

Business 360

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

Deliver a Single View Across All Data to Support Every Business Function

Organizations are under pressure to deliver better products and services, through more meaningful experiences, in the most cost-efficient manner. Constantly changing market conditions and evolving consumer preferences add to an already intense competitive environment. A connected business is one that leverages all available data to anticipate customer needs, manage supply chain, deliver great products, and mitigate risk.

The data required to succeed already exists. But in many cases, it is siloed, inaccurate, and inconsistent, which impairs your ability to understand and respond to uncertainty. Master and other data about customers, products, and suppliers—with varying levels of completeness and accuracy—can be found in a variety of systems and sources. Data may also vary in format and definition. This makes it difficult to quickly determine which data is best fit for use and roll up data for analysis so that action can be taken.

The ultimate goal is to provide each area of the business with the data critical to support processes and users. A business 360 strategy is one that creates trusted views of each data domain, connects the individual domains together, and then delivers unique perspectives of the data to various business functions and applications. Business 360 combines multiple domains and entities with additional intelligence, and packages it, inside a 360 application to manage data for that function. Think of business 360's mantra as "make data useful for the business."

Improve Business Outcomes With Intelligence and Automation

Digital Commerce

Business 360 can help you increase conversion rates, basket size, and profitability by providing broader visibility of 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 more comprehensive product profiles that increase the accuracy of AI models and recommendation engines, by inferring relationships between master data, transaction data, and social data.
- Understand which particular products are more likely to be purchased together and identify alternative products that can substitute for out-of-stock items.
- Gain deep insight into fulfillment performance by validating and linking order, inventory, location, and logistics data.
- 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.

Supply Chain

Business 360 can help you 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 deeper insight into spend, by automating cleansing and consolidation of procurement data across buyers, plants, divisions, and regions.
- Understand total global spend volume and identify off-contract purchases, so you can capture volume discounts and better negotiate price and payment terms.
- Build more comprehensive profiles that increase the accuracy of AI models and recommendation engines, by inferring relationships between master data, transaction data, and social data.
- Gain deeper insight into the financial health of customers, by enriching internal data with external 3rd party data that provides market, credit, liquidity, and operational risk context.

Customer Loyalty

Business 360 can help you increase customer retention, loyalty, and profitability with broader visibility of your end-to-end relationship with customers across lines of business, by automating 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 more comprehensive customer profiles that increase the accuracy of AI models and personalization engines, by inferring relationships between master data, transaction data, and social data.
- Understand which particular segments or customers are more susceptible to churn and identify alternative products or services to retain them.

- Gain deeper insight into the financial health of customers, by automating enrichment of internal data with external 3rd party data that provides market, credit, liquidity and operational risk context. Understand which particular segments or customers are having financial difficulty and evaluate your risk exposure to ensure profitability.

Financial Health

Business 360 can help you 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 harmonization of 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.

Cross Domain Connection Creates End-to-End Visibility

While getting a 360-degree view within each domain is important, you also need to understand the connection and relationships across domains. If analysis and action are siloed, you risk optimizing one area of the business at the expense of other areas. For example, if marketing only looks at what products customers are buying to determine which personalized offer to send, they might recommend items that are out of stock, which does not create a great customer experience and could decrease loyalty, retention, and profitability. The decision to make an offer or not should also consider product availability, supply chain costs, and overall financial risk. By connecting domains into a business 360 and providing that data to functional applications, you get end-to-end visibility across your business.

Benefits of a Business 360 Approach

- Better use of all relevant data to drive revenue, control costs, and mitigate risks
- Increased productivity through automated data collection, cleansing, classification, and harmonization
- Deeper insights by connecting relationships between all data in order to understand how data impacts business outcomes
- Reduce time to market with pre-built data models and business UIs

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Informatica Master Data Management Supports Business 360

Informatica® Master Data Management is the only solution that manages all master domains in a single solution and connects them with relevant business data such as transactions and interactions. These marketing-leading capabilities can be modularly deployed on premises or in multi-cloud environments, so you can uncover hidden insights that fuel digital business.

- Quickly adapt to changing business conditions by improving analytic accuracy from a shared foundation of consistent, connected, and trusted master, transaction and interaction data throughout the business.
- Accelerate and strengthen digital commerce, minimize supply chain risk, and increase customer loyalty with greater data visibility across customers, suppliers, and products.
- Increase operational efficiency by replacing manual processes such as data on boarding, synchronization, and reporting through intelligence and automation.

About Master Data-Fueled Applications

Informatica's master data-fueled applications include Customer 360, Customer 360 Insights, Product 360, Supplier 360, and Reference 360. They leverage the market-leading capabilities of the [Informatica Intelligent Data Platform](#), such as data integration and quality, APIs and business process management, and data governance and security so you get best-of-breed and integrated capabilities. And they enable you to think big, start small, and scale fast so you can become a data-driven enterprise.

Next Steps

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



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