Unleashing the Power of Data

Success stories showcasing data-driven innovation
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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2-1-1 San Diego
100,000 people experienced improved service outcomes

Abu-Dhabi Department of Culture & Tourism
Automated 70+ business processes within the first two months of deployment

Addviant
10% inventory reduction and enhanced real-time visibility to key sales and operational data

AIA Singapore
Provided a deeper understanding of customer information and other business data with a single, clear set of definitions across the enterprise

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

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

Amgen
Enhanced patient outcomes by identifying the possibility of secondary health events and notifying care providers

Anaplan
Reduced average sales cycle to make data integration easier for customers

Assicurazioni Generali
Governed financial data to comply with the European Union's Solvency II directive

Avvo
92% reduction in data extraction time to leverage the best of open source technology for optimal execution and faster deployment

Avis Budget Group
650,000 vehicles connected as part of a global initiative that optimized its vehicle rental business

Bank of Dalian
Improved Security and confidentiality levels, with reduced data exposure in non-production environments

American Medical Association

This icon recognizes Informatica Innovation Award Winners and Honorees. Learn More about Informatica’s Innovation Award Program at: informatica.com/about-us/customers.html
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BMC Software
Hundreds of thousands of dollars
in cost savings realized with improved
efficiencies, speed of execution, and
optimized handling of cash reserves

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

BNSF Railway
30% cost reduction
by offloading legacy mainframes

Bouwmaat Nederland B.V.
Enriched product data
Built everything smarter, giving customers
the option to deliver anywhere they wish or
pick up at an outlet

Bradley Corporation
Increased online product
availability by 20x
in just over a year, making all 200,000 SKUs
available in its e-commerce catalog

Carbonite
20-second reduction
in the time needed to create a support case

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

Chicago Cubs
Opened up new lines of revenue
with a single view of every fan to deliver fan
experiences more effectively, strengthening
brand loyalty

China Life Property & Casualty Insurance
Stronger technical support
for management decision-making and
precise marketing

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

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

Clinical Asset Management Company
Reduced costs for hospitals
by improving clinical engineering and asset
management with healthcare analytics

Clinical Software Company
18% YoY growth
through improved automation, IT integration,
and business processes, making the company
better able to channel resources into
transforming how clinical trials are conducted

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

Community Technology Alliance
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

Converse
Streamlined product onboarding
and improved data quality through task driven
workflow, business rules and a custom flexible
user interface
<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>COOP Alleanza 3.0</strong></td>
<td>Unified customer view to help drive group-wide business agility and efficiency across sales channels</td>
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<tr>
<td><strong>Covea Group</strong></td>
<td>3.3M customers mastered for a newly adaptive user interface, expanded search functionality, and 24/7 services to power the website</td>
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<td><strong>CVS Health</strong></td>
<td>Reduced processing time from six months to two days for critical files to be delivered to clients</td>
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<td><strong>De Mandemakers Group</strong></td>
<td>Increased revenue opportunities by boosting customer conversion</td>
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<td><strong>Digital Media Company</strong></td>
<td>Saved employee time by cutting data integration and processing times in half, while improving performance for end users by 2x during peak hours</td>
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<td><strong>DNV GL</strong></td>
<td>30x faster ship inspections enabled by the creation of new digital services</td>
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<td><strong>Elektro-Material</strong></td>
<td>4x faster launches of new products and the onboarding of entire product catalogs from 900 suppliers</td>
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<td><strong>Elkjøp Nordic AS</strong></td>
<td>Reduced customer complaints and fewer returns due to improved accuracy and completeness of product data on the website</td>
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<td><strong>Emerald Expositions Events, Inc.</strong></td>
<td>50+ trade show reports standardized saving time for IT</td>
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<td><strong>Employers Mutual Casualty Insurance</strong></td>
<td>Secured sensitive, private data to remain compliant with industry regulations, and safeguard trust for policy holders and clients</td>
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<td><strong>Etiqa</strong></td>
<td>Attracted and retained policy holders, grew revenue, and delivered a more rewarding service experience</td>
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<td><strong>Fannie Mae</strong></td>
<td>Trusted business data that helped to effectively and efficiently manage data, ensuring that business decisions remained consistent</td>
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<td><strong>Fastweb</strong></td>
<td>80% reduction in customer churn with a 'single version of the truth', driving more agile and rewarding customer service</td>
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<tr>
<td><strong>FDA: Center for Drug Evaluation and Research</strong></td>
<td>Streamlined product lifecycle operations through a new electronic submission capability, enhancing quality, speed, predictability, and completeness of product reviews</td>
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<td><strong>Equinix</strong></td>
<td>Established a data-driven culture with a single data analytics platform as the company pursued digital transformation</td>
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<td><strong>Ergotron</strong></td>
<td>50% faster customer resolution times strengthening reputation by answering customers’ questions in real time, reducing customer call-backs and order fulfilment time</td>
</tr>
<tr>
<td><strong>Etiqa</strong></td>
<td>Attracted and retained policy holders, grew revenue, and delivered a more rewarding service experience</td>
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</tbody>
</table>
Financial Services Company

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

French Multinational Insurance Firm

Improved sales and service channels through accelerated time to value for digital transformation.

The George Washington University

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

Grant Thornton

50% reduction in data integration development and maintenance lifecycle, enabling the company to make insightful, fast, consistent, and compliant decisions.

Financial Services Firm

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

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.

Global Asset Management Company

Delivered a faster time to value for cloud data warehousing with native support for Snowflake on AWS.

Grupo Martí

One week to one day reduced purchase order processing time for sporting goods.

Financial Services Mutual Holding Org

Enabled better service delivery by using governed data to fuel customer service initiatives.

Generali China Life Insurance

Reduced reliance on labor addressed recent increases in labor costs and business risks, and improved work efficiency.

Global BioTech Organization

Enhanced sequencing instruments and services to customers by enabling the organization to proactively alert customers about system issues that might impact their research.

Healthcare Provider

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

Flagship State University

75% reduction in transfer time in daily database processes, giving data architects more hours per year to work on more strategic and valuable tasks.

Genetics Research Company

Reduced from six months to hours the average time required for key integration projects.

Global Car Rental Company

Enabled eight figures of revenue growth with a single source of information for customers, financials, and vehicle data.

Home Point Financial

Improved scalability and performance for data warehousing and analytics to help drive more sales through brokers, while reducing staffing costs.
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<tr>
<th>Hubo</th>
<th>Insurance Company</th>
<th>IQVIA</th>
<th>Jones Lang LaSalle Incorporated</th>
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<tbody>
<tr>
<td>10x faster product launches</td>
<td>Better, faster claims processing and service</td>
<td>Enhanced data accuracy</td>
<td>Up-to-the-minute real estate information</td>
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<tr>
<td>which increased product assortment and diversity</td>
<td>for customers which led to higher customer satisfaction</td>
<td>as well as timeliness and completeness in order to receive industry-leading information and insight for biopharma</td>
<td>about its portfolio of 3.4B managed square feet</td>
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<td>Humana</td>
<td>Interfor</td>
<td>Ivy League Business School</td>
<td>Johns Hopkins Healthcare</td>
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<tr>
<td>Empowered the data governance operations team</td>
<td>Three-step wizard implemented</td>
<td></td>
<td>Empowered employees to provide timelier and more responsive service</td>
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<td>with applications to monitor enforcement points and better visibility into who receives what data</td>
<td>to set up a new EDI partner, define a communication method, and assign EDI messages for exchange</td>
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<td>through democratized, trusted healthcare data</td>
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<tr>
<td>Independence Health Group</td>
<td>Intermountain Healthcare</td>
<td>JDRF</td>
<td>Kelly Services</td>
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<tr>
<td>Data protected for 8.3M insureds</td>
<td>Helped improve population health</td>
<td>Improved productivity up to 40%</td>
<td>Identified duplicate records with 99.99% accuracy</td>
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<tr>
<td>to avoid the high cost of healthcare data breaches</td>
<td>in Utah and southern Idaho, providing tools to help people live healthier lifestyles</td>
<td>helping focus more of the nonprofit’s resources on fundraising, research, and advocacy</td>
<td>gained a more complete view of job candidates and opportunities to mine and integrate data from customer and partner systems</td>
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<td>Industry-Leading Auto Manufacturer</td>
<td>International Oilfield Company</td>
<td>International Oilfield Company</td>
<td>KLINGEL</td>
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<tr>
<td>70% reduced time for insights</td>
<td>Delivered 99.99% accurate materials data</td>
<td>Reduced workload</td>
<td>Launched products online 7x faster</td>
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<tr>
<td>for reliable data, enabled by empowered users creating their own reports</td>
<td>for latest SAP release, reducing costs and risk while improving inventory management</td>
<td>for development and maintenance by standardizing data processing</td>
<td>and improved business planning by enabling detailed reporting and analytics</td>
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<tr>
<td>Company</td>
<td>Success Story</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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<tr>
<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>Kroger</td>
<td>Avoided millions of dollars of missed sales using the analytics solution to ensure products were delivered on time</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>Lagardère Travel Retail Pacific</td>
<td>Sped up reporting and BI processes to improve inventory planning and provide landlords with accurate, timely reports</td>
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<td>LANDBANK of the Philippines</td>
<td>Strengthened customer relationships while the company expanded its business, reduced risk, and enhanced decision support</td>
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<td>Large Environmental Services Co.</td>
<td>Improved data steward productivity reclaming hundreds of hours a year while providing a trusted data foundation for analytics</td>
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<td>Life Time</td>
<td>360-degree view of members that correlates subscription information with fitness routines</td>
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<td>Major Broadcasting Company</td>
<td>Increased the value of customer data by making it easier to locate, understand, and re-use</td>
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<tr>
<td>Large Beauty Retailer</td>
<td>Increased customer lifetime value and greater wallet share to help win in the marketplace</td>
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<td>Lenovo</td>
<td>4x faster integrations giving marketers timely access to trusted and actionable data</td>
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<tr>
<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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<tr>
<td>MD Anderson Cancer Center</td>
<td>Multi-Hospital Health System</td>
<td>National Health Plan</td>
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<tr>
<td>Securely housed clinical and genomics data in one centralized location via a big data analytics platform</td>
<td>Helped unify an organization for optimized growth through multiple mergers and acquisitions</td>
<td>Reduced duplicate patient records by 86% by integrating enterprise master patient index with other data sources</td>
<td>34% reduction in loan closing time integrating customer data improved customer banks’ operational efficiency</td>
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<tr>
<td>47 source systems integrated which improved data quality for better analytics, and minimized the need for human intervention and manual data review</td>
<td>Increased the efficiency of the sales planning processes by reducing data processing time by 40%, improving the quality of customer data</td>
<td>Increased IT team efficiency through a streamlined, standardized approach to application integration and proactive monitoring</td>
<td>30% reduction in help desk ticket volume due to the secured integration of data from UltiPro into ServiceNow</td>
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<tr>
<th>Middle Eastern Insurance Company</th>
<th>Murdoch’s Ranch &amp; Home Supply</th>
<th>National Interstate Insurance Company</th>
<th>Nissan North America</th>
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<tbody>
<tr>
<td>Enabled zero-day time to market for data analysis and data science projects critical to digital transformation</td>
<td>Increased sales by enabling faster “go live” product availability – both online and in-store</td>
<td>Employees need only minutes instead of weeks to locate information from sales and service systems</td>
<td>Improving customer experiences dealer interactions, and long-term vehicle quality by presenting a complete picture of visual analytics</td>
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<tr>
<th>Metropolitan Thames Valley Housing</th>
<th>Nanjing Children’s Hospital</th>
<th>Natura Cosméticos</th>
<th>Nonprofit Financial Services Organization</th>
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<tbody>
<tr>
<td>Improved timeliness of response and service to residents during the COVID19 pandemic and beyond and to help ease the UK housing crisis</td>
<td>Increased data processing speed and reduced data management cost</td>
<td>Expanded the organization’s business model which created new consumer channels</td>
<td>91% decreased product development cycles bringing financial solutions to market faster</td>
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<tr>
<td>Nonprofit Organization</td>
<td>Project Management Institute Inc.</td>
<td>Rabobank</td>
<td>Santalucía Seguros</td>
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<tr>
<td>30 minutes</td>
<td>Improved customer retention</td>
<td>Strengthened BCBS 239 compliance</td>
<td>Consistent, personalized communications</td>
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<td>40 hours to 30 minutes</td>
<td>by a few percentage points, realizing millions in revenue</td>
<td>and other regulatory reporting by making it easier to give auditors the transparency they require</td>
<td>with current and prospective customers, helped to retain customers and win new business</td>
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<td>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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<tr>
<th>Northern Arizona University</th>
<th>Private Research University</th>
<th>Railinc</th>
<th>SendGrid</th>
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<tbody>
<tr>
<td>30,000 students</td>
<td>Twice as fast</td>
<td>Built users’ confidence in data</td>
<td>30 billion emails</td>
</tr>
<tr>
<td>benefited from a faster, more responsive call center and Student Service Center</td>
<td>to make new integrations available, empowering developers to move faster and do more to enhance the student experience</td>
<td>by displaying end-to-end lineage all the way back to when data was first created</td>
<td>sent per month on behalf of more than 50,000 paying customers</td>
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<thead>
<tr>
<th>Olympus</th>
<th>Public Financial Services Company</th>
<th>Rutgers University</th>
<th>Shire Pharmaceuticals</th>
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<tbody>
<tr>
<td>Executive dashboard updated nightly</td>
<td>Faster, better customer service and better business decisions with improved data stewardship for loan information</td>
<td>Nightly batch integrations</td>
<td>Delivered breakthrough therapies</td>
</tr>
<tr>
<td>to give management the sales summaries they need to run the business more effectively</td>
<td></td>
<td>delivered timely and trusted information to teams relying on pipeline, admissions, enrollment, and alumni systems</td>
<td>faster with valuable research data analytics</td>
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<tr>
<th>PartsSource</th>
<th>PUMA</th>
<th>Santa Fe Relocation</th>
<th>State Human Services Provider</th>
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<tbody>
<tr>
<td>2 hours to 2 minutes</td>
<td>Helped increase sales by 10% in nine months with greater agility and faster time to market</td>
<td>Modernized systems and service delivery by moving from legacy relocation platforms to Salesforce as a single source of truth</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>
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<td>reduction in time needed to launch new products</td>
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<td>Faster, better customer service and better business decisions with improved data stewardship for loan information</td>
<td>Nightly batch integrations delivered timely and trusted information to teams relying on pipeline, admissions, enrollment, and alumni systems</td>
<td>Built users’ confidence in data by displaying end-to-end lineage all the way back to when data was first created</td>
<td>Consistent, personalized communications with current and prospective customers, helped to retain customers and win new business</td>
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<td>Consistent, personalized communications with current and prospective customers, helped to retain customers and win new business</td>
<td>30 billion emails sent per month on behalf of more than 50,000 paying customers</td>
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<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>
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<tr>
<td>Organization</td>
<td>Feature Description</td>
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<td>Stuller</td>
<td>Customer satisfaction increased with rich descriptions of jewelry, stones, and tools</td>
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<td>TELUS Communications</td>
<td>Personalized and accurate customer interactions resulting in a shorter call time and superior customer experience</td>
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<tr>
<td>Tools Retailer</td>
<td>Enabled 4x faster product launches and updates on average, minimizing the need for manual product data entry</td>
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<tr>
<td>Top-Ranked Public University</td>
<td>Reduced application processing time from weeks to minutes thanks to newly automated student enrollment</td>
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<tr>
<td>Tsinghua University</td>
<td>Simplified data management for faster processing, more reliable information, and fewer hardware components to manage</td>
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<tr>
<td>TTC Travel Group Limited</td>
<td>Reduced 36 hours to 60 minutes for daily data import</td>
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<td>U.S. Military College</td>
<td>Expanded online enrollment through targeted sales and marketing campaigns that increase awareness of learning opportunities</td>
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<td>University of the Philippines</td>
<td>Increased revenue 12x as a result of digital transformation, providing customer loan approvals in 3 minutes versus 4 to 6 weeks</td>
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<tr>
<td>Valley Health System</td>
<td>Less than one day needed to code API calls</td>
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<td>Vemo Education</td>
<td>Reduced time spent on repetitive tasks from 80 hours to 5 minutes per month, giving team members the opportunity to spend less time on manual processes and more time helping partners and participants</td>
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<tr>
<td>University of Michigan Ross School of Business</td>
<td>50% reduction in development time needed for data integrations, which supports more effective decision-making for degree programs, curriculum, marketing, and outreach</td>
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<tr>
<td>Veraction</td>
<td>From months to days for onboarding improving customer and carrier experience</td>
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<td>UNC Health</td>
<td>Enabled self-service analytics to clinical and business consumers</td>
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<tr>
<td>Union Bank of the Philippines</td>
<td>Increased application processing time from weeks to minutes thanks to newly automated student enrollment</td>
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<tr>
<td>University of North Carolina at Chapel Hill</td>
<td>50-60% reduction in development time enabling UNC to deploy new web services into production approximately 4x faster</td>
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<tr>
<td>Valley Health System</td>
<td>Reduced application processing time from weeks to minutes thanks to newly automated student enrollment</td>
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<td>U.K. Department for Education</td>
<td>Increased compliance with GDPR which improved reputation, costs and increased the value of internal data</td>
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<tr>
<td>Vita Coco</td>
<td>Increased sales by working with distributors to adjust regional promotions and processes</td>
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100+ key policy questions identified
to be addressed with a data-driven approach, affecting the development of policies and programs

Winsupply

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

Wolters Kluwer

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

Xtime

Deliver detailed analysis
with a multi-tenant data warehousing initiative by grouping manufacturers and dealerships together
The impact we’re making with Informatica and Salesforce is profound. We’re better able to direct clients to the right resources because we have more information up front.

— Peter Battistel
CTO, 2-1-1 San Diego

Goals:
• Provide clients with faster access to the social services they need
• Improve phone call efficiency when interacting with clients
• Enhance visibility for partners when providing community services

Solution:
• Establish a Community Information Exchange (CIE) for comprehensive community services
• Aggregate data from Salesforce for enhanced efficiency
• Leverage Informatica Intelligent Cloud Services for rapid service delivery

Results:
• Improves service outcomes for more than 100,000 people, with the potential to grow beyond 1 million
• Enables tracking of outcomes and better coordination between agencies
• Reduces average call time and cost to serve each caller

2-1-1 San Diego

- Objective: Create a single golden record for each caller and partner
- Industry: Nonprofit
- Country HQ: United States

100,000 people experienced improved service outcomes

Read The Full Success Story
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
- 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:**
- 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

**Results:**
- Automated 70+ business processes within the first two months of deployment

Learn More About The Solution
Data is good, but when it’s transformed into real-time pricing, dynamic reporting and KPI dashboards it becomes an immensely precious asset. With Informatica, Addivant is putting the potential of data to work to drastically improve the sales process, enable more accurate profitability analysis, a faster sales cycle and enhanced visibility to help us win with our customers.

— Nicholas Loeffler
CIO, Addivant

Addivant

• Objective: Consolidate key corporate performance data
• Industry: CPG
• Country HQ: United States

10% inventory reduction and enhanced real-time visibility to key sales and operational data

Goals:
• Meet aggressive sales and operational goals of new private equity ownership
• Enable sales teams to be competitive by providing pricing quickly and accurately to customers
• The impact of data from critical factors such as shipping, regulations, and volume discounts on pricing had to be cross-tabulated

Solution:
• Addivant deployed Informatica for real-time extraction of SAP information to a Salesforce.com dashboard, which was accessible on desktop as well as mobile devices

Results:
• The company drastically improved the sales process, providing real-time pricing, dynamic reporting and dashboards that drilled down into KPIs, enabling accurate profitability analysis, a faster sales cycle and enhanced visibility

Read The Full Success Story
Watch The Customer Video
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

Provided a deeper understanding of customer information and other business data with a single, clear set of definitions across the enterprise.

Read The Full Success Story
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

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**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's hosted environment

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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

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Integrating 124 physician license sources from every state and federal government
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

**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

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

[Read The Full Success Story](#)
[Watch The Customer Video](#)
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

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

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

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

Read The Full Success Story
Anaplan

- **Objective:** Drive collaboration for faster decision-making and greater business agility
- **Industry:** Business Services
- **Country HQ:** United States

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**Goals:**

- Help customers plan effectively and accelerate decision-making across finance, sales, supply chain, and other business functions
- Deliver rich data integration capabilities for both cloud and on-premises data sources to accelerate customers’ digital transformations
- Enable customers to roll out Anaplan across multiple business functions

**Solution:**

- Partner with Informatica to introduce Anaplan HyperConnect, powered by Informatica
- Use Informatica Intelligent Cloud Services to give customers hundreds of pre-built connectors covering a wide variety of data sources
- Make it easy for customers to apply cloud-based data management to more business functions

**Results:**

- Enables customers to make the right decisions quickly by capturing data from nearly any source with just a few clicks
- Enabling customers to implement Anaplan faster by making data integration easier for them
- Increasing the number and complexity of data sources customers can use for Connected Planning

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**Reduced average sales cycle**

*to make data integration easier for customers*

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*By using Informatica to make data integration easier for customers, we’ve reduced our average sales cycle and grown deal sizes over the two years that we’ve offered HyperConnect.*

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*— Chris Badger*

*Director, Technology Partnerships, Anaplan*

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[Read The Full Success Story](#)
Assicurazioni Generali

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

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

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

**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

Read The Full Success Story
Watch The Customer Video
Informatica allowed us to generate new revenue streams where the client makes more money during the sale. It’s a win-win for everyone.

— Vice President of Product Development
Automobile Auction Services company

Automobile Auction Services

• **Objective:** Create a single customer view across multiple lines of business to simplify customer interactions
• **Industry:** Automotive
• **Country HQ:** United States

**Goals:**
- Create a single customer view across multiple lines of business to simplify customer interactions
- Gain transparency into dealership buying and selling trends
- Streamline and maximize the value of vehicle sales

**Solution:**
- Scale for ongoing growth with subscription-based Informatica MDM-Customer 360 hosted in the Cloud
- Use insights gleaned from MDM-Customer 360 to help price vehicles for quick sale
- Link customer transactions and interactions across business units by merging data sources recommended by Informatica Professional Services

**Results:**
- Address cost and overhead associated with maintaining an on-premises solution
- Develop pricing strategy based on real-time data
- Eliminate duplicate customer records, which were 33% of the total record count

33% reduction in duplicate customer records and a simpler way to pull an accurate and quick customer report
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

Avis Budget Group

- Objective: Optimize fleet management
- Industry: Transportation
- Country HQ: United States
- Cloud Platform: Amazon Web Services (AWS)

Goals:
- Connect a massive fleet of 650,000 vehicles in real time and with a complete global view to enhance efficiency, reduce costs, and drive revenue
- Reduce business risk by profiling and governing telematics data from vehicle GPS and navigation systems and uncover any data quality issues early
- Document core assets such as fleet and telematics data while capturing business context from subject matter experts

Solution:
- Deploy Informatica solutions on AWS to operationalize data and perform real-time analytics as part of a next-generation platform
- Leverage Informatica Data Engineering Integration to enable faster, flexible, and repeatable big data ingestion and integration
- Organize fleet and telematics data using Informatica Enterprise Data Catalog to provide visibility into data location, lineage, and business context

Results:
- Supports global vehicle analytics with an end-to-end data pipeline, giving fleet managers X-fold faster access to track vehicles in real time
- Mitigates risk by improving data quality and governance, helping to ensure that fleet data is complete and in the right format
- Increases productivity by enabling business users to search for, locate, and understand data assets on their own, with a line of sight into data lineage

Read The Full Success Story
Watch The Customer Video
Avvo

- **Objective:** Establish a scalable, high-performance platform to support corporate growth
- **Industry:** Legal Services
- **Country HQ:** United States

**Goal:**
- Deliver real-time ad performance and web services data to sales and marketing teams for immediate follow up
- Seize opportunities to offer enhanced marketing services to existing lawyer clients and prospects
- Establish a scalable, high-performance platform to support corporate growth

**Solution:**
- Informatica Data Engineering Integration enables Avvo to deliver data rapidly
- With Informatica DEI, Avvo can capture more timely insights into customer interests to drive more informed business decisions
- Informatica DEI empowers business users to self-serve, resulting in significant revenue-generating productivity gains

**Results:**
- Increased revenue by quickly capturing and acting on additional leads
- Delivering data on an hourly versus daily basis to Salesforce while reducing data extraction time from 4 hours to 20 minutes
- Improved productivity for business users and developers

Avvo helps us remain ahead of the curve, giving us the tools we need to help attorneys stay on top of their game.

— Sarbendu Mandal
Manager, Big Data Engineering, Avvo

Read The Full Success Story
Informatica and Microsoft Azure, they work well together, they support one another, and we ended up with what we wanted: a single cloud footprint that goes across technologies and functions.

— John Mulvaney
Senior CoE Lead - Data Analytics Workbench, AXA XL

AXA XL

• **Objective:** Using big data to streamline customer product offering
• **Industry:** Insurance
• **Country HQ:** United States
• **Cloud Platform:** Microsoft Azure

**Goals:**
• Reduce the complexity and cost of managing and cleansing big data across business units to gain insights into policyholder, broker, and product performance
• Attain profitable growth by identifying cross-sell and up-sell opportunities for brokers and partners to sell more insurance products to existing customer base
• Democratize data discovery and preparation to allow data scientists, analysts, and actuaries to prepare and operationalize data for trusted insights

**Solution:**
• Use Informatica Data Engineering Integration and Informatica Data Engineering Quality to integrate, govern, and cleanse data from on-premises and cloud sources to Microsoft Azure
• Scan and catalog insured and policy data across the enterprise using Informatica Enterprise Data Catalog, making data actionable and easy to find
• Enable data scientists, actuaries, and analysts to prepare data for analysis via self-service using Informatica Enterprise Data Preparation

**Results:**
• Simplifies advanced analytics with a Data Ecosystem & Engagement Platform (DEEP), helping AXA XL build innovative data assets faster and at a lower cost
• Helps increase shareholder value by enabling complex activities such as cross-selling and upselling of insurance policies through brokers and managing general agents
• Allows for faster, deeper insights to support new policy introductions while improving investment returns and lowering expense ratios

Helped increase shareholder value

by enabling complex activities such as cross-selling and upselling of insurance policies through brokers and managing general agents

Read The Full Success Story

Watch The Customer Video

Informatica Innovation Award Honoree
**Bank of Dalian**

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

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**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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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

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**Improved Security**

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

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
BMW Group

- **Objective:** Enrich the online shopping experience with up-to-date, complete product information
- **Industry:** Automotive
- **Country HQ:** Germany

**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

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

Read The Full Success Story
Informatica has helped us control risk—the risk of losing customers, the risk of runaway costs, the risk of losing strategic advantage—all by unlocking our valuable operational data and making it available throughout the enterprise.

— Jeff McIntyre
Assistant Vice President, BNSF Railway Company

BNSF Railway
• Objective: Connecting communities with the global marketplace
• Industry: Transportation
• Country HQ: United States

30% cost reduction by offloading legacy mainframes

Goals:
• Give internal and external customers access to accurate real-time data
• Reduce operational costs and impact
• Prepare for new company-wide SAP implementation

Solution:
• Integrate mainframe resident, disparate operational data repositories
• Offer Web-enabled self-service access to a high-performance data store
• Utilize intuitive GUI and development environment to optimize productivity resource management

Results:
• Not wanting to be locked into a single vendor solution, Informatica’s platform natively interfaces with a huge number of applications and data formats
• Informatica’s sophisticated development environment and intuitive GUI made the solutions easy to implement and easy to use
• BNSF looked for a partner with a longstanding track record of excellence, with solutions that could grow and adapt to any changes in the railroads strategic direction

Read The Full Success Story

bnsf.com
Customers can have items delivered anywhere they wish, or pick them up at an outlet. That’s what we mean by build everything smarter.

— Bernard Verburg
Director, Bouwmaat Nederland B.V.

Bouwmaat Nederland B.V.

- **Objective:** Making the product range from 46 outlets available for all sales channels with complete product information
- **Industry:** Distribution
- **Country HQ:** Netherlands

**Goals:**
- Harmonize the existing bouwmaat.nl website with the digital catalog
- Add a new payment option so customers can also pay online by credit card
- Retrieve the recorded customer data

**Solution:**
- Deploy Informatica MDM – Product 360 to implement a multichannel strategy
- Merge, harmonize and enhance existing information from disparate sources
- Guarantee consistent, up-to-date and well organized product information online

**Results:**
- Same product information for all sales channels from a single source
- Sales boost through ease of navigation and complete product information
- Increased customer satisfaction

Read The Full Success Story
Since we began using Informatica MDM – Product 360, the appreciation from our customer base has been growing along with our sales.

— Connie Beuche
Portfolio Manager - Front End Technology, Bradley Corporation

Bradley Corporation

- Objective: Improve customer experiences and increase B2B e-commerce site visits and sales with better product information
- Industry: Manufacturing
- Country HQ: United States

Goals:
- Improve customer experiences and increase B2B e-commerce site visits and sales with better product information
- Make all 200,000 product SKUs available online through a single source of truth for product information that is always up to date
- Make it easy for large distributor partners to sell Bradley products while complying with new regulations that require transparency into product data

Solution:
- Organize products, features, and attributes with Informatica MDM – Product 360 so the data can be used to upsell and cross-sell products
- Integrate with new Epicor ERP system to enhance product descriptions and enable automated nightly updates of Magento e-commerce site
- Publish trusted, detailed product data, including product images, safety warnings, and compliance data to distributor customers and end users resource management

Results:
- Helps Bradley accelerate digital transformation and meet new expectations for B2B shopping and support experiences, increasing site visits
- Drives a 20x increase in online product availability in just over a year, making all 200,000 SKUs available in Bradley’s e-commerce catalog
- Encourages large distributors to do business with Bradley by helping them provide rich product information to shoppers while reducing compliance risk

bradleycorp.com

Read The Full Success Story
Watch The Customer Video
Informatica Cloud Application Integration shaves at least 20 seconds off the time needed to create each case. Our 220 agents are creating hundreds of cases every day, so the savings in time, money and headcount is dramatic.

— Robert Frost
Vice President of Customer Support

Carbonite

Objective: Delivering integrated sales and marketing analytics

Industry: Business Services

Country HQ: United States

Goals:

• Accelerate Sales, Marketing and Services decision making
• Support rapid business growth with access to trusted information at every touch
• Deliver exceptional, responsive customer support during every engagement

Solution:

• Informatica Cloud enables business and IT users to connect data from any source and achieve in-depth customer insights
• Informatica Cloud Application Integration automates workflows for improved client experiences, accelerated Salesforce.com adoption and a complete campaign history resource management

Results:

• Reduced individual support case creation time by 20 seconds using real-time integration (hundreds of cases created each day), saving time, money and headcount
• Automated service agent workflow and enhanced the client experience
• Provided sales and support teams with 360-degree view of customer marketing campaign history

Read The Full Success Story
Watch The Customer Video
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

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
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

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**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

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mlb.com/cubs

Read The Full Success Story

Watch The Customer Video

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We value the advantages of Informatica’s solutions, including stability, visualization of data processing, shared data source, multiprocessing parallel calculation and high availability. Informatica provides special data interface for SAP to facilitate the analysis of SAP financial data and human resources data. China Life Property and Casualty Insurance now analyzes a variety of data in the enterprise data platform.

— Xu Zhangong
Project Leader, China Life Property and Casualty Insurance

China Life Property & Casualty Insurance

• Objective: Centralized data management
• Industry: Insurance
• Country HQ: China

Goals:
• Inability to unify understanding among business departments due to lack of unified KPI among each analysis system
• Master data is chaotic for cross-system statistical analysis applications
• Lack of data increment rules, the ETL (Extract, Transform, Load) time window faces great pressure, and there is no unified planning for data

Solution:
• Informatica solutions help China Life Property and Casualty Insurance unify the data indicators and solve the problems of dispersed storage of business data
• Integrates the business and application data in different systems effectively, develops a complete data environment, and improves the efficiency of operation management and decision analysis
• Effective data integration provides a guarantee for accurate data queries, reduces the data access complexity and communication costs, permits bulk data exchange among systems and improves overall business satisfaction resource management

Results:
• Provided a unified data indicator which has effectively integrated business and application data in different source systems
• Generated high-quality data that speeds up the development of analysis marts and provides strong technical support for management decision-making and precise marketing
• Increased accuracy of data query which has reduced data access complexity and communication costs

Read The Full Success Story
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

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
• There was a requirement to deliver integrated and organized data across the enterprise, comprised of common tools, taxonomies and standards
• CHRISTUS Health was struggling to cope with data growth arising from shifts in healthcare delivery and rising volumes of operational information

Solution:
• The health system uses an enterprise information management platform, based on Informatica, to enable 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

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

christushealth.org

Read The Full Success Story

Watch The Customer Video
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

Read The Full Success Story
Informatica is the pipeline that enables our hospital equipment technicians to get what they need when they need it.

— IT Project Manager
Clinical Asset Management Company

Clinical Asset Management Company

• Objective: Create better outcomes for hundreds of hospitals
• Industry: Healthcare
• Country HQ: United States

Goals:
• Modernize healthcare technology management by quickly transitioning to a scalable cloud platform to meet healthcare equipment delivery demands
• Enable next-day delivery of critical healthcare equipment and parts for life-saving medical devices
• Reveal hidden costs in clinical engineering and asset management processes to reduce expenditures for hospitals

Solution:
• Engage Informatica Professional Services to build new application integrations based on Informatica Intelligent Cloud Services
• Integrate service management, procurement, and financial systems in real-time using Informatica Cloud Application Integration
• Use Informatica Cloud Data Integration for mappings and batch integrations to enable consistent views of customer data

Results:
• Enhances customer satisfaction and patient care by providing fast time to market for a new service management pipeline
• Provides speed and reliability for purchase orders, completing the process in minutes, to enable next-day delivery of parts
• Helps reduce costs for hospitals by improving clinical engineering and asset management with healthcare analytics

Learn More About The Solution
Our partnership with Informatica helped us focus on what’s important: to become more agile and innovation-driven.

— Senior Director
Business Innovation, Clinical Software Company

Clinical Software Company

- **Objective:** Making the most of enterprise data to speed innovation
- **Industry:** Business Services
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

**Goals:**

- Replace legacy infrastructure with cloud systems and SaaS applications to increase operational efficiency
- Unify IT systems to create a single source of research data truth
- Standardize approach to data integration and eliminate reliance on third parties

**Solution:**

- Link SaaS applications using Informatica Cloud Application Integration on AWS
- Manage the flow of clinical research data in and out of applications with Informatica SaaS plugins
- Consolidate data into a central warehouse on Amazon Redshift, and create a holistic enterprise view with Informatica Intelligent Cloud Services and AWS

**Results:**

- Strengthened corporate agility and innovation, propelling 18% year-over-year growth
- Increased time saved during integrations by 40%, allowing IT team to focus on other priorities
- Reduced the cost of major IT implementations by 50%

18% YoY growth through improved automation, IT integration, and business processes, making the company better able to channel resources into transforming how clinical trials are conducted

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

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
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 service 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

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

Read The Full Success Story
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

Learn More About The Solution
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

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### 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

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Read The Full Success Story
When creating a reference database, it is important to think in terms of offering a service and providing added value to other systems.

— Antoine Mairesse
Customer Relations and Network Manager for the MMA brand, Covéa IT Systems Management

Covea Group

Objective: Modernize IT infrastructure
Industry: Insurance
Country HQ: France

Goals:
- Add value to a technically-driven project
- Customer reference database designed to offer all users noticeable added value
- Provide high-quality data to all users, based on a unique, permanent username

Solution:
- Implemented Informatica MDM to enrich the data model
- Implemented Informatica Data Quality to identify incorrect use of the customer database

Results:
- Immediate advantages to position Covéa for future prospects
- Modernized approach to customer information with a central data repository

3.3M customers mastered
for a newly adaptive user interface, expanded search functionality, and 24/7 services to power the website

Read The Full Success Story
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

Reduced processing time from six months to two days for critical files to be delivered to clients
Informatica plays a strategic role in our digital transformation, helping us manage a more comprehensive home fittings and furnishings business while redoubling on Ben Mandemakers’ vision to create a better customer experience than anyone else.

— Frans Bouwmeester
Head of Business Operations, De Mandemakers Group

**De Mandemakers Group**

- **Objective:** Place kitchen and bathroom fittings and home furnishings product data at the heart of digital transformation
- **Industry:** Retail
- **Country HQ:** Netherlands

**Goals:**
- Deliver superior customer service while managing a comprehensive line of kitchen and bath fittings, and home furnishings
- Create a single source of truth for disparate home products
- Enrich supplemental product data with accompanying employee knowledge

**Solution:**
- Informatica MDM – Product 360 creates a single data platform for home fittings and furnishings
- Onboard valuable kitchen, bathroom and home furnishings product data from suppliers
- Educate departments to share data strategically to enhance the customer experience

**Results:**
- Enhances customer satisfaction through clearer communication of home products offered and more personalized service
- Increases revenue opportunities by boosting customer conversion and decreasing product returns and errors
- Creates efficiencies across departments that improve processes and decrease costs

Increased revenue opportunities by boosting customer conversion

Read The Full Success Story

werkenbijdmg.eu
Informatica Intelligent Cloud Services helps us leverage our data for AI and machine learning so we can better understand our customers and their journey. We can provide them the right experiences and make sure we are making the right marketing decisions along the way.

— Business Intelligence Director
Digital Media Company

Digital Media Company

- Objective: Powering predictive modeling
- Industry: Business Services
- Country HQ: United States

Goals:
- Adopt a cloud strategy to scale big data analytics, improve performance for end users, and break free from the constraints of on-premises systems
- Enhance predictive modeling and algorithms for automated decision-making to improve matching customers with services and determine the value of ad impressions
- Provide real-time data for artificial intelligence (AI) and machine learning (ML) models to better understand customers and provide better experiences

Solution:
- Shift to Informatica Intelligent Cloud Services iPaaS to support new big data analytics strategy
- Move to Snowflake cloud data warehouse and use the Informatica Cloud Connector for Snowflake for native, high-volume data connections
- Use Informatica Intelligent Cloud Services to provide users with comprehensive views of data and insights

Results:
- Cuts data integration and processing times in half, saving employee time while improving performance for end users by 2x during peak hours
- Improves scalability for cloud data warehousing, enabling the use of more sophisticated algorithms for more accurate matches and advertising insights
- Feeds AI and ML models with trusted, real-time data from websites to continually evaluate and optimize user experiences

Saved employee time
by cutting data integration and processing times in half, while improving performance for end users by 2x during peak hours

Digital Media Company

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

Read The Full Success Story
Watch The Customer Video
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

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

4x faster launches of new products and the onboarding of entire product catalogs from 900 suppliers
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 Thykjær
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
Our mandate is to deliver the right tradeshow marketing options to clients, which means the business always wants faster turnaround times and more accurate data.

— Michael Vo
Director, IT Development, Emerald Expositions

Emerald Expositions Events, Inc.

- **Objective:** Use data to drive event sales
- **Industry:** Business Services
- **Country HQ:** United States

**Goals:**
- Reduce manual workflows and enhance efficiency for business units
- Eliminate manual processes and improve business analytics for sales and marketing staff
- Standardize reporting across 50+ trade shows while saving time for IT

**Solution:**
- Bring in data from various sources using Informatica Intelligent Cloud Services
- Integrates order entry system with Salesforce for centralized data management
- Enables predictive analytics while eliminating the need for customized SQL commands

**Results:**
- Helped sales and marketing improve efficiency and increase revenues
- Improved accuracy for operational reporting and business analytics
- Reduced total cost of ownership for IT

Read The Full Success Story
Employers Mutual Casualty Insurance

- **Objective:** Securing sensitive and private data
- **Industry:** Financial Services - Insurance
- **Country HQ:** United States

Goals:
- Securing sensitive, private policy holder and client data to remain compliant with industry regulations (GDPR, HIPAA, etc.)
- Lowering risk associated with the modernization of systems, including Microsoft SQL server and Jira
- Becoming more adaptive to market changes while quickly moving products to market

Solution:
- Utilizing Informatica Data Privacy Management for a full scope of visibility into sensitive data
- Transforming data systems with Data Privacy Management, Microsoft SQL Server and Jira to create a fully modernized and agile environment

Results:
- Continuously and accurately measuring compliance of privacy data
- Gaining actionable data discovery & classification, risk scoring, behavioral analytics, and automated protection

We thought the depth and breadth of the solution was the best we'd seen. There really was no comparable competitor, to be honest.

— Michael Sible
Sr. Operating Systems Analyst EMC Insurance

emcins.com
Informatica was invaluable in helping us migrate and consolidate our systems on Google Cloud Platform. In combination with utilizing Equinix’s interconnection products to migrate "on-prem" data to cloud, we are now in a better position to improve our own platform and the service we provide customers using more integrated data and an agile production environment powered by Google BigQuery.

— Mohan Navaratna
Senior Manager, Data Science, Equinix

Equinix

- **Objective:** Consolidate analytics to improve decision making
- **Industry:** Technology
- **Country HQ:** North America
- **Cloud Platform:** Google Cloud Platform

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**Goals:**
- Bring together all IT data elements that impact analytics and insights
- Needed an expert partner to help

**Solution:**
- Consolidates all data-related systems into a centralized data platform for better access
- Creates a unified hybrid analytics environment by utilizing Equinix’s ECX Fabric products along with Informatica and Google Cloud Platform products

**Results:**
- Establishes faster and better methods to roll out additional solutions and features to customers
- Prepares the business for a digital transformation built on insights from machine learning

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[Read The Full Success Story]
Using Informatica to synchronize customer inquiry data helps us improve response times, minimize chances of lost requests, and scale support. Our customers feel the benefits.

— Damon Metts
Director, IT Program Management, Ergotron

Goals:
- Provide customer facing professionals with access to complete customer order history without storing redundant data
- Save time and reduce complexity for sales and customer service, while scaling customer support across multiple regions and departments
- Improve customer service by providing agents with faster access to reliable product data

Solution:
- Informatica Intelligent Cloud Data Integration synchronizes batch data between Salesforce Service Cloud and Oracle E-Business Suite ERP system
- With customer and product data accessible from Salesforce, sales agents have the information to serve customers at their fingertips
- Informatica Cloud Application Integration provides real-time data on product availability and customer orders

Results:
- Helps drive sales of ergonomic products and retain customers
- Improves customer resolution times (up to 50% faster), minimizes lost customer requests, and keeps support quality high as company grows
- Strengthens Ergotron reputation by answering customers’ questions in real time, reducing customer call backs and order fulfillment time

50% faster customer resolution times
strengthening reputation by answering customers’ questions in real time, reducing customer call backs and order fulfillment time

Ergotron
- Objective: Rethink workspaces by transforming customer service
- Industry: Business Services
- Country HQ: United States

ergotron.com

Read The Full Success Story
Attracted and retained
policyholders, grew revenue, and delivered a more rewarding service experience

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

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
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

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

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Read The Full Success Story

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

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

Built 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

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

Financial Services Firm

• Objective: Securing personal financial information
• Industry: Financial Services
• Country HQ: United States

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

Learn More About The Solution
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

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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

Read The Full Success Story
Informatica Intelligent Cloud Services saves us an incredible amount of time. Without it, modernizing our systems would take much longer.

— Data Architect
Flagship State University

Flagship State University

• Objective: More data, more grants
• Industry: University
• Country HQ: United States
• Cloud Platform: Amazon Web Services (AWS)

Goals:
• Give analysts faster access to research data stored in the university’s transactional systems while saving time for data architects
• Empower analysts to identify opportunities for grant funding more quickly to give the university a competitive edge
• Prepare to modernize and consolidate core university systems and transition to cloud-based solutions while keeping research data consistent and up-to-date

Solution:
• Use Informatica Intelligent Cloud Services to bring data together and provide a better user experience for reporting and analysis
• Bring data from Oracle and SQL Server into Amazon Redshift and Salesforce with Informatica Cloud Data Integration
• Move toward real-time automation and data integration with Salesforce using Informatica Cloud Application Integration

Results:
• Reduces daily database transfer time by 75%
• Accelerates the application process for competitive research grants, putting the university in a better position to receive funding
• Enables the university to replace legacy and homegrown research applications to reduce cost and complexity while offering new functionality

75% reduction in transfer time
in daily database processes, giving data architects more hours per year to work on more strategic and valuable tasks
The big advantage of having a customer centricity toolset like Informatica MDM is that we can use the data operationally to empower our agents.

— Acting Head of Technology Platforms
French Multinational Insurance Firm, Regional Office

French Multinational Insurance Firm

Objective: Deliver more value to customers and move away from policy-centric conversations
Industry: Financial Services
Country HQ: France

Goals:
• Provide more knowledgeable, personalized service across all lines of business and identify sales opportunities
• Deliver more value to customers and move away from policy-centric conversations
• Be certain about customer relationships with a single, actionable, 360-degree view of customer and policy information

Solution:
• Leverage Informatica MDM to detect opportunities across different lines of business
• Empower insurance agents operationally with Informatica MDM and Salesforce integration
• Use Informatica MDM to identify unique customers and understand all relationships with a customer, rather than on a per-policy basis

Results:
• Insurance agents have the customer information they need to provide the best service and identify cross-selling opportunities
• Continuously improving sales and service channels through accelerated time to value for digital transformation
• The business can identify unique customers with certainty, giving an accurate count of total customers

Read The Full Success Story
Learn More About The Solution
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

**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

**Informatica Innovation Award Honoree**
FWD Group Financial Services

Learn More About The Solution
Informatica solutions have helped us to achieve unified data management and analysis, as well as improved the efficiency and accuracy of data processing with its powerful cross-platform data extraction, processing and analysis capabilities. From national unity of data platforms to national centralization of analysis teams, we’ve greatly reduced our operating costs.

— Tian Bi
General Manager, Information Technology, Generali China Life Insurance

Generali China Life Insurance

Objective: Provide fast and timely decision-making support for the company’s business expansion
Industry: Insurance
Country HQ: China

Goals:
• Alleviate pressure on business system from unified data platforms, and slow statements and reports generation
• Reduce sharp increase in labor costs from unified statements and reports platforms as well as duplicate developments
• Eliminate or reduce reports of various standards generated from unified data indicator definitions and branch operations

Solution:
• Informatica PowerCenter significantly reduces the data supply pressure of various business systems, and achieves a unified centralized data management environment for the entire company
• Unified data platforms will not need statement and report makers to learn data structures of various business systems
• The product interface is user-friendly and intuitive, which is convenient for users to debug and use

Results:
• Achieved data integration, unified statements and report platform as well as centralized management of statements, reports and business data analysis
• Reduced reliance on labors and labor skills as well as labor costs and business risks, and improved work efficiency
• Increased ability to evaluate, analyze and guide business development, decision-making support and precise marketing, and improved production capacity and benefits

Read The Full Success Story

generalichina.com
Informatica had a significant impact on our brand and reputation. Through Cloud Application Integration and Master Data Management, we operate more efficiently and get time-sensitive test results back to patients faster, potentially enhancing their quality of life and outcomes.

— Chief Information Officer
Genetics Research Company

Genetics Research Company

- **Objective:** Delivers test results to patients faster with cloud and master data
- **Industry:** Health Care Services
- **Country HQ:** United States

### Goals:
- Integrate enterprise data sources to enable faster patient diagnosis
- Arm sales teams with clean, complete patient data to support ongoing discussions with physicians, clinicians, and medical professionals
- Ensure accurate and localized billing across 90 markets

### Solution:
- Create a single source of truth using Informatica Cloud MDM - Customer 360 for Salesforce
- Streamline Order Management, Sales, and Customer Service using Informatica Cloud Application Integration
- Integrate enterprise data warehouse with Salesforce CRM and order management systems using Informatica Intelligent Cloud Services

### Results:
- Minimizes the time required to process, analyze, and return a cancer specimen to a physician
- Decreases average integration project time from six months to days or hours
- Reduces average master data clean-up time by 15% to 16% per day, freeing IT staff to focus on other priorities

Learn More About The Solution
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

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

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

Read The Full Success Story

Watch The Customer Video
Informatica Intelligent Cloud Services lets us quickly provision the data that our sales and marketing organization needs to make quick decisions based on business strategy.

— Vice President of Data and Analytics
Global Asset Management Company

**Global Asset Management Company**

- **Objective:** Modernizing distribution analytics
- **Industry:** Financial Services
- **Country HQ:** United States

**Goals:**
- Help fast-growing global distribution organization on their analytics journey to enable more informed sales and marketing decisions
- Accelerate cloud migration and IT modernization efforts with fast time to value for cloud data warehousing
- Build a flexible, reusable foundation for future data science and analytics initiatives

**Solution:**
- Use Informatica Intelligent Cloud Services Integration Platform as a Service (iPaaS) to bring customer and financial data from Salesforce and other systems into a cloud data lake
- Integrate curated data from the data lake into Snowflake using the Informatica Snowflake Data Warehouse Connector for AWS
- Leverage third-party datasets for competitive intelligence, using Informatica Cloud Data Integration and prebuilt connectors to integrate data from any source

**Results:**
- Delivers quicker and deeper sales and marketing insights, identifying sales patterns to target future prospects and optimize territories
- Provides faster time to value for cloud data warehousing with native support for Snowflake on AWS
- Helps to position the company for advanced data science projects, such as attribution and propensity modeling, next-best-action, and closed-loop marketing

Read The Full Success Story
Global BioTech Organization

- **Objective:** Accelerate data discovery for advanced business analytics
- **Industry:** Healthcare – Life Sciences
- **Country HQ:** United States

**Goals:**
- Leverage business data and advanced analytics to deliver services
- Increase service reliability and improve operational efficiency for customers’ genomic experiments by cataloging and understanding data
- Build an enterprise data governance program to support federal compliance and analytics-driven business decision-making

**Solution:**
- Integrate data from disparate cloud and on-premises sources using Informatica Intelligent Cloud Services
- Use Informatica Enterprise Data Catalog and Informatica Data Quality to organize and deliver data
- Develop an enterprise-level data governance management framework using Informatica Axon Data Governance

**Results:**
- Brings raw data together from diverse business systems, allowing this Global Biotechnology Organization to enhance sequencing instruments and services to customers
- Improves customer experience by enabling the organization to proactively alert customers about sequencing system issues that might impact their research
- Strengthens data governance to enhance compliance with FDA, GDPR, and Sarbanes-Oxley regulations

Informatica provides the visibility we need to comply with legal and privacy requirements while fueling our analytics community with data to move the business forward.

— Senior Director
Enterprise Architecture & Platform Services, Global Biotechnology Organization

Enhanced sequencing instruments and services to customers by enabling the organization to proactively alert customers about system issues that might impact their research.

Global BioTech Organization

Enhanced sequencing instruments and services to customers by enabling the organization to proactively alert customers about system issues that might impact their research.

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Enhanced sequencing instruments and services to customers by enabling the organization to proactively alert customers about system issues that might impact their research.
We’ve seen eight figures of revenue growth tied to our data program, either directly or indirectly attributable to Informatica Multidomain MDM.

— Master Data Leader
Global Car Rental Company

Global Car Rental Company

- Objective: Grow revenue with Master Data Management
- Industry: Car Rental
- Country HQ: United States

Goals:

- Drive global, data-driven digital transformation to grow revenue by streamlining vehicle reservations, rentals, sales, and fleet management
- Offer convenient and positive rental experiences to more than 100 million consumers and business customers around the world
- Improve data quality and governance and leverage data as an asset to improve forecasting models, and reduce costs

Solution:

- Create a global single source of truth about customers, locations of vehicles, and financials with Informatica Master Data Management
- Provide a single view of customers and their interactions across brands, with the ability to identify consumer household and business subsidiary information
- Use embedded data integration and data quality to quickly acquire data, make any required corrections, and apply governance processes

Results:

- Enabled eight figures of revenue growth with a single source of information for customers, financials, and vehicle data
- Improves B2B and B2C customer satisfaction, helping the business retain customers, grow loyalty and market share in a highly competitive industry
- Empowers the business to use high-quality, governed data to offer new services, reduce risk, and lower operating costs

Read The Full Success Story

Global Car Rental Company

Enabled eight figures of revenue growth with a single source of information for customers, financials, and vehicle data
Informatica Intelligent Cloud Services makes our lives easier by helping us concentrate on the important aspects of our business and leaving the integration to somebody else.

— Ray Bernier
Senior Director of Enterprise Architecture, Grant Thornton

Goals:
• Transform more customer and financial data faster to enhance accounting, audit, and tax practices while enabling technology-driven advisory services
• Integrate data from new cloud-based decision-making, financial analytics, and client services applications without spending time developing and maintaining integrations
• Improve visibility into the profitability of client engagements for better resource management

Solution:
• Use Informatica Intelligent Cloud Services to bring together hybrid data from on-premises and cloud applications for analysis
• Deliver accessible, trusted, and secure customer and financial data from most common data sources using Informatica Cloud Data Integration
• Centralize data from all sources related to client services for more informed decision-making

Results:
• Improves business decision-making, financial analytics, and client services with faster access to needed data
• Reduces the data integration development and maintenance lifecycle by 50%
• Allows business managers to quickly measure the profitability of client engagements and adjust resources on the fly

Grant Thornton
• Objective: Improve visibility into the profitability of client engagements
• Industry: Business Services
• Country HQ: United States

grantthornton.com Watch The Customer Video
Read The Full Success Story
Our investment in Informatica enables us to accelerate value across the business, for all users. With timely, quality data, we can better support customers in their quest for a healthy lifestyle.

— Alejandro Oropeza
CIO, Grupo Martí

Grupo Martí

• Objective: Integrate data between 20 different legacy systems and new platforms
• Industry: Retail
• Country HQ: Mexico

One week to one day
reduced purchase order processing time for sporting goods

Goals:
• Improve merchandising and other retail decision-making with timely, accurate data
• Increase efficiency of merchandising operations and other business processes
• Gain timely visibility into in-store and distribution center inventory to enhance the customer experience

Solution:
• Connects both legacy and modern systems
• Delivers timely, accurate data
• Enhances customer satisfaction in the competitive retail industry

Results:
• Enhanced in-store customer service with faster, timely exchange of inventory data
• Reduced purchase order processing time for sporting goods from one week to one day
• Improved access to quality data across business functions for better retail decision-making

Read The Full Success Story
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

Healthcare Provider

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

Healthcare Provider

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

Read The Full Success Story
With the information we’re getting from Informatica, Snowflake, and Tableau, we achieve a very strong level of trust with our customers.

— James Newsom
Sr. Director of Data Services, Home Point Financial

Home Point Financial

• Objective: Modernizing cloud analytics
• Industry: Banking
• Country HQ: United States

Goals:
• Increase customer loyalty and turn them into customers for life
• Enhance performance, save time, and increase scalability for mortgage lending business
• Improve and accelerate data management practices to move toward a more data-driven culture

Solution:
• Centralize data integration with iPaaS, using Informatica Intelligent Cloud Services to load data into a Snowflake cloud data warehouse running on Microsoft Azure
• Use Informatica Cloud Data Integration for codeless integration with Snowflake, Microsoft SQL Server, flat files, and Tableau

Results:
• Increases competitiveness by enabling a more data-driven approach to decision making and customer service, creating more customers for life
• Improves scalability and performance for data warehousing and analytics to help drive more sales through brokers, while reducing staffing costs

Watch The Customer Video
Read The Full Success Story
Hubo

- **Objective:** Become Belgium’s DIY market leader by offering a wider selection of products and expanding into a much larger marketplace
- **Industry:** Retail
- **Country HQ:** Belgium

**Goals:**
- Become Belgium’s DIY market leader by offering a wider selection of products and expanding into a much larger marketplace
- Exchange product data with suppliers in real time via data pools, according to the standards defined by Global Standards One (GS1)
- Onboard new products and suppliers faster and keep product information current with less manual effort

**Solution:**
- Deploy Informatica MDM – Product 360 with assistance from Parsionate, an Elite Informatica Partner, and Informatica Professional Services
- Use Informatica MDM – Product 360 GDSN Accelerator to easily receive the latest product information from suppliers via the GDSN
- Enable suppliers to upload and edit their product information at any time using the Informatica MDM – Product 360 Supplier Self-Service Portal

**Results:**
- Helps Hubo scale from 50,000 to a projected 1 million product SKUs in five years and edit product data en masse to adapt quickly to new markets
- Connects suppliers via data pools, enabling the company to become the first DIY retailer in Belgium to connect to GS1
- Onboards new products and suppliers 10x faster

With Informatica MDM – Product 360, we can get new products online 10x faster, increasing our product assortment and diversity.

— Marc Henkens
E-Commerce Manager, Hubo

Read The Full Success Story
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

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

Go to Humana.com to read the full success story.
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.

— Garyimoreale
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

Read The Full Success Story

ibx.com
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

Industry-Leading Auto Manufacturer

Objective: React quickly to automotive market disruptions and opportunities
Industry: Automotive Manufacturer
Country HQ: United States

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 makes 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

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

Better, faster claims processing and service for customers which led to higher customer satisfaction

Insurance Company

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

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

Learn More About The Solution
With Informatica Cloud B2B Gateway, we’ve taken the process of setting up a new EDI connection with a customer from a very long time to three weeks.

— Kelly Gilchrist
Vice President of IT, Interfor

Interfor

• Objective: Modernizing EDI
• Industry: Manufacturing - Industrial
• Country HQ: Canada

Three-step wizard implemented
to set up a new EDI partner, define a communication method, and assign EDI messages for exchange.

Goals:
• Onboard trading partners quickly and seamlessly, including lumber purchasing customers, banks, and transportation partners
• Eliminate custom coding for new EDI connections while phasing out four legacy, homegrown EDI platforms to achieve greater IT agility and reduce ongoing technical debt
• Increase resiliency of EDI B2B systems to help ensure that invoices and advance shipping notices are sent and processed in a timely manner

Solution:
• Quickly onboard and manage EDI partners using out-of-the-box mappings from Informatica Cloud B2B Gateway to simplify EDI handling with comprehensive monitoring and tracking
• Use a simple three-step wizard to set up a new EDI partner, define a communication method, and assign EDI messages for exchange
• Support the order-to-cash workflow with multiple Informatica Intelligent Cloud Services (IICS) instances, increasing the resiliency of B2B integrations

Results:
• Dramatically accelerates time to market for new connections and makes it easier for customers and partners to do business with Interfor
• Reduces the manual effort and coding previously required for setting up new EDI connections, saving time for IT teams as well as customers and partners
• Improves the overall stability, reliability, security, and scalability of business-critical EDI function

Read The Full Success Story

interfor.com
Informatica makes a tremendous difference in the way we’re able to leverage our data to provide better, more effective healthcare.

— Michael Beine
Director, Data Analytics, Intermountain Healthcare

Intermountain Healthcare
• Objective: Deliver value-based care
• Industry: Healthcare - Provider
• Country HQ: United States

Goals:
• Simplify end-user access to data and reduce redundant reporting by discovering and inventorying data assets from across the organization
• Drive digital transformation and patient engagement with Digital Front Door, a set of online tools to help patients take a more active role in their health
• Easily locate, better understand, and provision all patient-related data across a complex data landscape

Solution:
• Use Informatica Enterprise Data Catalog to scan and catalog data from Oracle-based enterprise data warehouse and provide user-friendly search capabilities
• Deliver high-throughput ingestion and verification of patient data using Informatica Data Engineering Integration and Informatica Data Engineering Quality
• Informatica Professional Services helps replace legacy ETL platform with modern iPaaS solution using Informatica Intelligent Cloud Services and Informatica PowerCenter

Results:
• Helps improve population health in Utah and southern Idaho, providing tools to help people live healthier lifestyles
• Loads 300 CSV files in 10 minutes, a task that previously would take a week
• Empowers patients by making it easier for them to access health information, contact their doctors, understand their bill, and receive financial assistance

Helped improve population health in Utah and southern Idaho, providing tools to help people live healthier lifestyles

Read The Full Success Story
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
IQVIA

- **Objective:** Optimize design, execution, quality and management of clinical trials
- **Industry:** Financial Services
- **Country HQ:** United States

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**Goals:**

- Optimize design, execution, quality and management of clinical trials. Dramatically shorten time to completion for each trial, including quickly identifying when a trial should be terminated.
- Continuously comply with regulatory scrutiny from Federal Drug Administration.
- Provide pharmaceutical companies with proactive monitoring and notification of notable trial events.

**Solution:**

- Rapidly combine and harmonize data into Infosario Data Factory repositories to accelerate master data management and reporting and analytics.
- Leverage data federation/virtualization technologies to provide information from disparate sources in a timely manner without affecting the underlying foundational enterprise data warehouse.
- Implement rule-based, real-time intelligent monitoring and alerting system that can be tweaked and enhanced by the business teams.

**Results:**

- Enhanced data accuracy, timeliness, and completeness.
- Industry-leading information and insight for biopharma.
- Ability to make faster, more informed decisions, and take action based on insights.

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Enhanced data accuracy as well as timeliness and completeness in order to receive industry-leading information and insight for biopharma.

The drug development process rests on the high quality data being used to make informed decisions during the evolution of a product or treatment. IQVIA’s Infosario clinical data management platform gives researchers and drug developers the knowledge needed to improve decision-making and ultimately increases the probability of success at every step in a product’s lifecycle.

— Richard Thomas
Chief Information Officer, IQVIA

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iqvia.com

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

— Senior Director
Data Engineering Services, Ivy League Business School

Ivy League Business School

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

**Goals:**
- Coordinate outreach to donors, constituents, and students to avoid duplication
- Use high-quality data to deliver a consistent experience across the school’s different entities
- Enable institutional knowledge sharing between different organizations within the school

**Solution:**
- Consolidating alumni, donor, student, and constituent records with Informatica Master Data Management
- Integrating data with Informatica PowerCenter for seamless connections across systems, enabling smoother cross-registrations between departments
- Eliminate the need to manually cross-check and cleanse data

**Results:**
- Connect Salesforce with on-premises systems, databases, and applications managing alumni records, donors, and events
- Improve the quality and accuracy of data flowing from several sources across the school’s different entities
- Implementing near real-time integrations with Salesforce and learning management systems, with nearly 150,000 workflows on a daily basis

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

Learn More About The Solution
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

Read The Full Success Story
The Informatica platform significantly simplifies data load, cleansing and transformation. A graphical and process-oriented design enables maintenance personnel to operate quickly and smoothly. Even if the structure of source data changes, this doesn’t imply the need to modify a large amount of program code as before, and instead only needs to configure in PowerCenter.

— Guo Yapeng
Head of Project Structure, Technology Information Department, Jiangsu Zijin Rural Commercial Bank

Jiangsu Zijin Rural Commercial Bank

- Objective: Unified data processing and services
- Industry: Banking
- Country HQ: China

Goals:
- Develop support for the bank’s management, operations and decision-making processes through unified data processing and services
- Provide a unified data platform and data view to achieve data exchange and sharing throughout the bank
- Ensure macro integration in the business system, intricate access to data and address the urgent need for data system structure adjustment

Solution:
- Assembled the whole bank’s data in a single platform to support data sharing and exchange
- Reduce significant increases in pressure against the management system that result from a "self-determined" data management mode
- Replace manual stored procedures that lead to low data extraction efficiency, heavy workload and difficult maintenance

Results:
- Formed a unified data view of the whole bank and maintained data completeness, consistency and standardization
- Standardized the data processing process, improved the efficiency of data standardization, and reduced the workloads of development and maintenance
- Achieved improved data management and provided a solid foundation for leadership decision-making

Read The Full Success Story
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.

Jones Lang LaSalle Incorporated

- **Objective:** Market intelligence-fueled decision-making
- **Industry:** Real Estate
- **Country HQ:** United States

**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

**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

**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]
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
Informatica and Microsoft each invest considerably in their platforms and technologies, and that benefits me as a customer. They integrate their products in a way that creates the flexibility and agility we need.

— Ravi Ginjupalli
Senior Director, BI Analytics, Kelly Services

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

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

Results:
1. Create timely and targeted placement opportunities through talent-related data
2. Streamline job placements through unified organizational, customer, employee, and partner information
3. Expedite talent selection process by offering the right opportunity to the right talent — with an architecture that supports the company’s future growth

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

Read The Full Success Story

klingel.de
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

Quadrupled online sales
by introducing products 4x faster and moving beyond B2C in B2B

kmart.com.au

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
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

Kroger

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

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

Learn More About The Solution
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 adoptive learning
- **Industry:** Education
- **Country HQ:** Brazil

**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 adoptive 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

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

Read The Full Success Story
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

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:** Healthcare – Payer
- **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

Read The Full Success Story
Lagardère Travel Retail Pacific

- **Objective:** Expanding shopping opportunities through partnerships and a cloud-first strategy
- **Industry:** Retail
- **Country HQ:** Australia

**Goals:**
- Thrive in a changing business landscape by expanding retail partnerships and exchanging product and sales data among systems
- Overcome reliance on internally developed, hand-coded data integration solutions and manual processes
- Optimize inventory planning and meet monthly sales reporting obligations to travel retail landlords

**Solution:**
- Share data between systems using Informatica Intelligent Cloud Services, a next-generation iPaaS solution
- Use Informatica Cloud Data Integration for codeless data integration with most common data sources, both on-premises and cloud
- Bring Microsoft Dynamics NAV data into a cloud-based inventory application and pull location-specific sales data from SQL Server databases

**Results:**
- Supports business strategy by enabling faster, API-based sharing of data between more diverse systems
- Lets developers and database administrators be more strategic by automating previously manual workflows
- Speeds up reporting and BI processes to improve inventory planning and provide landlords with accurate, timely reports

We selected Informatica because of its robust services organization, strong local partnerships, and close alignment with our cloud-first strategy.

— Shaun Stanyer
IT Director, Lagardère Travel Retail Pacific
Through these solutions and by putting LANDBANK’s data to work, the bank is able to reduce risk, enhance decision support, strengthen customer relationships and expand business.

— Gilda E. Pico
President and CEO, LANDBANK

LANDBANK of the Philippines

- **Objective:** Increases agility and competitiveness at lower risk
- **Industry:** Banking
- **Country HQ:** Philippines

Goals:
- Grow customer base
- Meet compliance regulations of Bangko Sentral ng Pilipinas and lower risk
- Lower the cost of data management

Solution:
- Integrate new SAP for Retail system with data from the rest of the enterprise, replacing a variety of in-house built and third-party applications that support core financials, accounting and supply chain functions
- Add many workflows to populate the EDW and validate the volumes of critical data flowing through the environment
- Cleanse and transform legacy master data for migration to SAP, including a reduction in customer duplicates

Results:
- Business intelligence with data integration
- Reduce risk and enhance decision support
- Strengthen customer relationships and expand business

Read The Full Success Story
Informatica MDM – Customer 360 helps us leverage our customer data to create a differentiated and very personalized experience for each customer.

— Director of Customer Relationship Management
Large Beauty Retailer

Large Beauty Retailer
• Objective: Provide unique, personalized beauty experiences to each customer across all channels and touchpoints
• Industry: Retail
• Country HQ: United States

Goals:
• Provide unique, personalized beauty experiences to each customer across all channels and touchpoints
• Determine each customer’s beauty goals and preferences through machine learning models fueled by trusted and actionable data
• Improve deliverability of marketing messages by keeping contact information current and sending customer communications to the right person

Solution:
• Simplify customer data management with Informatica MDM – Customer 360 for a complete view of all customers across channels
• Automatically deduplicate customer records, standardize customer data, and enforce data quality rules using Informatica Data Quality
• Verify and enrich customer contact data, including addresses, email addresses, and phone numbers, using Informatica Data as a Service

Results:
• Enables more unique, differentiated, and engaging beauty experiences, which build customer loyalty and drive market share
• Delivers high-quality customer data that allows machine learning models to make more accurate predictions about what customers want and when
• Improves customer engagement and reduces costs by helping to ensure that digital and physical communications reach their intended targets

Increased customer lifetime value and greater wallet share to help win in the marketplace

Learn More About The Solution
Read The Full Success Story
The data governance program we put in place with Informatica solutions was extremely helpful during the COVID-19 outbreak because we were able to trust our data when it mattered the most.

— Data Governance and Privacy Leader
Large Environmental Services Company

Large Environmental Services Company

- **Objective:** Addressing new privacy laws
- **Industry:** Energy - Utilities
- **Country HQ:** United States

**Goals:**
- Comply with the California Consumer Privacy Act (CCPA) and prepare to comply with new privacy laws in other states
- Improve data steward productivity and enhance analytics capabilities by bringing customer data together in one place
- Prevent sensitive and personally identifiable information (PII) from being read and used by bad actors in case of a breach

**Solution:**
- Automate the discovery, identification, and protection of customer data using Informatica Axon Data Governance and Informatica Data Privacy Management
- Track technical metadata and data lineage by automatically cataloging data with Informatica Enterprise Data Catalog
- De-identify sensitive information while retaining context, form, and integrity using Informatica Persistent Data Masking

**Results:**
- Lowers risk exposure by operationalizing data governance, making it easier to comply with CCPA and other emerging privacy laws at scale
- Improves data steward productivity, reclaiming hundreds of hours a year while providing a trusted data foundation for analytics
- Makes customer information and sensitive data safe for use in new business value creation to accelerate digital transformation

Improved data steward productivity
reclaiming hundreds of hours a year while providing a trusted data foundation for analytics

Read The Full Success Story
Informatica provides us with a foundation for business intelligence that will help us make a difference for patients and change the course of medicine.

— Senior Data Warehouse Architect
Leading Biotechnology Company

**Goals:**
- Gain greater visibility into large volumes of research and business data across sources
- Power faster research in a rapidly moving healthcare industry
- Infuse culture of analytics across the growing medical research organization

**Solution:**
- Use Informatica Cloud Data Integration to integrate immunosequencing and business data with both a cloud data lake and cloud data warehouse
- Leverage Informatica pre-built native connectivity to public cloud and other sources for an agile, cost-effective, and scalable solution
- Enable self-service analytics powered by Informatica and Tableau, supporting agile, ad hoc analytics with cloud data lake alongside operationalized reporting using a cloud data warehouse

**Results:**
- Validating diagnostic claims and payments and recovering revenue with automatic research and business data integration
- Saving hours of work on a daily basis by eliminating manual workflows and processes
- Growing number of analytics power users accelerates collaboration between research, finance and IT

Learn More About The Solution
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

Goals:
• Create a centralized, self-service platform for next-generation analytics
• 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

Leading Financial Group

• Objective: Create a centralized, self-service platform for next-generation analytics
• Industry: Financial Services
• Country HQ: United States
• Cloud Platform: Amazon Web Services (AWS)
Informatica Intelligent Cloud Services allowed us to meet much quicker timelines and achieve our goals as a marketing team without significant development effort.

— Demian Hardister
Marketing Data and Technology Strategy Senior Manager, Lenovo

Lenovo

• **Objective:** Powering marketing automation across a hybrid and multi-cloud environment
• **Industry:** Information Technology & Services
• **Country HQ:** United States

**Goals:**

- Support product innovation and business agility by adopting new cloud-based marketing technologies
- Deliver relevant customer data faster to business users with a small marketing data team and limited IT involvement
- Allow sales and marketing users to set up their own customer-based data integrations without waiting for developers

**Solution:**

- Integrate customer data from Salesforce, Eloqua, Marketo, Microsoft SQL Server, and other sources using Informatica Intelligent Cloud Services
- Use Informatica Cloud Data Integration to synchronize and replicate marketing data at regular intervals
- Place advanced data integrations in the hands of business users with intuitive wizards

**Results:**

- Flexibility to quickly change applications and business rules helps increase marketing effectiveness
- Ability to create integrations 4x faster gives marketers timely access to trusted and actionable data
- Increases productivity by enabling business users and teams to build integrations without assistance

[Read The Full Success Story](#)
With Informatica and Microsoft, we can take data from anywhere and easily put it at our fingertips when we need it. This enables us to better understand our members’ behaviors and partner the right programs and services to help them meet their fitness goals and athletic aspirations.

— Brian Fisher
Director of Business Intelligence and Data Warehouse, Life Time

Life Time

- Objective: Optimize fleet management
- Industry: Membership Services
- Country HQ: United States
- Cloud Platform: Microsoft Azure

Goals:
- Integrate and cleanse customer data from a variety of cloud and on-premises applications, data warehouses, and data marts
- Make the data readily accessible to employees for self-service analysis
- Create a data management architecture with the scalability to address operational demands and the flexibility to meet evolving business requirements

Solution:
- Informatica Cloud® and Informatica PowerCenter® bring information together from Microsoft data warehouse environments, including Microsoft Azure and Workday, as well as a variety of applications and point-of-sale (POS) systems

Results:
- Expected to save money, reduce inefficiencies, ease access to relevant data, and generally power Life Time’s core Customer Intimacy initiative, resulting in a planned two percent revenue increase
- Leads to better-targeted CRM activity and increased loyalty and advocacy among members

Read The Full Success Story
Watch The Customer Video
The way healthcare is evolving, patient data will be shared more often, and that’s a big challenge. Informatica helps us with that.

— Joeri Veugen
Team Leader DBA/BI, Maastro

Maastro

Objective: Empowering patients with data
Industry: Healthcare - Provider
Country HQ: Netherlands

Goals:
- Modernize systems with a cloud-first strategy while retaining control over patient information for security and compliance
- Create a new government-mandated patient portal, allowing patients to view their health records in one place using their computer or mobile device
- Launch a referral portal that clinics around the country can use to refer patients to Maastro Clinic for cancer treatment

Solution:
- Maastro uses Informatica Intelligent Cloud Services to integrate data from on-premises systems with Software as a Service (SaaS) applications and cloud-based image archives

Results:
- Provides faster patient access to potentially life-saving radiotherapy through immediate referral notifications

Faster access to life-saving radiotherapy through immediate referral notifications

Watch The Customer Video
Read The Full Success Story

maastro.nl
Informatica gives us a one-stop shop for the end-to-end data engineering, which is critical for us to better understand our customers and audiences.

— Head of IT and Architecture/Solution Director
Major Broadcasting Company

**Major Broadcasting Company**

- **Objective:** Delight audiences with preferred viewing options
- **Industry:** Media & Entertainment
- **Country HQ:** United Kingdom

**Goals:**
- Compete with on-demand services and retain customers to protect critical TV licensing (TVL) revenue through a better understanding of audiences and their preferences
- Establish a single version of the truth about customers’ preferences from multiple data sources, including TVL operational systems, third parties, and internal systems
- Enable data users to easily discover and understand data assets in a business context

**Solution:**
- Build a Data Management Solution (DMS) using Informatica products, Amazon Web Services (AWS), and Cloudera Hadoop
- Use Informatica Data Engineering Integration and Informatica Data Engineering Quality to import and transform 4 billion records and build a customer view with 150 data points
- Automatically catalog data with Informatica Enterprise Data Catalog to enable data users to easily find and understand data with relevant business context

**Results:**
- Helps protect the Major Broadcasting Company’s most important source of revenue by leveraging customer insights to build loyalty and improve audience satisfaction
- Provides the ability to manage structured and unstructured data to present a single view of customers for Major Broadcasting Company
- Increases the value of customer data by making it easier to locate, understand, and re-use

Increased the value of customer data by making it easier to locate, understand, and re-use
McGraw Hill Education

- Objective: Data governance & compliance
- Industry: Higher Education
- Country HQ: United States

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

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

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
- **Indusry:** Healthcare – Provider
- **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

**Securely housed clinical and genomics data**

in one centralized location via a big data analytics platform

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Read The Full Success Story
Watch The Customer Video
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

Michigan State University

• **Objective:** Enabling strategic advancement efforts
• **Industry:** Education
• **Country HQ:** United States

Goals:

• Empower gift and engagement officers to be more strategic and effective
• Modernize information and systematic data to engage with a focus on business value and measurable key performance indicators

Solution:

• Informatica PowerCenter, Data Quality, and Data Integration Hub provide a consolidated, holistic view of alumni capacity to donate their time, talents, and financial assistance

Results:

• Enabling gift and engagement officers with quality information to achieve their goals
• Measuring Key Performance Data Quality Indicator Scorecards and Profiles
• Building in-house talent and reducing vendor dependency
• Able to be more efficient and agile with staff resources

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 people see what we’ve built using Informatica solutions and our own expertise, they think it’s nothing short of amazing.

— Head of Big Data and BI Development Lead
Middle Eastern Insurance Company

Middle Eastern Insurance Company

Objective: Draw deep insights into the insurance market
Industry: Financial Services - Insurance
Country HQ: Israel

Goals:
- Accelerate the pace at which data assets are available for research and analysis
- Enable the business to identify insurance industry trends faster and react quickly to new business requirements
- Save time for data scientists and analysts by allowing them to easily prepare their own data for analysis

Solution:
- Informatica Enterprise Data Catalog scans IBM Cognos and other sources, automatically indexing data assets for enterprise-wide discovery
- Extract, transform, and load customer data from a Hadoop data lake using Informatica Data Engineering Integration
- Use Informatica Enterprise Data Preparation to enable data analysts and scientists to prepare data for analysis via self-service

Results:
- Enables zero-day time to market for data analysis and data science projects critical to digital transformation
- Improves business decision-making with faster insights into the insurance market, helping the business improve its market position
- Reduces the time data scientists and analysts spend finding, preparing, and operationalizing data, giving them more time for research
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, self-service 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 COVID-19 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
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

Helped unify an organization for optimized growth through multiple mergers and acquisitions

Learn More About The Solution
Increased the efficiency of the sales planning processes by reducing data processing time by 40%, improving the quality of customer data.

— Senior Director
Information Management, Insights & Analytics, Multinational Specialty Pharmaceutical Company

Multinational Specialty Pharmaceutical Company

- Objective: Uniting a life sciences company
- Industry: Pharmaceutical
- Country HQ: United States

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.

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

Learn More About The Solution
Good data is essential for planning and executing customer marketing strategies. Informatica’s MDM – Product 360 provides relational context around that data to help us create a superior experience that stands out from the crowd.

— Lance Tinselt
CIO, Murdoch’s Ranch & Home Supply

Murdoch’s Ranch & Home Supply

- **Objective:** Align Marketing and IT strategy
- **Industry:** Retail
- **Country HQ:** United States

**Goals:**
- Align marketing and IT to create a more efficient operating structure across online and offline retail properties, streamline processes, and enhance the value and operations of the entire supply chain.
- Accommodate 20-30% product churn each year and integrate new fashion brands and seasonal products.
- Establish data governance guidelines to protect sensitive customer information such as credit card numbers, tokens, and contact information to balance data accessibility with security.

**Solution:**
- Implemented Informatica MDM – Product 360 to create a single source data repository that aggregated information across ecommerce, learning management, digital signage, and other operations for consistency and efficiency.
- Incorporate new data collection and management systems to support customer nurturing initiatives and develop product hierarchies to make the purchase experience more compelling.

**Results:**
- Increased sales by enabling faster “go live” product availability—both online and in-store.
- Produced a complete multi-channel picture of customer behaviors and preferences to simplify and standardize merchandising, ordering, and answering customer questions to create an exceptional user experience.
- Developed a consistent product, process language and hierarchy to standardize operations across all enterprise teams to improve cross-functional collaboration.

Read The Full Success Story

Watch The Customer Video
Nanjing Children’s Hospital

- **Objective:** Achieve information exchange and sharing
- **Industry:** Healthcare - Provider
- **Country HQ:** China

**Goals:**
- Achieve data exchange between heterogeneous systems and improve the hospital’s information sharing and work efficiency
- Improve patients’ electronic treatment data, treatment efficiency and clinical quality
- Provide hospital leadership with comprehensive operational information to achieve improved management

**Solution:**
- Manage the cumbersome development of a tightly coupled interface model as well as all data from heterogeneous systems in an integrated manner with Informatica PowerCenter
- Eliminate inconsistent data standards and formats which make in-depth data mining and utilization impossible

**Results:**
- Achieved uniform centralized data management and a high degree of sharing
- Increased data processing speed and reduced data management cost
- Improved data quality significantly and provided data guarantee for statistical analysis of the business intelligence (BI) platform

---

Nanjing Children’s Hospital

After building the data integration platform, a high degree of sharing, centralized and uniform standardized management of data among electronic medical records, mobile nursing, HIS, LIS and other systems has been achieved, which reduces the complexity of data fetching, increases the speed of data extraction and cuts the cost of data management.

— Qian Linnan, Chief of Information Section, Nanjing Children’s Hospital

Read The Full Success Story

njmu.edu.cn
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

![National Health Plan](image)

**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

Learn More About The Solution

Reduced duplicate patient records by 86%
by integrating enterprise master patient index with other data sources

Learn More About The Solution
Informatica made it easier for our customers and suppliers to do business with us. The improved service experience helps us increase satisfaction and loyalty, and is paving the way for deeper, more strategic relationships.

— James Humphrey
Principal Software Architect, National Instruments

National Instruments

• **Objective:** Utilizing a scalable hybrid data integration platform to deepen customer relationships
• **Industry:** Electrical & Electronic Manufacturing
• **Country HQ:** United States

**Goals:**
• Establish a scalable and multi-tenant enterprise data integration (EDI) solution to make it easier for customers and suppliers to do business with National Instruments
• Evolve from an engineering product-centric organization to a customer-focused organization
• Exploit product and customer data across service functions for a better customer and supplier experience

**Solution:**
• Informatica Intelligent Cloud Services replaces legacy B2B infrastructure into a flexible, future-proof enterprise platform
• Improve communication among customers and suppliers using Informatica Cloud B2B Gateway
• Establish architectural principles for integration and consistency in the use of enterprise tools

**Results:**
• Availability of product and customer information makes it easier for customers and suppliers to do business with National Instruments
• Increased IT team efficiency through a streamlined, standardized approach to application integration and proactive monitoring
• Expedited on-boarding process of new suppliers

Read The Full Success Story
Watch The Customer Video
What once took days or weeks is now possible in a fraction of the time thanks to the automation and integration we’ve achieved with Informatica.

— Paul Luc
Application Supervisor, National Interstate Insurance

<table>
<thead>
<tr>
<th>National Interstate Insurance Company</th>
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<tbody>
<tr>
<td><strong>Objective:</strong> Data-driven improvements to customer service</td>
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<tr>
<td><strong>Industry:</strong> Insurance</td>
</tr>
<tr>
<td><strong>Country HQ:</strong> United States</td>
</tr>
<tr>
<td><strong>Cloud Platform:</strong> Microsoft Azure</td>
</tr>
</tbody>
</table>

**Goals:**
- Improve application processing efficiency, from potential new insureds all the way through to policy issuance
- Enable employees to easily locate and act upon pertinent customer and policy data in real time or near real time
- Turn data into actionable insights to improve business pricing and underwriting decision-making

**Solution:**
- Automate application processes and integrate data sources (Salesforce and Microsoft Azure) using Informatica Intelligent Cloud Services
- Use Informatica Cloud Application Integration to synchronize Salesforce data in real time with on-premises underwriting platform
- Automatically update a centralized data warehouse each night using Informatica Cloud Data Integration

**Results:**
- Increases organizational effectiveness and insurance application processing efficiency up to 9x
- Allows employees to locate information from sales and service systems in minutes instead of days or weeks
- Helps improve customer service and profitability by enabling fast, intelligent underwriting decisions
We chose MDM from Informatica because we needed a strong solution that could support the digital transformation that Natura is going through.

— Agenor Leão
CIO, Natura

Natura Cosméticos

- **Objective:** Creates new business model
- **Industry:** Cosmetics – Manufacturing
- **Country HQ:** Brazil

Expanded the organization’s business model which created new consumer channels

**Goals:**
- Leading company in cosmetics direct sales creates a business model which allows consultants to work in an online environment
- Expansion of the business model and creation of new consumer channels

**Solution:**
- Integration of consultant and consumer information in a unified registration platform
- Creation of a base for consultants to engage in relationship and business actions with their customers and digital marketing

**Results:**
- Thousands of people access the portal daily and want to become a digital consultant
- The success of Rede Natura in Brazil has led to expansion into Chile and other new countries

naturacosmeticos.com.ar

Read The Full Success Story
Informatica Intelligent Cloud Services help us integrate customer data faster and improve our customer banks’ operational efficiency.

— Mark Wood
Executive Director, Integration Services nCino

nCino

• Objective: Making loan processing faster and more efficient
• Industry: Computer Software
• Country HQ: United States

Goals:
• Integrate loan data from an assortment of cloud and on-premises core banking systems
• Deliver real-time integrations to streamline bank operations
• Take advantage of loan volume growth opportunities while reducing development costs

Solution:
• Informatica Intelligent Cloud Services integrate nightly batch data from more than 120 banking customer systems
• Use prebuilt connectors that bring trusted data into Salesforce, positioning banks to process more loans
• Informatica Cloud Application Integration processes push data back to banking customers’ core systems to automatically book loans and deposits, pull credit bureau reports, pull account documents and many other uses

Results:
• Data integration helps reduce loan origination and closing time for banks by 34%
• Improves time-to-market for real-time integrations by 30%
• Helps enable nCino to grow year-over-year while saving development costs annually

34% reduction in loan closing time
integrating customer data improved customer banks’ operational efficiency

ncino.com

Read The Full Success Story
Watch The Customer Video
The capabilities Informatica brings to our organization are unprecedented. Informatica Intelligent Cloud Services are unlocking the future when it comes to enhancing the lives of those we serve.

— Arik Hill
CIO, The New York Foundling

The New York Foundling

• **Objective:** Enhance social services interactions with community-based organizations
• **Industry:** Nonprofit
• **Country HQ:** United States
• **Cloud Platform:** Microsoft Azure

### Goals:
- Enhance social services interactions with community-based organizations and reduce costs by automating processes
- Provide more collaborative care by securely sharing patient records, prescriptions, and other data across sites and among care providers
- Enable staff to access client information and care plans from mobile devices and electronic health records on-the-go

### Solution:
- Deliver data to social workers using Informatica Intelligent Cloud Services
- Use Informatica Cloud Data Integration to share data from Netsmart, Office Practicum, UltiPro, ServiceNow, and Microsoft SQL Server
- Exchange data in real time between Netsmart myEvolv EHR and a Microsoft Azure-based Human Services Bots (“CareBots”) using Informatica Cloud Application Integration coupled with UiPath robotic process automations

### Results:
- Helps improve social services outcomes by directing more staff time and budget toward research-backed programs and services
- Removes obstacles to wellbeing by establishing collaborative relationships with community-based organizations and care providers
- Allows highly mobile community-based team members to spend more time face-to-face with children, adults, and families and less time on administrative and data-entry tasks

Read The Full Success Story
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 Beringer
Regional Data Officer, Nissan North America

**Nissan North America**

- **Objective:** Develop a sustainable competitive advantage through best in class customer experience
- **Industry:** Automotive
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Strategy & Vision

**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

nissanusacom
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

Nonprofit Financial Services Organization

**Objective:** Reduce product testing time

**Industry:** Financial Services

**Country HQ:** United States

**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

91% decreased product development cycles bringing financial solutions to market faster

Learn More About The Solution
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
With Informatica Cloud Data Integration behind our education CRM initiative, we engage with students in ways that make them want to enroll and come back.

— April Cook
Project Manager, Northern Arizona University

Northern Arizona University

- Objective: A more connected campus
- Industry: Higher Education
- Country HQ: United States

30,000 students benefited from a faster, more responsive call center and Student Service Center

Goals:
- Offer students a seamless, connected experience across all university departments
- Improve Student Service Center and call center efficiency and responsiveness
- Enhance student academic consultations by giving advisors instant access to timely and relevant information

Solution:
- Informatica Cloud Data Integration connects with Salesforce to provide a unified view of students and near-real time data
- Supports efficient, paperless administrative processes

Results:
- Gives staff and advisors the information they need for targeted, productive meetings with students
- Enables call center and Student Service Center to provide faster, more responsive service
- Allows the university to reach out proactively to students for better outcomes

Read The Full Success Story
With Informatica Intelligent Cloud Services, we found a next-generation iPaaS tool that could resolve our data issues.

— Wuttisak Thabthimsaen
Salesforce Project Manager, Olympus Thailand Co., Ltd.

Olympus

Objective: Track and manages sales activity with data-driven dashboards
Industry: Manufacturing - Pharma & Medical
Country HQ: Hong Kong

Goals:
• Enable top management at Hong Kong-based headquarters to easily track sales activity across the Asia-Pacific region
• Consolidate sales data from seven branches in multiple countries into SAP on a nightly basis
• Avoid hitting timeout limits for transactions in Salesforce when working with large formula fields and roll-up summaries

Solution:
• Use Informatica Intelligent Cloud Services, a next-generation iPaaS solution, to power dashboards of sales activity across Asia-Pacific
• Bring sales data from Salesforce and spreadsheets into SAP using Informatica Cloud Data Integration for automated, nightly batch integrations
• Stay within Salesforce CPU limits by using Informatica to summarize data and enforce rules before loading it into Salesforce

Results:
• Improves timeliness and accuracy of sales tracking, allowing headquarters to take immediate action and better drive strategy
• Reduces the time it takes to get regional sales data into SAP, enabling decision-makers to work with fresh data
• Overcomes CPU limitations when loading data into Salesforce, avoiding the need to manually truncate and re-load data

Executive dashboard updated nightly
to give management the sales summaries they need to run the business more effectively

Read The Full Success Story
We have introduced omnichannel product management, cut the number of people managing product data by a factor of three and can now update thousands of items in seconds.

— Brian Thomas
Director of Application Development, PartsSource

PartsSource

- Objective: Introduce an omnichannel marketplace for medical replacement parts
- Industry: Manufacturing
- Country HQ: United States

Goals:
- Manage growing scale of more than 1 million SKUs across multiple systems
- Overcome lack of synchronized product information
- Increase efficiency—especially resource management

Solution:
- Centrally manage all product information using a digital catalog
- Introduce mobile apps for instant ordering
- Allow data self-service via controlled and gated methods

Results:
- Delivered a double-digit percentage growth in revenue
- Introduced more agile and rewarding omnichannel service
- Reduced team responsible for updating product information from seven to two
- Enabled company to effectively manage product warranties and service information

Read The Full Success Story

partssource.com

2 hours to 2 minutes
reduction in time needed to launch new products
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 points to deliver millions of dollars of revenue benefit

Learn More About The Solution
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

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

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

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

Learn More About The Solution
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

PUMA

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

**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

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

Read The Full Success Story
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

Rabobank

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

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

Strengthened BCBS 239 compliance
and other regulatory reporting by making it easier to give auditors the transparency they require

Read The Full Success Story
Watch The Customer Video
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

Built users’ confidence in data by displaying end-to-end lineage all the way back to when data was first created

Read The Full Success Story
Watch The Customer Video
Using Informatica Cloud Data Integration with Salesforce allows us to better retain our students and engage our alumni.

— Danielle Henriquez  
Business Intelligence Architect, Rutgers University

Rutgers University

- **Objective:** Personalize student interaction
- **Industry:** Higher Education
- **Country HQ:** United States

**Goals:**
- Attract and retain students, better engage alumni, and identify cross-marketing opportunities for continuing studies
- Improve admissions and enrollment process efficiency by providing employees and remote staff at community colleges with a single view of the data in Salesforce
- Meet changing educational needs of students and improve service to alumni by building a unified, complete view of students and alumni

**Solution:**
- Use Informatica Intelligent Cloud Services to unify data from disparate marketing pipelines, undergraduate and graduate admissions, enrollment, and alumni systems
- Integrate Salesforce with the Rutgers legacy mainframe systems and Oracle databases using Informatica Cloud Data Integration
- Run nightly batch integrations to deliver timely and trusted information to teams relying on pipeline, admissions, enrollment, and alumni systems

**Results:**
- Helps Rutgers modernize its educational approaches and serve students better with timely and actionable information
- Unifies admissions, enrollment, and alumni data for maximum efficiency
- Improves customer service and alumni outreach, while optimizing student transfers and re-enrollment
- Automate communications based on critical system indicators

Nightly batch integrations delivered timely and trusted information to teams relying on pipeline, admissions, enrollment, and alumni systems

Read The Full Success Story
The integration work that we’ve done with Salesforce and Informatica has been a business enabler for us, allowing us to better understand our customers, and improve their experience.

— Graeme Howard
CIO, Santa Fe Relocation
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
Business leaders are excited about the new analytics capabilities we’re enabling with Informatica and AWS. What used to be a dream is now reality.

— Ken Apple
VP of Support and Business Operations, SendGrid

Goals:
- Improve business decision-making and become truly data-driven with modern analytics
- Empower business users to find and use the data they need to provide the best customer experiences
- Meet evolving and growing business needs by replacing legacy data warehouse that was MySQL-based, with Amazon Redshift and integrate data from multiple sources from cloud and on-premises systems

Solution:
- Paired Informatica with Amazon Redshift and Looker for Cloud Analytics and a hybrid data warehouse architecture
- Enables agile, cost-effective business intelligence on a large scale
- Hybrid data integration solution from Informatica supporting cloud data warehouse with Amazon Redshift enabling SendGrid to integrate SaaS endpoints like Salesforce and Zuora into Amazon Redshift, with simple data integrations

Results:
- Allows a small team to deliver accurate and reliable analytics
- Gives sales and executives easy access to customer information
- Empowers non-technical business users with self-service data access

SendGrid
- Objective: Better data for better customer experiences
- Industry: Business Services
- Country HQ: United States
- Cloud Platform: Amazon Web Services (AWS)

Sendgrid.com

30 billion emails
sent per month on behalf of more than 50,000 paying customers
Shire Pharmaceuticals

- Objective: Enable quick, easy access to analytics tools to speed research and development
- Industry: Pharmaceuticals
- Country HQ: United States
- Cloud Platform: Microsoft Azure

Speed is everything in our sector. Through Informatica, we’re accelerating product development and reducing time to market for our therapies, which helps to enrich the lives of people around the world.

— Shyam Dadala
Enterprise Analytics Architecture; Engineer, Shire Pharmaceuticals

Delivered breakthrough therapies faster with valuable research data analytics

Goals:
- Use research data to fight rare diseases and specialized conditions, and to deliver breakthrough therapies faster
- Create an integrated, central repository for enterprise data
- Enable quick, easy access to analytics tools to speed research and development

Solution:
- Use Informatica Cloud Data Integration, Informatica Data Engineering Integration and Microsoft Azure to consolidate disparate data sources and create a single version of the truth
- Bring together data ingestion, integration, and visualization tools to support analytics
- Leverage Informatica synergies with Microsoft Azure for faster deployment

Results:
- Speeds product research and development time
- Allows more value to be extracted from enterprise data
- Reduces data acquisition, data integration, and IT support costs

Read The Full Success Story
Watch The Customer Video
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 to better promote the welfare of children and families throughout the state
• 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

Learn More About The Solution
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

Goals:
• 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

stuller.com

Read The Full Success Story
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

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

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
• Leveraged 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
Tool Retailer

- **Objective**: Accelerate product launches in order to gear up for increased sales
- **Industry**: Retail
- **Country HQ**: United States

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**Goals:**

- Transform omnichannel strategy by onboarding product information quickly from any data source, including ERP system and data warehouse
- Launch and update new products faster across all sales channels and customer engagement points
- Publish high-quality, up-to-date product information to improve customer satisfaction, reduce call volume, and minimize product returns

**Solution:**

- Automate the onboarding of product data with an intuitive user interface using Informatica MDM – Product 360
- Use Informatica MDM – Product 360 to manage and update product content consistently across multiple sales channels and customer touch points
- Leverage embedded Informatica Data Quality to automate data validation checks and publish high-quality product data

**Results:**

- Positions the retailer to increase sales by publishing consistent product information across multiple channels, including in-store and online
- Enables 4x faster product launches and updates on average, minimizing the need for manual product data entry
- Helps reduce customer call volume and product returns by providing more complete, higher quality descriptions and images of products

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Enabled 4x faster product launches and updates on average, minimizing the need for manual product data entry.

Informatica MDM – Product 360 will help us stay in tune with the times and be more competitive with omnichannel retailing.

— Owner
Tools Retailer

Read The Full Success Story
Instead of mailing a paper contract and waiting for the new student to fill it out and mail back a tuition check, we email the student a link to an online contract and secure payment site. In 10 to 15 minutes, the student has access to PeopleSoft Campus and can begin enrolling in classes.

— Integration Lead Architect
Top-Ranked Public University

Top-Ranked Public University

Objectives:
- Getting cloud-ready
- Higher Education
- United States

Industry:
- Higher Education

Country HQ:
- United States

Goals:
- Improve timeliness of student enrollment
- Adopt cloud-based enterprise education applications to enhance efficiency, while minimizing risk and disruption
- Streamline and accelerate data integrations for education applications

Solution:
- Informatica Intelligent Cloud Services, integrated with Salesforce, helps automate the student enrollment process
- Integrates data from on-premises enterprise education applications and cloud solutions
- Standardizes common services with an API-based microservices architecture

Results:
- Automates student enrollment, reducing application processing time from weeks to minutes
- Enables the University to integrate data from multiple different cloud applications
- Increases application integration capacity 7-fold by enabling integrations in days versus weeks

Learn More About The Solution
Informatica PowerCenter has helped us build a standard data processing flow and benefit from automatic extraction and transformation of various types of structured data. We’ve been able to reduce management, operations, and maintenance costs while establishing a roadmap and solid plan for the future.

— Liu Naijia
Data Center Director, Tsinghua University

Tsinghua University

• Objective: Consolidate data from silos
• Industry: Higher Education
• Country HQ: China

Goals:
• Consolidate data from silos to enable easier data sharing among application systems of different departments
• Accelerate development of a "digital campus" to improve service quality and enhance the academic experience
• Develop a scalable, sustainable roadmap for integrating various data sources and legacy information systems

Solution:
• Developed a fully digital campus information infrastructure
• Enable seamless connection among disparate systems to accelerate the collection, cleansing, and storage of data in a central repository
• Provide easy, reliable access to important information for university administrators, faculty, and students and create more collaborative learning environment

Results:
• Aligned an array of information systems and enabled an unobstructed flow of accurate and consistent data
• Established an initial university database and a foundation for future integration of university information systems
• Reduced management, operating, and maintenance costs by simplifying the data management environment for faster processing, more reliable information, and fewer hardware components to manage

Simplified data management for faster processing, more reliable information, and fewer hardware components to manage

Read The Full Success Story
Gaining a 360-degree view of the customer is critical to our business model that emphasizes high-touch, highly tailored services. By adding Informatica’s Informatica Cloud Customer 360 for Salesforce we were able to see all interactions with our customers no matter how they choose to communicate with us, regardless of whether it’s by mobile, social, phone or the website.

— Jon Pickles
Global Director, 360 Engagement

TTC Travel Group Limited

- **Objective:** Gain a single, consistent view of their global customer purchase patterns for sales and marketing
- **Industry:** Transportation Services
- **Country HQ:** United Kingdom

**Goals:**
- Gain a single, consistent view of their global customer purchase patterns for sales and marketing
- Improve reporting for household purchases and customer demographics
- Leverage multiple-source data for greater customer insights and more customized and tailored service offerings

**Solution:**
- Rolled up YoY reporting by using Informatica Cloud Customer 360 for Salesforce to summarize and store multi-dimensional data
- Helped eliminate duplicates in the database both at implementation and on an ongoing basis with a duplicate prevention layer in the Contact and Account creation process

**Results:**
- Reduced from 36 hours to 60 minutes the time it takes to import daily data
- Automated many of manual processes and reduced the time and resources needed to administer Salesforce instance
- TTC was able to go live within a few months of purchase
- Shaved days off setup by uploading complex territories, sales manager and account ownership rules for the more than 500 users

Reduced 36 hours to 60 minutes for daily data import
U.S. Military College

- **Objective:** Expanding learning opportunities
- **Industry:** Higher Education
- **Country HQ:** United States

**Goals:**
- Strengthen learning experiences for military and civilian students, while enhancing system agility, increasing flexibility, and lowering costs
- Expand student enrollment in online degree and continuing education programs to better serve the nation and world
- Identify new opportunities to integrate education systems and improve data integrity

**Solution:**
- Use Informatica Intelligent Cloud Services to connect student data sources without replacing core systems
- Implement Salesforce for CRM analytics and use Informatica Cloud Data Integration to connect back to Ellucian Banner student information system
- Introduce automated data integrations school-wide as new use cases arise

**Results:**
- Accelerating application submissions and admissions decisions, reducing costs, and helping the school meet the unique needs of students serving in the U.S. military
- Expanding online enrollment through targeted sales and marketing campaigns that increase awareness of learning opportunities
- Moving toward a single golden record for every student to help facilitate smoother registration, financial aid, and billing

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As we grow our online learning programs, Informatica will help us interact with more students while providing the same high-quality service.

— Vice President of Strategic Partnerships
U.S. Military College
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

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

**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

Learn More About The Solution
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

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Read The Full Success Story
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

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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

Increased revenue 12x
as a result of digital transformation,
providing customer loan approvals in 3 minutes versus 4 to 6 weeks
With Informatica Intelligent Cloud Services, we are able to provide a smoother and more personalized experience for everyone, from prospective student to alumni, by integrating data from various sources into Salesforce.

— Brian Greminger
Director of Application Services, Ross School of Business, University of Michigan

University of Michigan Ross School of Business

- **Objective:** Using data to provide more personalized education
- **Industry:** Higher Education
- **Country HQ:** United States

**Goals:**
- Integrate data from many different internal and cross-campus sources to help shape marketing and outreach programs
- Deliver data integrations faster and without depending on central IT

**Solution:**
- Partner with alumni association to launch a data integration platform
- Deliver timely and accurate student data to program offices
- Informatica Intelligent Cloud Services brings trusted data into Salesforce

**Results:**
- Supports more effective decision-making for degree programs, curriculum, marketing, and outreach
- Helps build lifelong relationships with students and alumni
- Reduces developer time needed for data integrations by 50%

Read The Full Success Story

michiganross.umich.edu
Informatica Intelligent Cloud Services helped us reduce our development time by 50 to 60 percent versus the manual approach to data integration we utilized before.

— Vetrivel Thiagarajan
Architect and Director of Enabling Tools, University of North Carolina at Chapel Hill

Goals:
• Enable students to take UNC Online courses hosted by schools throughout the UNC System
• Satisfy demand for real-time data and integrations to support enrollment at 17 different institutions
• Devote more time to value-added application development and less time building interfaces among systems

Solution:
• Informatica Intelligent Cloud Services automates data integrations between schools in the UNC System
• Informatica Cloud Application Integration consolidates real-time data between student information systems
• Prebuilt Informatica Cloud Connectors for Oracle Database, REST Web Services and other key data sources accelerate deployment

Results:
• Makes it easier to accommodate requests for real-time data integrations across the university
• Reduces development time up to 50-60%, enabling UNC to deploy new web services into production approximately 4x faster

University of North Carolina at Chapel Hill

• Objective: More online learning options
• Industry: Higher Education
• Country HQ: United States

Read The Full Success Story
Before, we didn’t have a good way to identify patients who needed additional healthcare and who we could help within our own system. With Informatica Intelligent Cloud Services, we can now easily track those patients.

— Michael Laidlaw
Manager, Application Support, Valley Health System

**Valley Health System**

- **Objective:** Improving the patient experience
- **Industry:** Health Care Services
- **Country HQ:** United States

**Goals:**

- Improve patient relationship management and increase appointments by importing patient data from disparate applications into Microsoft Dynamics CRM
- Follow up with emergency room visitors to notify them of additional healthcare services that can improve their overall health
- Comply with Health Level Seven (HL7) data transformation requirements when exchanging data among applications

**Solution:**

- Create a mapping task with Informatica Cloud Data Integration to pull in patient information from flat files and SQL Server databases
- Utilize the REST V2 Connector to initiate API calls developed with Informatica Cloud Application Integration
- Post new orders and order updates from Athena ambulatory EMR system in real time using the Informatica Cloud Connector for Dynamics CRM

**Results:**

- Drove an increase in patient appointments within first year of implementation
- Additional patient follow up helps build healthier communities in some of the most populous areas of the U.S.
- Maintains compliance with HL7 V2 electronic messaging standard, improving the interoperability of hospital systems

Read The Full Success Story

Watch The Customer Video
Informatica Intelligent Cloud Services gives us the secure data integration and business process automation capabilities we need to build even better relationships with our universities and their students.

— Mark Ellis
Salesforce Lead, Vemo Education

Vemo Education

- **Objective:** Revolutionizing education financing
- **Industry:** Financial Services
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

**Goals:**
- Increase process automation and scale back our manual processes
- Improve performance and flexibility for cloud data warehousing to provide better information services to a rapidly growing business
- Securely access APIs to provide the business with timely information to respond to changes in real time and conduct data analyses with ease

**Solution:**
- Informatica Intelligent Cloud Services brings data from Salesforce securely into AWS for staging and transformations
- Informatica Intelligent Cloud Services connects the Microsoft SQL Server data pipeline to APIs to dynamically and securely bring information into Snowflake and Salesforce

**Results:**
- By reducing time spent on repetitive tasks from 80 hours to 5 minutes per month, team members can spend less time on manual processes and more time helping partners and participants
- Increases query performance by enabling multiple, purpose-built Snowflake data warehouses, each with its own optimized compute power
- Provides the business with timely information, allowing team members to respond more quickly to changing circumstances

Reduced time spent on repetitive tasks
from 80 hours to 5 minutes per month, giving team members the opportunity to spend less time on manual processes and more time helping partners and participants.
For us, Informatica has enabled a business transformation, and that is evident in the renewals we are getting from our very happy customers.

— Ravindra Akella
EVP Technology, Veraction

Veraction

- **Objective:** Helping customers reduce transportation spend
- **Industry:** Information Technology & Services
- **Country HQ:** United States

From months to days for onboarding improving customer and carrier experience

Goals:
- Support transportation business growth and provide elasticity for transporting goods during peak delivery windows
- Onboard shipping customers and goods transporters rapidly
- Enhance shipping experience for customers and carriers through self-service capabilities

Solution:
- Informatica B2B Data Exchange streamlines EDI, supporting transportation business expansion
- Optimizes the process of bringing new customers and carriers onboard
- Provides a self-service portal for customers and carriers, making it easier to track transportation spend

Results:
- Increases capacity for transportation business growth without adding IT headcount
- Reduces customer and carrier onboarding time from months to days
- Enhances customer’s ability to track transportation spend with a self-service portal that helps Veraction to retain business

Read The Full Success Story
Having a flexible integration platform like Informatica Intelligent Cloud Services is necessary for us to stay in business, and it’s fueling a lot of our growth.

— Justin Glatz
Global Head of IT, Vita Coco

Vita Coco

• **Objective:** Use data to drive growth
• **Industry:** Retail
• **Country HQ:** United States

**Goals:**

• Prepare for growth by unifying systems and data to make better use of data as a strategic asset
• Gain a consistent, trusted, and timely view of data that follows coconuts from plant to factory to consumer
• Drive business growth by analyzing downstream, product sales performance data from distributors and customers to ensure stock and drive sales

**Solution:**

• Integrate retail scan data, supply chain and logistics data, and depletion data with Informatica Intelligent Cloud Services, Informatica’s iPaaS solution
• Leverage pre-built Informatica Cloud Connectors for flat files, file processor, Microsoft SQL Server, SAP, and REST Web Services
• Use Informatica Cloud Data Integration to accept depletion, scan, and sales data from partners in a variety of formats

**Results:**

• Improves the execution of trade promotions and sales operations while optimizing product pricing and supply chain efficiency, as company grows
• Keeps data consistent between Vita Coco’s brands to improve business agility
• Helps increase sales by working with distributors to adjust regional promotions and processes

**Increased sales**
by working with distributors to adjust regional promotions and processes

[Read The Full Success Story](#)
[Watch The Customer Video](#)
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

Washington State Office of Financial Management

Objectives:
- **Objective:** Improve the quality of the statewide education system
- **Industry:** Public Administration
- **Country HQ:** United States

**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

[Read The Full Success Story](ofm.wa.gov)
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

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
- 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

Read The Full Success Story
Watch The Customer Video
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

**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 a 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

Read The Full Success Story

Watch The Customer Video
As the trusted leader of customer retention for OEMs and dealerships, Xtime produces key insights regarding the retail automotive industry. With Informatica, we can optimize our research and provide additional unique results that help dealerships and OEMs deliver a premium ownership experience and increase customer loyalty.

— Neal East
President, Xtime

Xtime

• Objective: Provide a unified snapshot of information
• Industry: Automotive
• Country HQ: United States

Goals:
• Multiple cloud applications and data sources make it challenging to provide a unified snapshot of information in order for dealerships and manufacturers to make accurate business decisions
• It can be difficult to provide an enhanced customer experience to retain and capture new customers and increase ROI and capacity
• Manufacturers were not able to answer questions such as: How are the recalls being managed and addressed from dealership to dealership?

Solution:
• Decan Plateau, an Informatica Partner, and Xtime collaborated to design and implement end-to-end, multi-tenant data warehousing solution using Informatica partition techniques
• A fully integrated point-of-service solution that provides dealers with a 360-degree view of their customers to analyze and to better respond to the customers’ patterns
• Multi-tenant data warehousing initiative aided the ability for Xtime’s customers to perform detailed analysis by grouping manufacturers and dealerships together

Results:
• With customer information available on-site, vehicle owners have a personalized service experience
• Targeted marketing campaigns based on vehicle conditions, service history and open recalls
• State of the art star schema for reservations, RO, web activity, customer check-in, customer activity log and dealership configuration

Deliver detailed analysis
with a multi-tenant data warehousing initiative by grouping manufacturers and dealerships together

xtime.com
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