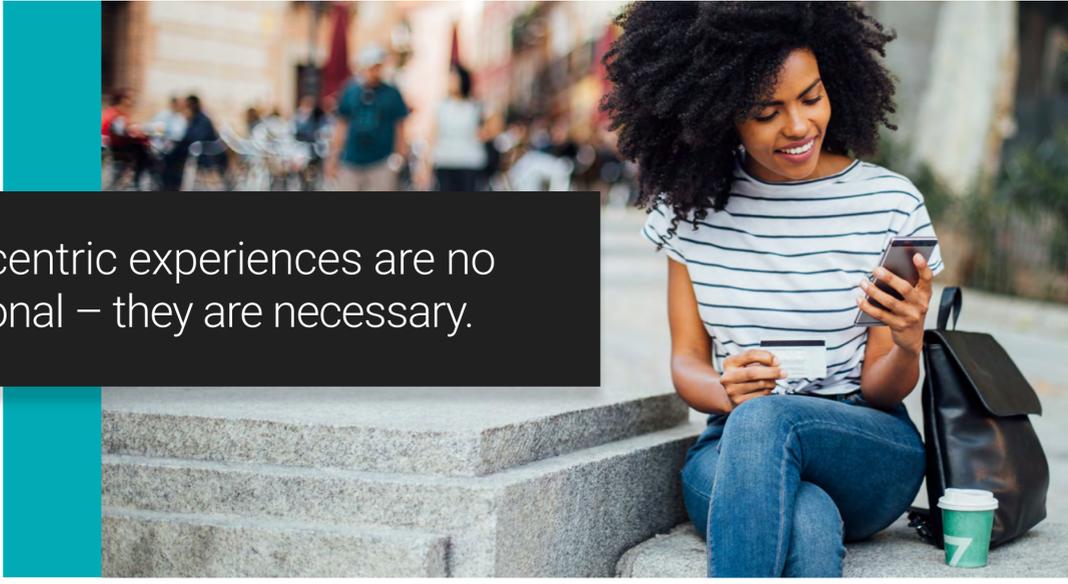


Elevate Customer Experience with Data-driven Customer Insights



Customer-centric experiences are no longer optional – they are necessary.

Informatica’s intelligent cloud data management platform helps discover, enrich, and manage your data from any source so that you can better leverage **Microsoft Dynamics 365 Customer Insights (CI)** to deliver more personalized customer experiences.



80% of customers will spend more with a brand that delivers a standout experience¹



Organizations leveraging insights through customer data outperform peers by **85% in sales growth** and more than **25% in gross margin**²

Microsoft Dynamics 365 Customer Insights (CI) can help companies unify customer data across all sources, gain a 360-degree view of customers, and unlock insights that power personalized, authentic engagement across channels.

The data journey

To deliver personalized customer experiences, companies need to figure out how to **break down data silos**, **consolidate** and **enrich data**, and then **drive action with insights**.

Companies need to know where to find the data, how to bring it together, and how use it to transform the business.



Engage and Unify | Microsoft Dynamics 365 Customer Insights

Set the foundation for an integrated Customer Insights solution, built to help you personalize customer experiences.



Discover and Optimize | Informatica Enterprise Cloud Data Management

Collect data across 200+ trusted, accessible sources to then enrich the data – leveraging predictive analytics – and visualize in a single view with Master Data Management.



Drive Data Accuracy

Using AI-enabled data management, Informatica helps companies pull together disparate data across silos –getting it from where it lives to where it needs to go. No matter where it lives, Informatica has the connectivity to extract the information and deliver it to Dynamics 365 CI.



Enrich the Data and Ensure High Quality

For data to drive action, it must be usable. Once Informatica brings the data together, they help cleanse it and ensure it is the highest quality, ready for the CI platform and ML/AI engine.



Use the Data to Transform Your Business

With Informatica’s Master Data Management, companies can address data quality and reduce errors across multiple systems. By having a single master reference source for all critical business data, companies can optimize business processes.



Activate

Employ added services and business applications to reveal new insights – informing marketing, sales, and service channels for an enhanced customer experience.



Ensure high quality and trustworthy customer data for precise insights by accurately discovering, mastering, enriching, and managing your data



Bring together transactional behavioral, and demographic data in real time to create a 360-degree view of your customers

Learn more at www.informatica.com/MSFTcustomerinsights.

¹ Forrester, 2020
² McKinsey, 2020