



Unleashing the Power of Data

Success Stories from our 2021
Innovation Award Winners and Honorees



In the cloud, your data has the power to be extraordinary

In your world, data-first experiences matter. You don't own infrastructure anymore. You don't own applications. What you own is data—your organization's most critical asset. And you use it to create new and differentiated experiences for your customers, suppliers, employees and partners. If you can do it in the cloud, then you should. It's where your data comes alive for your business because it's the soul of digital transformation. The cloud is where Informatica partners with you for your extraordinary success.

Since 2000, Informatica has recognized the innovators and change-makers who use data to deliver great business outcomes. Each year Informatica Innovation Awards recognize our customers for their triumphs using Informatica's solutions and services. We think you will find inspiration and insights in this e-book of the 2021 Innovation Award winners and honorees.



Table of Contents



Banco ABC Brasil

Analyzed rich data easily
and intuitively

increasing their data ingest 50% faster and
100% Data Governance in the Data Lake



Biogen

Effectively support and
execute on Multiple Sclerosis
and Alzheimer's research

including planning and treatments



Celcom

Improved data-driven decision
making by 30X

through higher quality, governed data



Discount Tire

Create a holistic
360-degree view of the 80+
million customer landscape

and established a single source of truth by
implementing Customer 360



Johnson & Johnson

Save ~20,000+ hours/year

Reduction on ticket volume, improved data
accuracy, simplified user experience



NYC Health + Hospitals

Empowers 40K
Healthcare Professionals

with Trusted Data and Analytics – driving better,
faster and more confident decision making



Twitch

Real-time integration to roughly
15-20 critical systems

while supporting growth and an evolving
application stack



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>



Banco ABC Brasil

- **Intelligent Disruptor:** Cloud Modernization
- **Industry:** Banking
- **Country HQ:** Brazil



Analyzed rich data easily
and intuitively

increasing their data ingest 50% faster and
100% Data Governance in the Data Lake



Banco ABC Brasil goals is to transform the organization into digital powerhouse using Data Analytics Insights, Artificial Intelligence and Machine Learning.

— Big Data Analytics & Information Security Manager
Banco ABC Brasil

Goals:

- Committed to gathering data quality concerning all aspects of the organization and try to adopt information customer centricity
- Enable employees to use the right data at the right time with data accessible, actionable and auditable
- Utilizing data foster conclusive decision-making and become part of the bank's competitive advantage

Solution:

- Informatica is helping the Bank with data ingest and data quality in a data lake architecture
- Informatica Cloud allows Banco ABC to ingest varying volumes of data from different sources and can support a wide variety of data structure
- With Enterprise Data Catalog combined with data management and search tools will help analysts to find the data that they need

Results:

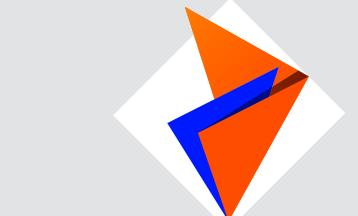
- Analyzed rich data easily and intuitively, Bank ABC increase 50% faster in their data ingest and 100% of Data Governance in the Data Lake
- Banco ABC Brasil used Informatica Cloud to run powerful aggregations query in Google Big Query with a consistent experience across data types. With in-place queries it can worry less about moving data around and more on building better predictive models, faster
- Accelerating its digital transformation with Artificial Intelligence and Machine Learning Ops



Biogen

- **Intelligent Disrupter:** Data Governance & Privacy
- **Industry:** Manufacturing - Pharma & Medical
- **Country HQ:** United States

biogen.com



Informatica Innovation Award
WINNER

Effectively support and execute on Multiple Sclerosis and Alzheimer's research including planning and treatments



As Biogen continues progress with respect to Democratized Data Governance, our collaboration with Informatica has enabled us to efficiently collect and categorize data assets from across the organization, including internal and external sources. With this successful first step, Biogen is now expanding asset cataloging while also building out an overall framework for Data Governance and Data Privacy. Our goal is to provide access to trusted and secure assets that will ultimately streamline “awareness to action” and further progress with respect to digital advancement making it easier and more effective for all stakeholders to work with data.

— Mike McHugh

Sr. Director, Data Analytics & Engineering, Biogen

Goals:

- Needed data democratization and supported data access in a governed manner in order to execute on global initiatives
- Establish cloud modernization projects to support MS and Alzheimer's research

Solution:

- Data mastered with Multidomain MDM, which then feeds into Enterprise Data Catalog
- In EDC they're successfully serving up 40+ million data assets globally within their Data Self-Service Platform

Results:

- Effectively support and execute on Multiple Sclerosis and Alzheimer's research, including planning and treatments
- Created a “Risk Profile” to analyze where sensitive data assets are stored, and where they're being used throughout the organization



Celcom

- **Intelligent Disrupter:** AI/ML for Data Management
- **Industry:** Telecommunications
- **Country HQ:** Malaysia

celcom.com.my



Informatica Innovation Award
HONOREE



Improved data-driven
decision making by 30X
through higher quality, governed data



We have ambitious plans for new digital services, and enterprise data governance is our key to success. Informatica advances our goal of reusability, giving us data that is more timely, accurate, complete, accessible, useful, and valuable. That helps us comply with industry regulations, improve data transparency, reduce risks for fines, improve collaboration, and enhance privacy and security.

— Jacky Cheong

Head of Enterprise Data Governance, Celcom Axiata Berhad

Goals:

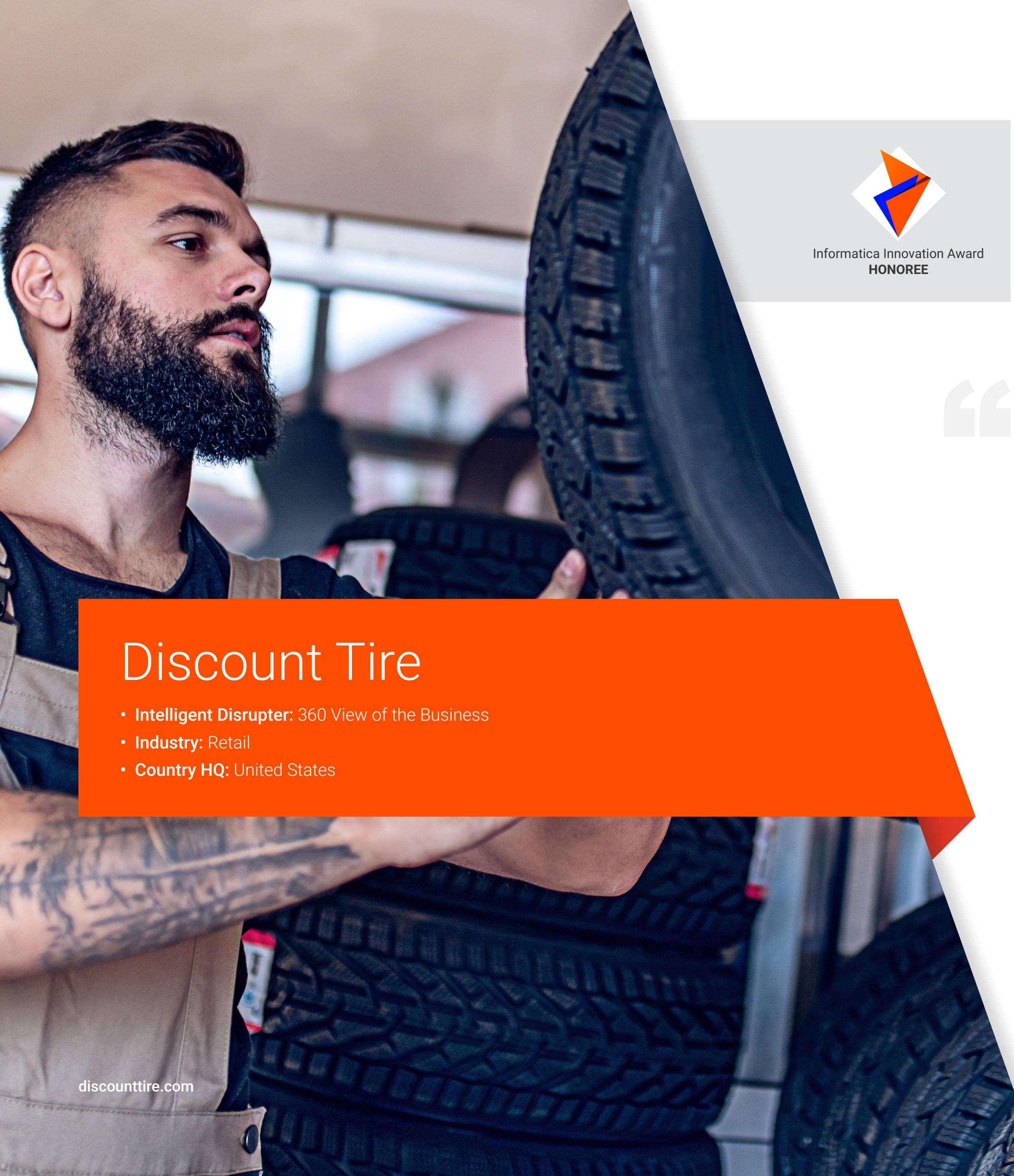
- Strengthen information governance to become an innovative digital organization driven by trusted data
- Creating a data driven culture whereby the organizations prioritizes data insights, quality and rules, which is pivotal in creating an accountability model of Data Owner & Stewardship
- Make smarter business decisions and ensure regulatory compliance with faster reporting

Solution:

- Use Informatica Axon Data Governance to build a foundation for enterprise data governance defense and offence model, where enterprise dashboards are available to monitor the data assets
- Enable enterprise-wide data discovery by classifying and organizing data assets with Informatica Enterprise Data Catalog and assigned ownership, KPI, policy and process workflow
- Proactively monitor and improve data quality of critical Data Elements and customer data in source systems and data lake which has been onboarded into Axon

Results:

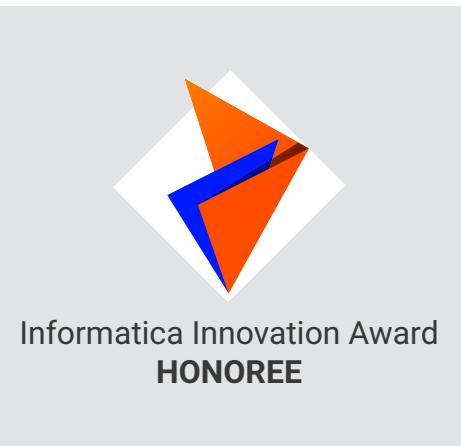
- Speeds up data deduplication with data quality check up to 30x faster, consequently driving faster decision making with governed data
- Sets foundations to enable data protection, Risk and Privacy management for data asset helping Celcom become a more trusted brand
- Helps Celcom transform data into rich insights to create more monetization opportunities and the analytics insights will create meaningful customer experiences



Discount Tire

- **Intelligent Disrupter:** 360 View of the Business
- **Industry:** Retail
- **Country HQ:** United States

discounttire.com



Create a holistic 360-degree view of the 80+ million customer landscape and established a single source of truth by implementing Customer 360

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Informatica Customer 360 and Product 360 solutions help us rationalize our customer and vehicle data. As a result, we will have a complete view of our customers, their relationships, and the vehicles they own so our 1100 store locations are empowered with information. Informatica's software combines all the data management capabilities in one solution to help us to scale faster and support our digital transformation.

— Gary Desai
CIO, Discount Tire

Goals:

- Enable Sales & Marketing teams to effectively segment customer data, E-Commerce teams provide the right information to the right customer on the right channel at the right time
- Integrate Customer Master data across the enterprise to achieve a single view of customers
- Provide real time decision making to target the right person with the right offer at the right time

Solution:

- Implemented Customer 360 to create a holistic 360-degree view of the 80+ million customer landscape and establish a single source of truth
- Consolidate and aggregate customer B2C data across the multiple point-of-sale systems, ecommerce platforms and human capital management platform

Results:

- Provides the ability for Discount Tire IT and business users to have direct control over the solution, while leveraging Informatica hosted efficiencies
- Supports enterprise cloud first strategy initiative while giving Discount Tire the ability to quickly expand scale leveraging Informatica's hosted environment
- Enabled future solutions for executive dashboards to drive enterprise decisions

DISCOUNT
TIRE



Johnson & Johnson

- **Intelligent Disrupter:** 360 View of the Business
- **Industry:** Manufacturing - Pharma & Medical
- **Country HQ:** United States



Save ~20,000+ hours/year

Reduction on ticket volume, improved data accuracy, simplified user experience

Johnson & Johnson

“

The word I use for “making the complex simple” is “SIMPLEXITY”!

— Ben Shectman

Senior Manager – Experience Design

Goals:

- Simplify the job requisition creation process as it is currently difficult to identify the right legal, management entities and cost center of an employee and properly align them to the finance cost center values

Solution:

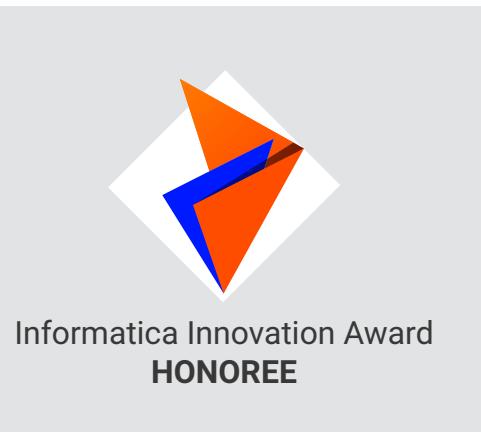
- Established Reference 360 as the source of truth for the mapping between Workday cost center and finance cost center values

Results:

- Save ~20,000+ hours/year of Manager and GS agent time to do reclass
- Reduced volume of GS tickets
- Minimized the time it takes to create a job requisition so people managers can initiate the hiring process more quickly

NYC Health + Hospitals

- **Intelligent Disrupter:** Data Strategy & Vision
- **Industry:** Hospital & Health Care
- **Country HQ:** United States



Empowers 40K Healthcare Professionals

with Trusted Data and Analytics – driving better,
faster and more confident decision making



Data is the new gold, and when COVID-19 arrived in New York City, we needed to position our staff members to quickly respond to the pandemic – Informatica helped us do just that.

– Alexander Izaguirre

PhD, Chief Data Officer, NYC Health + Hospitals

Goals:

- Bolster employee confidence in data and foster a culture of data citizenship and innovation
- Integrate legacy data sources—including electronic medical records (EMR), clinical, HR, and revenue information—into a single, trusted enterprise view
- Accelerate time to market for new data projects, including COVID-19 response dashboards, predictive analytics, and regulatory compliance

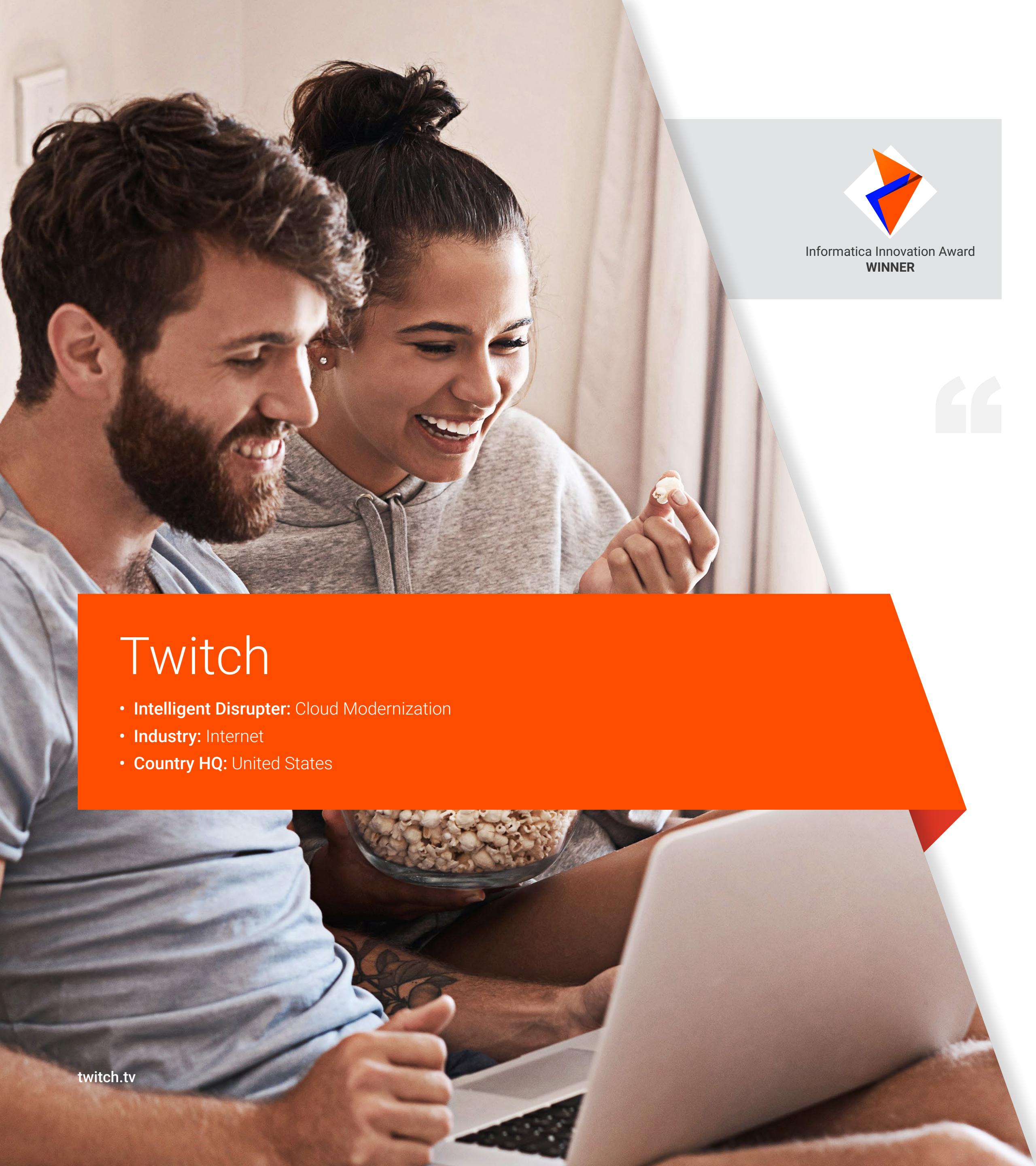
Solution:

- Build DnA Dash, a one-stop shop for all employees to access healthcare data and analytics, powered by Informatica Data Quality and Informatica Enterprise Data Catalog
- Cleanse and standardize data to create a business glossary of 600+ medical definitions, measures, metrics, and KPIs using Informatica Axon Data Governance
- Migrate existing data repositories into a Snowflake cloud data warehouse, hosted on AWS, using Informatica's ETL (extract, transform, load) capabilities

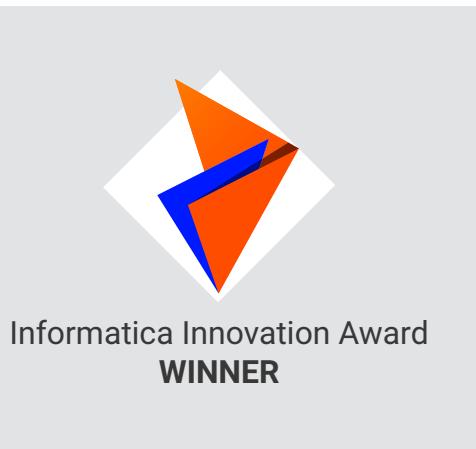
Results:

- Drives better, faster, and more confident decision-making throughout the organization, from board members to front-line health workers
- Improves quality of patient care by arming doctors, clinicians, and facility leaders with tools to better diagnose patients and analyze treatment options
- Saves time and resources with a modern data infrastructure that can develop reusable data assets with greater speed and consistency





twitch.tv



Real-time integration to roughly
15-20 critical systems
while supporting growth and an evolving
application stack



With the objective of providing an Enterprise-wide Integration platform, we leveraged Informatica's Cloud solution. This comprehensive Data Integration solution helps integrate various on-prem and Cloud applications to serve our complex business needs.

— Cyril Verrier
Principal, Program Architect, Twitch

Goals:

- Needed to pay its “streamers” faster, reducing from two weeks to a single day

Solution:

- Leveraging Informatica’s iPaaS including Cloud Application Integration, Cloud Data Integration and the cornerstone solution – Cloud Integration Hub
- To support their growth and evolving application stack, Twitch is using Informatica for iPaaS and broader data management

Results:

- Informatica Cloud Application Integration provides real-time integration to Hybris and roughly 15-20 other critical systems



At Informatica, we believe data is the soul of business transformation

That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud. Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location—all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless.

Informatica. Cloud now. Data always.

To learn more, click [here](#) or visit us at: informatica.com/about-us/customers.html