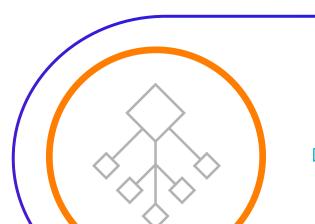


Google Cloud

# 7 Important Trends in Master Data Management

Staying ahead of the curve on master data management (MDM) technologies and methodologies is a must. Let's review the latest trends in MDM SaaS solutions — including artificial intelligence (AI) and machine learning (ML), cloud computing with Google Cloud and multidomain deployment — and how Informatica Intelligent MDM helps you capitalize on those trends to maintain a competitive edge.



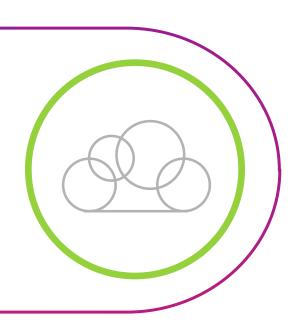
#### **Rising need for multidomain MDM**

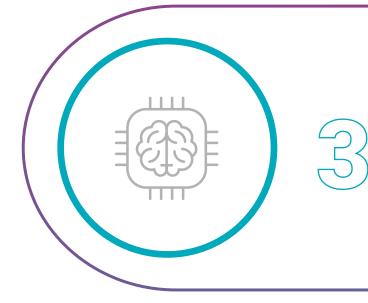
- Provides a single shared view of data across virtually every business function
- Goes beyond customer and product domains with a unified MDM SaaS solution powered by Informatica on Google Cloud



### Accelerated move to Google Cloud

- Fosters a cloud-first mindset for increased productivity
- Offers microservices-based modern architecture
- Provides easy-to-use interface for business users, data stewards and IT administrators





## Use of AI and ML to enrich MDM

- Accelerates innovation with recommended product categorization
- Scales data stewardship with intelligence and automation in Google Cloud
- Provides automated match tuning, data model and mapping recommendations
- Offers next-best action recommendations for business users



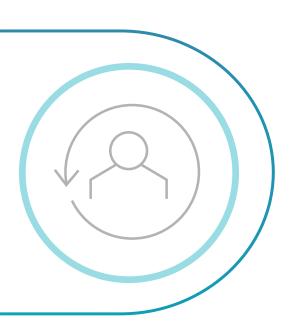
### **Contextual MDM for connecting transactions and interactions**

- Combines master data and non-master data for enriched context
- Delivers better CX in Google Cloud with 360-degree customer views



#### Prebuilt solutions to support key use cases

- Offers intuitive UI for data experts, business users and IT
- Provides preconfigured use case models for workflows, data quality rules and data enrichment



#### **Combination of MDM and governance**

- Empowers business users to define the data definitions, policies, rules and metrics
- Enables rule enforcement and metric tracking for effective governance

#### **MDM for ERP modernization to Google Cloud**

- Uses master data to make standard business processes more resilient
- Improves master data quality and accuracy for ERP implementations, upgrades and migrations
- Manages and synchronizes master data between ERP systems

# Accelerate your digital business with 360-degree insights

Connect data across your enterprise for a comprehensive view with Informatica Intelligent MDM, a service of Intelligent

#### Data Management Cloud<sup>™</sup> (IDMC), on Google Cloud.

**CONTACT AN MDM EXPERT NOW** 



Informatica (NYSE: INFA) brings data to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across the organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud<sup>M</sup>, companies are driving bigger ideas, creating improved processes and reducing costs. Powered by CLAIRE<sup>®</sup>, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location – all on a single platform, with a simple and flexible consumption-based pricing model. **Informatica. Where data comes to life.** 

#### Worldwide Headquarters | 2100 Seaport Blvd., Redwood City, CA 94063, USA | Phone: 650.385.5000 | Toll-free in the US: 1.800.653.3871

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