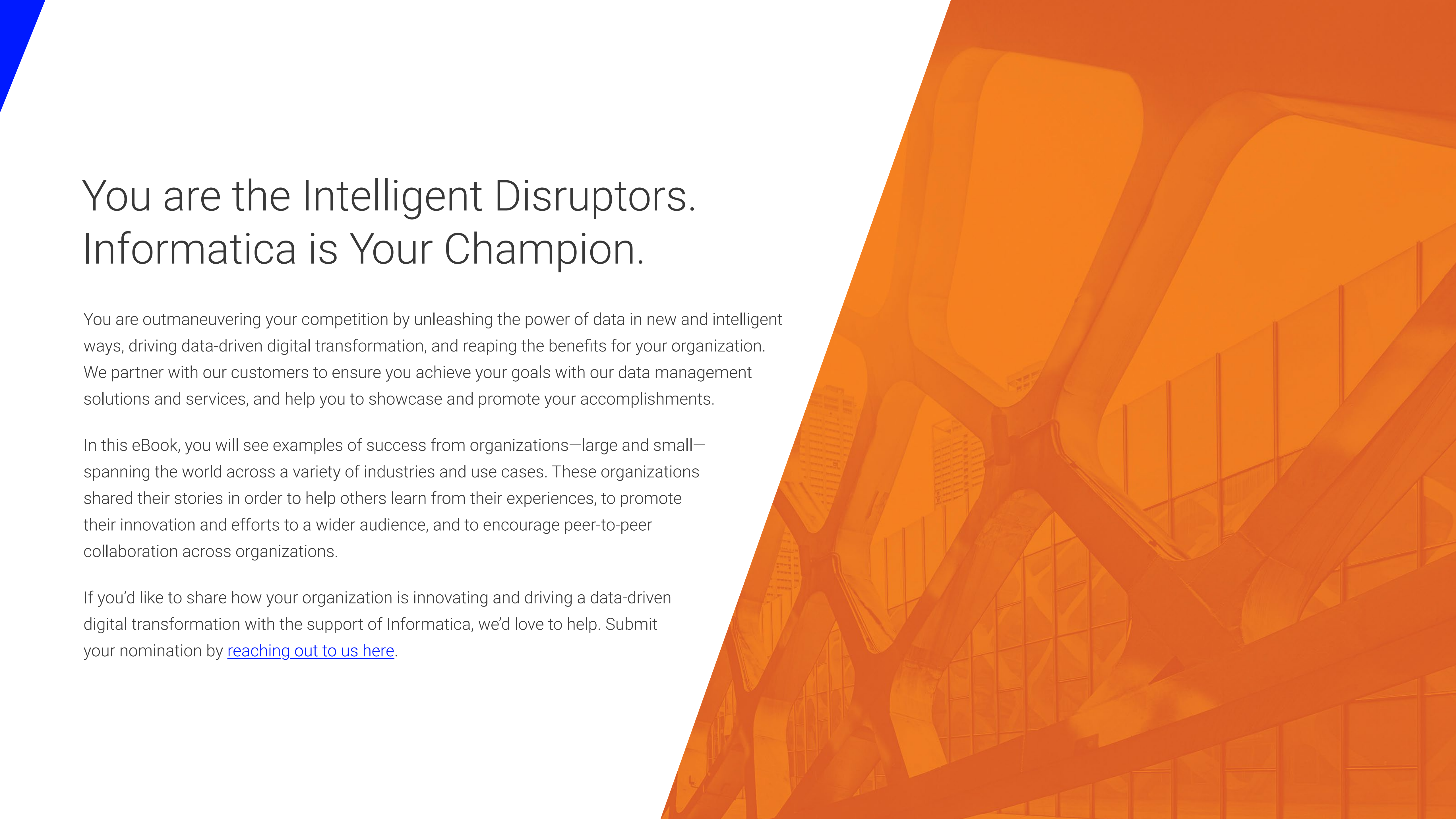




Informatica®

# Unleashing the Power of Data

Success stories showcasing data-driven  
innovation in Data Governance & Privacy



# You are the Intelligent Disruptors. Informatica is Your Champion.

You are outmaneuvering your competition by unleashing the power of data in new and intelligent ways, driving data-driven digital transformation, and reaping the benefits for your organization. We partner with our customers to ensure you achieve your goals with our data management solutions and services, and help you to showcase and promote your accomplishments.

In this eBook, you will see examples of success from organizations—large and small—spanning the world across a variety of industries and use cases. These organizations shared their stories in order to help others learn from their experiences, to promote their innovation and efforts to a wider audience, and to encourage peer-to-peer collaboration across organizations.

If you'd like to share how your organization is innovating and driving a data-driven digital transformation with the support of Informatica, we'd love to help. Submit your nomination by [reaching out to us here](#).



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This icon recognizes Informatica Innovation Award Winners and Honorees.

Learn More about Informatica's Innovation Award Program at:

[informatica.com/about-us/customers.html](https://www.informatica.com/about-us/customers.html)

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Informatica Innovation Award Honoree

## Provided a deeper understanding

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



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







# 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 45 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

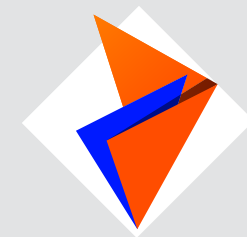


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Informatica Innovation Award  
Winner

## 650,000 vehicles

connected as part of a global initiative that optimized its vehicle rental business



Informatica lets us use real-time data to optimize fleet management and telematics so that we can save money and drive our bottom line.

— 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 govern 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
- Informatica Axon Data Governance automates data governance, helping to standardize processes and formalize data stewardship roles
- 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

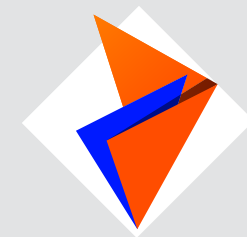


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Informatica Innovation Award Winner

## Reduced processing time

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



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

– Joseph Fagnoni  
Executive Adviser Data & Analytics, CVS Health

# CVS Health

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

### Goals:

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

### Solution:

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

### Results:

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







## Financial Services Firm

### Accelerated access

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



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*

## 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

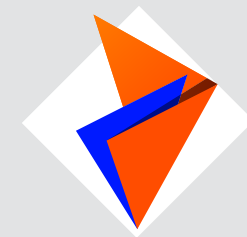
### Results:

- 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](#)





Informatica Innovation Award  
Honoree

## FWD Group Financial Services

- **Objective:** Strengthen data governance capabilities across operating entities in Asia
- **Industry:** Financial Services
- **Country HQ:** Singapore
- **Cloud Platform:** Amazon Web Services (AWS) and Microsoft Azure
- **Innovation Award Category:** Intelligent Disruptor: Strategy & Vision



### Improving operational efficiency

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



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

Director, Group Data Governance, 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



[Learn More About The Solution](#)



Data protected for  
8.3M insureds

to avoid the high cost of healthcare  
data breaches



The future of healthcare is pretty plain: at some point, data masking will be required. With Informatica Dynamic Data Masking, we're ahead of the curve.

— Gary Morreale

Director, Data Services Independence Health Group

# Independence Health Group

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

## Goals:

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

## Solution:

- Use Informatica Dynamic Data Masking to deidentify 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
- Deploy Informatica Data Privacy Management to continue to fuel data privacy initiatives

## 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](#)





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



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

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

# 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





## Large Environmental Services Company

### Improved data steward productivity

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



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
- **Cloud Platform:** Amazon Web Services (AWS)

### 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



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Informatica Innovation Award  
Honoree

## Improving customer experiences

dealer interactions, and long-term vehicle quality by presenting a complete picture of visual analytics



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







## Strengthened BCBS 239 compliance

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



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

— Anil Bandrupalli

Solution Architect for Data Management, Rabobank

## Rabobank

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

rabobank.com

### 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



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## Increased compliance with GDPR

which improved reputation, costs and increased the value of internal data



Department for Education



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







Informatica Innovation Award  
Honoree

## Enabled self-service analytics to clinical and business consumers



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

— *Rachini Ahmadi-Moosavi*  
Executive Director of Analytical Services & Data Governance, UNC Health Care

## UNC Health

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

### Goals:

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

### Solution:

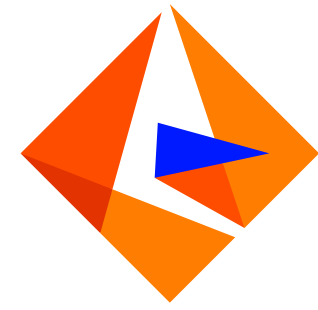
- Informatica Axon and EDC provide centralized knowledge management to enhance self-service analytics and support source of truth in parallel to the release of a new enterprise data warehouse
- Removed IT as a barrier to data access to enable more self-service functions.
- Centralized reporting efforts 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







Informatica®

## About Informatica

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

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