



Informatica Enterprise Accelerator for Microsoft Dynamics 365 Customer Insights

Key Benefits

- **Rapidly discover additional data sources**—both structured and unstructured—and get out-of-the-box connectivity to 200+ data sources.
- **Enrich CI data with value-added context** such as address, email, and phone number validation. Ensure data quality.
- **Simplify downstream delivery of CI data to external systems** of action like Salesforce, Marketo, Adobe, and more. Optimize value of insights across systems.

Customer-Centric Experiences Are No Longer Optional.

They Are Necessary.

Successful companies that leverage their customer data to generate insights outperform their peers by 85% in sales growth and more than 25% in gross margin.¹

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. However, insights can only be as good as the data they are based on and have access to.

Accelerate Your Customer Insights

It all starts with the data journey. In order 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.

This is where Informatica® can truly help accelerate customer insights.

Find and consolidate the data

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, we help cleanse it and ensure it is the highest quality, ready for the CI platform and ML/AI engine. We also incorporate additional signals to enrich customer profiles and preferences and allow you to build better customer experiences.

¹ McKinsey, 2020

"One of the biggest challenges customers are facing today is overcoming siloed data. ...The variety of data and the number of sources of data is greater than ever before."

— Rik Tamm-Daniels,
Vice President,
Strategic Ecosystems and
Technology, Informatica

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. Along with AI-powered insights, you can take meaningful action to guide next-best actions through external systems such as Salesforce, Marketo, Adobe, and more.

Informatica / Microsoft Customer Insights Reference Blueprint

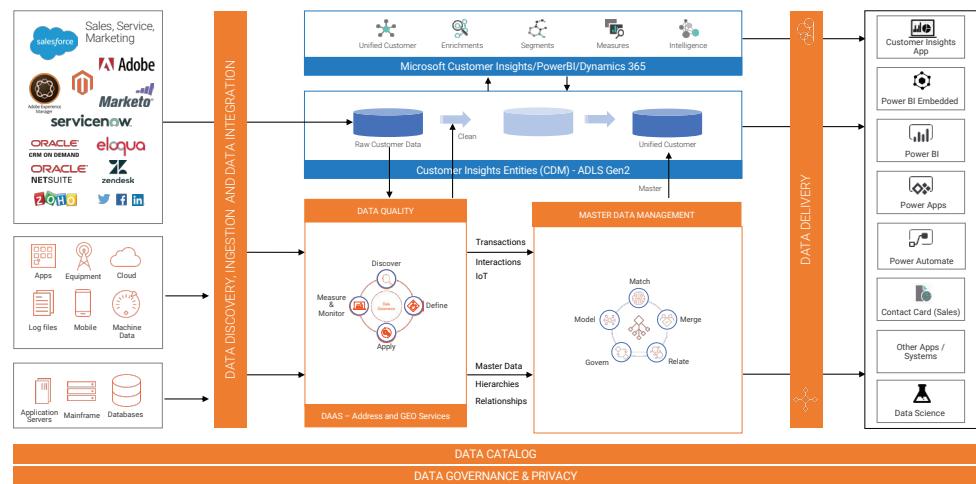


Figure 1. Informatica / Microsoft Customer Insights Reference Blueprint.

Informatica Accelerates CDM Initiatives

Informatica was a launch partner supporting the Common Data Model from the very beginning, enabling the interchange of data between more than 200 different data sources and Microsoft Azure Data Services, Business Applications and third-party end points via the Common Data Model.

The Common Data Model provides a way to describe data, but does not ensure that data is clean, rationalized/mastered nor governed, which is where Informatica helps customers quickly create high-quality, governed, semantically-conformed CDM data sets to empower rapid deployment of analytics and applications on Azure. In addition, our CDM support enables rapid interchange of data between data mastered with Informatica's 140-plus Master Data Management domain models and CDM files in ADLS Gen2 with visual, no-code, data mappings via our integration-platform-as-a-service on Azure (Informatica Intelligent Cloud Services).

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.

Our end-to-end data management capabilities accelerate CDM adoption throughout the data management lifecycle via:

- Automatic semantic domain discovery of source data assets, enabling rapid sourcing of datasets into CDM.
- Shopping-cart experience to find datasets and deliver data to CDM with no-code mappings.
- Templated data ingestion and mappings for rapidly onboarding data and exposing access via CDM files.
- Comprehensive data quality to cleanse data pre- and post-ingestion into CDM files, ensuring a high-quality and consistent trusted data foundation for a CDM-based application and analytics platform.
- End-to-end data governance with detailed lineage to ensure data provenance, transparency, and agility as the customer's data environment continues to evolve.
- Seamless data interchange between CDM domain models and Informatica MDM models.



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