveraging the Disciplined Agile toolkit (owned by PMI)
- Solution would grow as the company grew and integrate with future architecture leveraging micro-services and real-time data movement
- Pre-built model eliminated potentially months of modeling and ensures future upgrades progress smoothly

Results:

- Accomplished initial goal of going live in 90 days
- Customer master provided a pivotal role in supporting Machine Learning and Artificial Intelligence needs
- Improved churn by only a few percentage point to deliver millions of dollars of revenue benefit





Informatica Innovation Award
Winner

Enhanced patient outcomes

by identifying the possibility of secondary health events and notifying care providers

AMGEN



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





Increased revenue 12x

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



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

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

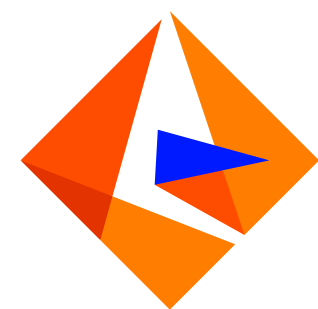
Solution:

- 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





Informatica®

About Informatica

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

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