

# Informatica MDM – Customer 360

## Key Benefits

- Build trusted customer profiles
- Onboard customers centrally with guided workflows
- Manage customer information strategically
- Identify and explore customer relationships visually
- Share data with applications and employees securely
- Engage with customers more relevantly
- Gain the speed and agility of Informatica Intelligent Cloud Services

## Prepare to compete on customer experience.

Customer centricity is the new battleground. Competitive differentiation formerly was waged on products and services, brand positioning, and price. But customers have increasingly high expectations. They expect companies to understand who they are and interact with them accordingly. A great customer experience means the difference between a loyal customer and one that has no qualms moving to a competitor. Therefore, businesses that compete on customer experience are winning the war.

You need to be prepared. Understanding your customers and their evolving expectations requires a single, actionable, 360-degree view—one that begins with acquisition and extends from successful onboarding to relevant ongoing engagement.

Most organizations are challenged by incomplete, inconsistent, duplicated, and fragmented customer data. Customer information is managed across different departments in multiple, siloed systems. Even the data quality in sales force automation (SFA) and customer relationship management (CRM) applications can quickly erode and become suspect.

Marketing, sales, service, and other customer-facing teams need trusted, relevant, and governed customer data to:

- Deliver personalized, targeted communications that anticipate customer needs
- Discover cross-sell and upsell opportunities that were previously hidden
- Resolve issues quickly, without requiring customers to repeat their concerns
- Recognize top customers and provide premium experiences that aligns to their value
- Accelerate merger and acquisition benefits through better insights into customers and opportunities across combined businesses
- Understand customers' relationships with people, places, and things that have an impact on business goals

## What should you know about your customers?



Are they a customer?



Which products do they own?



What's the next best action?



Who is in your customer's circle?

## Next-Generation 360-Degree View of Customers.

Informatica MDM – Customer 360 empowers teams with a single view of customers, context of customer interactions, and visibility into customer relationships. Its user-friendly interface and configurable dashboard help simplify the end-to-end process of centrally onboarding, strategically managing, visually exploring, and securely sharing information across the customer lifecycle.

Designed for business users and data stewards, MDM – Customer 360 is a master data-fueled application built on top of the Informatica Intelligent Data Platform. It combines data quality, data integration, business process management, and data-as-a-service in a single solution delivered in your own IT environment or in the cloud.



MDM – Customer 360 pulls together the data your marketing, sales, service, and other teams need about customers' preferences, products, households, channels, and relationships. It centralizes the availability and management of data that's currently fragmented across your company's departmental, line of business, and regional applications, enabling your company to move from being application-centric to customer-centric.

You can also use MDM – Customer 360 to fuel your business and analytical applications with clean, consistent, and connected information. Employees benefit from a single, actionable, next-generation 360-degree view of customers and a centralized trusted application to onboard, manage, explore, and share business-critical customer data.

## Key Features

### Onboard customers centrally

MDM – Customer 360 has a configurable business process-driven workflow for company-wide collaboration when onboarding customers. Streamline and standardize how new customers are added across regions, functions, and business units while eliminating duplicate, incomplete, and inaccurate records. When onboarding new customers, automatically search, verify, validate, match, merge, and enrich customer information through role-based dashboards for a more efficient way to capture, review, and approve new records.

### Build more complete customer records

Leverage Informatica's Data as a Service Contact Data Verification products (address, e-mail, and phone) and Data Enrichment offerings to supplement customer information both at time of entry and on an ongoing basis. Seamlessly integrate demographic and firmographic data to improve customer profiles and manage hierarchies. Easily add customer data from third-party data providers, including Dun & Bradstreet, Acxiom, or Experian, and industry-specific content providers across life sciences, healthcare, and so on.

### Manage customer information strategically

Consolidate business-critical customer data from across your company, including Salesforce, AWS, Azure, ERP, and other applications. Strategically manage it from one location to reduce

the amount of bad data throughout your company and create a single, actionable 360-degree view of customers. Connect the data to build a view of the relationships between your customers and their households, their preferred locations and channels, their products, and their preferences. Improve organizational collaboration and stewardship when managing customer information across lines of business, functions, and regions.

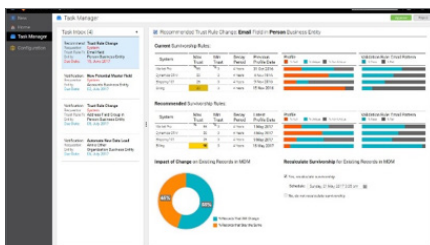
### Share the data securely

Fuel your business, cloud, and analytical applications with trusted customer information, including marketing, SFA, customer service, CRM, invoicing, shipping, and other systems. With trusted, relevant, and governed customer data, your teams have the information they need in the applications they rely on to deliver a great customer experience.

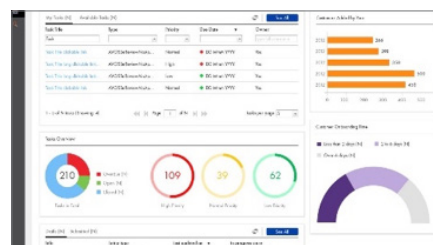
### Engage with customers more relevantly

Configurable, role-based dashboards enable teams to easily understand, plan, and engage with customers. They have the context they need to deliver a differentiated customer experience without having to access multiple systems. A business-centric view displays the customer's contact information, status, products, relationships, preferences, and, if available, the next best action to take. Even product information can be pulled into the dashboard through integration with Informatica MDM – Product 360, including images and details about the products and services owned by customers.

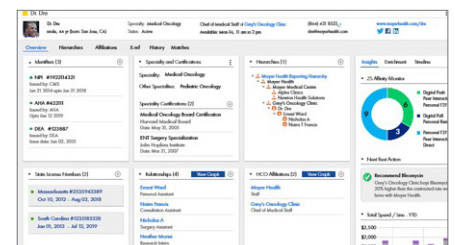
Centrally Onboard New Customers



Strategically Manage Customer Information



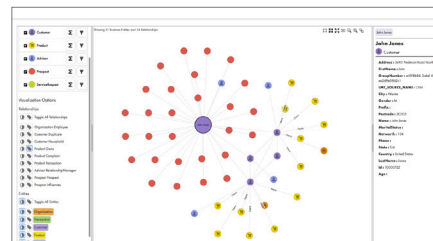
Securely Share for Customer Engagement



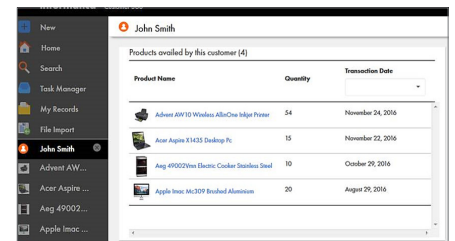
Validate & Enrich Customer Information



Discover Customer Relationships



Embedded Access to Product 360



## 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.

## Identify important relationships visually

Understand how your customers are connected by exposing the relationships between the people, places, and things that matter most to your business. Benefit from visualizations that aggregate and/or filter the links between customers, prospects, transactions, products, service requests, and other information. Through graph visualizations, for example, teams can more easily create targeted segments and lead lists or identify cross-sell and upsell opportunities.

## Speed and agility of Informatica Intelligent Cloud Services combined with the power of MDM

Based on your need and vision, MDM – Customer 360 is offered as either on-premises or through Informatica Intelligent Cloud Services. MDM – Customer 360 ensures you have the benefit of Informatica's MDM – Customer 360 capabilities while securely outsourcing IT management efforts, such as hardware or software migrations, installations, or upgrades.

MDM – Customer 360:

- Brings the full capabilities of Informatica MDM and combines them with the speed and agility of the cloud
- Delivers the full features of MDM – Customer 360 along with automated upgrades and fixes for the latest and greatest enhancements, features, and functionality
- Accelerates the speed of deployment of MDM – Customer 360, with simple, pay-as-you-go pricing for the capacity you use
- Lowers maintenance costs and IT expenses as Informatica assumes the responsibility for IT management of the solution

For more information, please visit [www.informatica.com/customer360](http://www.informatica.com/customer360).

## About Master-Data Fueled Applications

Informatica's master data-fueled applications include MDM – Customer 360, MDM – Product 360, and MDM – Supplier 360. They incorporate end-to-end master data management that combines proactive data quality, holistic data governance, end-to-end data integration, and Data as a Service Contact Data Verification and Data Enrichment.

