Unleashing the Power of Data

Success Stories from our 2020 Innovation Award Winners and Honorees
Data-driven disruptors use data to make possible that which never existed before, on their way to building the next generation intelligent enterprise.

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.

Since 2000, Informatica has presented customer Innovation Awards to intelligent disruptors who use data to deliver great business outcomes. Informatica Innovation Awards recognize our customers and their success leveraging Informatica’s solutions and services. In this eBook, you will see examples of success honoring the 2020 Innovation Award winners and honorees.
Abu-Dhabi Department of Culture & Tourism  
Automated 70+ business processes within the first two months of deployment

American Medical Association  
Integrating 124 physician license sources from every state and federal government

Converse  
Streamlined product onboarding and improved data quality through task driven workflow, business rules and a custom flexible user interface

CVS Health  
Reduced processing time from six months to two days for critical files to be delivered to clients

FDA: Center for Drug Evaluation and Research  
Streamlined product lifecycle operations through a new electronic submission capability, enhancing quality, speed, predictability, and completeness of product reviews

FWD Group Financial Services  
Improving operation efficiency by providing an integrated dashboard to service customers with complete and up-to-date customer information across all business lines and touch points

Kelly Services  
Identified duplicate records with 99.99% accuracy gained a more complete view of job candidates and opportunities to mine and integrate data from customer and partner systems

Kroger  
Avoided millions of dollars of missed sales using the analytics solution to ensure products were delivered on time

Nissan North America  
Improving customer experiences dealer interactions, and long-term vehicle quality by presenting a complete picture of visual analytics

Project Management Institute Inc.  
Improved customer retention by a few percentage points, realizing millions in revenue

UK Department for Education  
Increased compliance with GDPR which improved reputation, costs and increased the value of internal data

UNC Health  
Enabling self-service analytics to clinical and business consumers

TELUS Communications  
Personalized and accurate customer interactions resulting in a shorter call time and superior customer experience

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

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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

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**Goals:**

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

**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

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**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
We've been able to identify key value-driven, real-time use cases in our solution. This positions us for a higher degree of sophistication and efficiency in our work to improve the health of the nation. These enhanced capabilities allow us to imagine new possibilities for data solutions and quickly bring them to production.

— Derek Smart
Manager, Masterfile Data and Analytics, Data Quality & Analytics, American Medical Association

American Medical Association

- **Objective:** Higher degree of sophistication and efficiency of their data management
- **Industry:** Non-profit Organization Management
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Strategy & Vision

**Goals:**
- Need to have a higher degree of sophistication and efficiency of their data management to maintain their position within the marketplace
- Integrate 124 physician license sources from every state and federal government
- Provide guidance and framework to establish enterprise data governance program

**Solution:**
- Enterprise MDM Data Strategy & Roadmap which positioned AMA for a foundational implementation, repeatable processes, and an optimized solution
- Identified key value driven real time use cases, self-service, reporting, and analytics use cases to drive daily operations and executive decision making
- Positioned AMA for a foundational implementation, repeatable processes, and an optimized solution

**Target Results:**
- Supports enterprise cloud strategy initiative
- Provides the ability for AMA IT and business users to have direct control over the solution, while leveraging Informatica hosted efficiencies
- Quickly expand scale leveraging Informatica hosted environment
Our implementation of the Informatica Product 360 hosted solution allowed for faster product onboarding, consolidation of product data and digital assets, streamlined business processes, and improved product data governance through the creation of a global single view of product data within a three-month timeline.

— Nic Prellwitz
Managing Consultant, Infoverity

Converse

• **Objective:** Design of a custom user-friendly product enrichment interface
• **Industry:** Retail
• **Country HQ:** United States
• **Innovation Award Category:** Intelligent Disruptor: Customer 360

**Goals:**
- Design of a custom user-friendly product enrichment interface
- Seasonal data segmentation and carryover designated by product lifecycle management source system
- 12-week schedule for environment setup, installs, requirements finalization, design, build, testing, and production deployment

**Solution:**
- Informatica Product 360 hosted solution with integrated digital asset management and automated creation of image derivatives
- Cloud-based PIM solution for faster product onboarding
- Automated data preparation of future sales seasons

**Results:**
- Improved product data governance through the creation of a global single view of product data
- Stand up of automated product data syndication to B2B and wholesaler platforms within a three-month timeline
- Streamlined product onboarding and improved data quality through task driven workflow, business rules and a custom flexible user interface

Converse.com

Streamlined product onboarding
and improved data quality through task driven workflow, business rules and a custom flexible user interface
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

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

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

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

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

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

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

FDA: Center for Drug Evaluation and Research
• Objective: Leveraging a modern data architecture to bring safe, high-quality healthcare Products to Market
• Industry: Public Sector
• Country HQ: United States
• Innovation Award Category: Intelligent Disruptor of the Year

fda.gov
Our Data Governance program is strategically positioned to augment the adoption of a Data Lake as FWD strives towards being a data-driven decision organization, ensuring that our digital and data community understands the contextual meaning of the data, trusts the integrity of the data, and is able to rely on the clear ownership established for any data issue resolution.

— Sin Wei Lee
FWD Group

Improving operation efficiency by providing an integrated dashboard to service customers with complete and up-to-date customer information across all business lines and touch points

Goals:
- Establish a consistent set of data governance standards and protocol to manage data
- Strengthen Data Governance capabilities across operating entities in Asia
- Provide internal and external stakeholders with greater confidence in data quality and safeguard customer data

Solution:
- Identifying all PII data across FWD and ensuring it’s protected and secure
- Creating a Data Lake, ensuring that digital and data community understands the contextual meaning of the data, trusts the integrity of the data, and is able to rely on the clear ownership established for any data issue resolution
- Creating fresh customer experiences with easy-to-understand and relevant products supported by digital technology

Target Results:
- Higher APE as a result of the improved quality of data which enabled FWD to develop more accurate personalized marketing and cross-selling capabilities across different business lines
- Increase ROI in marketing with a significant reduction in bounce rates
- Improvement in operational efficiency in call centers, through the underlying solution by Informatica, which provides an integrated dashboard to service our customers with complete and up-to-date customer information across all business lines and touch points

FWD Group Financial Services

- Objective: Strengthen data governance capabilities across operating entities in Asia
- Industry: Financial Services
- Country HQ: Singapore
- Innovation Award Category: Intelligent Disruptor: Strategy & Vision
Data is our new currency. Whether it’s a video interview, a resume, or an email from an employee, there’s value in these data sources. In the past, mining that data would have been very complex, but with Informatica we can capture it immediately. That’s a powerful capability.

— Filious Louis
Senior Manager, BI & Analytics, Kelly Services

Kelly Services

- **Objective:** Manage talent effectively by building a modern data architecture
- **Industry:** Business Services
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Cloud Data Warehouse & Data Lake

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**Goals:**
- Manage talent effectively by migrating legacy data warehouses to Microsoft Azure Synapse
- Drive job placements by increasing data volume and velocity
- Gain a complete view of job candidates and opportunities to mine and integrate data from customer and partner systems

**Solution:**
- Deliver a modern and connected talent platform for multi-cloud architectures with Informatica Intelligent Cloud Services and Microsoft Azure
- Leverage Informatica and Microsoft synergies for faster application development to support job placements
- Build Customer MDM with Informatica MDM and achieved 99.99% accuracy in identifying duplicates

**Results:**
- Create timely and targeted placement opportunities through talent-related data
- Streamline job placements through unified organizational, customer, employee, and partner information
- Expedite talent selection process by offering the right opportunity to the right talent — with an architecture that supports the company’s future growth
The on-premises prototype analytics solution could take up to hours per day to execute. Utilizing Informatica Intelligent Cloud Services to integrate the warehouse information from an on-premises operation data store (ODS) into Google Big Query, analytic execution time was driven down to minutes resulting in a highly, scalable easy to use analytics solution.

— Errick Coughlin  
Data Engineer, Kroger

**Goals:**

- Reduce out of stock products at its store by ensuring items were delivered to its warehouses by suppliers on time
- Ensure vendor delivery compliance
- Recover costs due to late arriving products and incentive vendors to deliver products on time resulting in less out of stock situations at Kroger’s stores

**Solution:**

- Kroger’s federated supply chain systems were integrated together into an analytics platform using Informatica Edge Streaming, Informatica PowerCenter, Informatica Intelligent Cloud Services (IICS) into a Google Cloud Platform Big Query instance
- Data was accessed via Tableau
- Allowed for trending and analysis of all warehouse supply chain across many years

**Results:**

- Utilizing IICS to integrate the warehouse information from an on-premises operation data store (ODS) into Google Big Query, analytic execution time was driven down to minutes resulting in a highly, scalable easy to use analytics solution
- Avoided millions of dollars of missed sales using the analytics solution to ensure products were delivered on time to warehouses and ultimately on store shelves for customers to purchase
- Transferred the historical data to Google Big Query resulting in enterprise key performance indicators such as warehouse inventory levels being made available on a near real time basis

**Kroger**

- **Objective:** Reduce out of stock products
- **Industry:** Retail
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Cloud Data Warehouse & Data Lake

Avoided millions of dollars of missed sales using the analytics solution to ensure products were delivered on time
Nissan is driving digital outcomes at every level of our business and using data to reach those outcomes faster. We are enabling enterprise-wide innovation with our customers at the heart of our transformation. Informatica plays an integral role in how we deliver strategic initiatives for exceptional customer experience!

— Danielle Beninger
Regional Data Officer, Nissan North America

**Goals:**
- Identify customer uniquely across brands, digital channels and source systems
- Need an authoritative source of customer information (Single Source of Truth)
- Establish a foundation for customer communication, lead generation, campaigns, targeted marketing, legal & compliance management and analytics

**Solution:**
- Nissan is implementing an enterprise solution to develop a sustainable competitive advantage through best in class customer experience
- The customer (both end consumer and dealer partners) and the associated data is at the center of Nissan transformative efforts

**Target Results:**
- Improve company performance with trusted views of business-critical data about customers and the 360-degree view of relationships and transactions amongst them
- Significantly better customer service & experience, loyalty and increased sales
- Fosters better collaboration among business users and IT, accelerating time to market and reducing costs for new projects
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

PMI.org

Informatica Innovation Award Winner

Informatica Innovation Award
Winner

pmi.org
With Informatica MDM, we were able to gain savings on avoiding unnecessary duplicate credit checks while enhancing the customer experience by allowing call center agents to understand the customer profile of whom they’re speaking.

— Jennifer Yim
Data Supply Chain and AI Programs, TELUS Communication

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**TELUS Communications**

- **Objective:** Enable customers and business by designing and delivering journeys that are automated, personalized, contextual, innovative and anticipatory
- **Industry:** Telecommunications
- **Country HQ:** Canada
- **Innovation Award Category:** Intelligent Disruptor: Customer 360

**Goals:**
- Create a single view of the customer
- Grow the customer base by driving contextual personalization consistently across online and offline channels
- Reduce customer effort making it easier for customers to manage their products and services
- Decrease customer effort making it easier for customers to manage their products and services
- Implement Informatica solution to improve the data foundation to define a single customer view along with household products owned
- Leverage MDM data for analytics purposes and embed the profile into core operational processes

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**Solution:**
- Built a platform that has a holistic data foundation and can generate predictive insights and interact with the customer in real time
- Implemented Informatica solution to improve the data foundation to define a single customer view along with household products owned
- Leverage MDM data for analytics purposes and embed the profile into core operational processes

**Results:**
- Defined a single customer view along with household products owned in 6 months
- Gained savings on avoiding duplicate credit checks while enhancing the customer experience by avoiding an unnecessary hit on their credit score
- Increased in prospect acquisition, enhanced cross-sell for existing customers, increased customer lifetime value
**UK Department for Education**

- **Objective:** Clear, transparent and consistent data governance processes across the department
- **Industry:** Public Sector
- **Country HQ:** United Kingdom
- **Innovation Award Category:** Intelligent Disruptor: Data Governance & Privacy

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**Post GDPR - Data Governance has come of age. Government has to be visibly demonstrating good practice around data so we don't lose our citizens’ trust. At the same time Government Departments have a rich and varied data landscape, ever evolving in response to ministerial and service delivery priorities. Without pro-active, automated data mapping, it becomes nearly impossible to maintain the level of oversight of our data that the public rightly expect of us.**

— Neil McIvor, Chief Data Officer, Department for Education

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**Goals:**
- Enable GDPR compliance and address information management risks effectively
- Have data readily available to make immediate transactional, operational decisions
- Improve quality and timeliness of data retrieval

**Solution:**
- Deployed Axon Data Governance, Enterprise Data Catalog and Informatica Data Quality to allow management and control of sensitive data
- Clear, transparent and consistent data governance processes across the department
- Easily consumable data through a variety of human and machine interfaces

**Results:**
- Reducing costs and increasing the value of internal data
- Improving reputation through increased compliance with GDPR mandates
- Consistent approaches to data processing, from specification through acquisition to disposal
Enabling self-service analytics to clinical and business consumers

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 systems 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 databases 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
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