Mastering Digital Business With Multidomain MDM SaaS

Key Benefits

- Improve customer retention, loyalty, and profitability
- Optimize supply chain resiliency, flexibility, and continuity
- Increase product conversion rates, basket size, and profitability
- Accelerate financial consolidation and reporting
- Gain greater accuracy from forecasting, planning, and analysis

Driving Visibility, Alignment, and Collaboration Across the Organization

Success in today's digital-first world requires visibility into how activities throughout different functional areas impact the overall performance of your business. Are you creating extraordinary customer experiences? Are you able to turn those experiences into revenue and profit? Are you meeting your customers' expectations for on-time, and in-full delivery?

Connecting customer, product, supplier, finance, and other domains of master data into a 360-degree view across your entire business enables the kind of cross-functional alignment and collaboration your organization needs to deliver success in digital initiatives such as customer experience, digital commerce, supply chain optimization, and finance transformation.

Mastering Customer Experience

Increase customer retention, loyalty, and profitability with broader visibility of your end-to-end relationship with customers across lines of business and automated matching and linking of customer data from multiple internal and external sources.

- Understand what customers are purchasing, in what volumes, and through which lines of business and channels, so you can adjust operations to improve customer experience.
- Build customer profiles that are more comprehensive and increase accuracy of AI models and personalization engines, by inferring relationships between master data, transaction data, and social data.
- Understand which segments or customers are more susceptible to churn and identify alternative products or service to retain them.
- Gain deeper insight into the financial health of customers, by automating enrichment of internal data with external third-party data that provides market, credit, liquidity, and operational risk context to minimize exposure.

Mastering Digital Commerce

Increase conversion rates, basket size, and profitability by providing broader visibility for end-to-end digital commerce activity.

- Automate matching and linking of order, product, and customer data across ecommerce sites and online marketplaces.
- Understand what products are being purchased, in what volumes, and through which channels, so you can quickly adjust assortment, planning, and catalogs in response to changing demand signals.
- Build product profiles that are more comprehensive and increase the accuracy of AI models and recommendation engines, by inferring relationship between master data, transaction data, and social data.
- Understand which products are more likely to be purchased together and identify alternative products that can substitute for items that are out of stock.
- Understand what inventory is available to promise, when it can be shipped, and where it needs to be delivered so you can decrease reshipping costs, returns, discounts, and allowances that erode profit margins.

Mastering the Supply Chain

Increase supply chain resiliency, flexibility, and continuity with broader visibility of your end-to-end supply chain, by matching and linking supplier, sub-supplier, material, and product data from multiple internal sources.

- Understand what is being purchased, in what volumes, from which suppliers, and in what locations so you can assess disruption risk, prioritize procurement, and identify alternate sources of supply.
- Accelerate supplier on-boarding by enabling self-service data submission, automated data validation, and workflow for evaluation and approval.
- Understand supplier performance, financial health, and regulatory compliance so you can increase supply chain flexibility while mitigating risk.
- Gain deep insight into fulfillment performance by validating and linking order, inventory, location, and logistics data.

Mastering Finance Transformation

Improve cost management, liquidity, and profitability and accelerate financial consolidation and reporting by standardizing cost centers and hierarchies, and automating consolidation, reconciliation, and validation of data across local and regional systems.

- Understand revenue and expenses by regions, business units, products, and customers so you can optimize costs and profitability, prioritize investments, and ensure accurate regulatory reporting.
- Get broader visibility of your end-to-end cash-to-cash cycle, by automating consolidation, cleansing and harmonizing receivables, payables, and inventory data.
- Understand payment terms, order fulfillment, and billing accuracy so you can reduce Days Sales Outstanding, Days Sales of Inventory, and Working Capital.
- Gain greater accuracy from forecasting, planning, and analysis, by automating consolidation, cleansing, and linking of financial and operational data.
- Understand revenue, cost, and profit drivers so you can quickly respond to highly variable demand and supply signals.

Addressing Fragmentation and Complexity

While there's no shortage of data in organizations, connecting data from multiple areas of the business to gain visibility into what is impacting business performance remains a challenge. Digitalization has accelerated the pace of business and investments in new cloud applications, many driven at the departmental level with little to no IT involvement. And although speed and agility are mandates for digital business, they create silos of data that are inconsistent, and varying in their levels of completeness and accuracy. Master data management (MDM) helps you ensure standard definitions and formats for customers, materials, products, suppliers, cost centers, and other domains of master data, which improves the efficiency of processes that span multiple applications. MDM also helps you create cross-domain knowledge graphs that improve decision making through greater context of the relationships within your data and applications.

Informatica's Approach to Multidomain MDM SaaS

Informatica® intelligent Master Data Management is the only offering that manages every domain of master data in a single SaaS solution. We provide market-leading capabilities, built on a modern microservices architecture, and make extensive use of AI to automate and scale the practice of master data management. With all the capabilities you need, low/no-code configuration, and pre-built domain and industry content, Informatica helps you to get up and running quickly. Our consumption-based pricing, AI-powered automation, and intuitive user interfaces increases productivity and efficiency. And the ability to manage multiple domains of master data in support of customer experience, digital commerce, supply chain optimization, and finance transformation enables you to deliver greater value across all functional areas of your business.

Next Steps

Learn more about Informatica intelligent [Multidomain Master Data Management](#).

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