

# Informatica Customer 360 Insights

## Benefits

- Connect data of any type and manage billions of records across all data sources
- Resolve customer data issues and create relationships using advanced machine learning algorithms
- Infer customer attributes from unstructured data using Natural Language Processing
- Visualize relationships, households and complex B2B hierarchies using a graph data store
- Present multiple perspectives of the customer based on user and use case context

## Trusted Data that Delivers a 360 View of Customers Wherever and Whenever It's Needed

Sweeping digital strategies have transformed marketing and, along with other initiatives, are helping businesses improve customer experience. Customers now actively select companies based on how well the company anticipates their wants and needs, delivers personalized communications tailored to their interests, and creates frictionless omnichannel experiences.

And business leaders increasingly recognize how data drives innovation, analytics, and new opportunities. They understand the value of data to fuel the next best experience, incorporate customer risk into decision making, operationalize fraud analysis, and ensure compliance with customer-centric regulations such as the General Data Privacy Regulation (GDPR) and California Consumer Protection Act (CCPA).

## Informatica Customer 360 Insights

It is now more important than ever for business users and data scientists to intelligently act on tailored customer insights that are built for speed and agility. Delivered through state-of-the-art technology which includes artificial intelligence, machine learning, and graph data stores, Informatica® Customer 360 Insights is an intelligent customer data platform that simplifies the process of turning data into action.

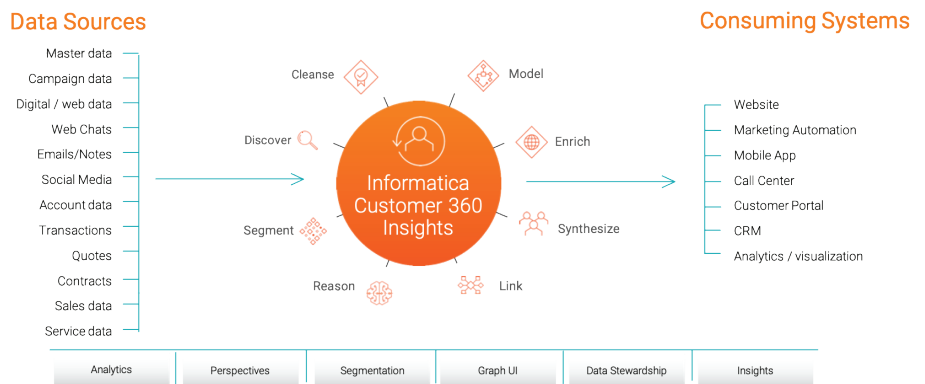
For enterprises who want to extract value out of customer data, Informatica's CDP gives you the ability to unify, analyze, segment, and derive insights to improve marketing, sales, and service actions. Customer 360 Insights connects fragmented customer data from any source—social media, web chats, call center logs, ecommerce applications, contracts, and analytical data stores—and synthesizes it into a consolidated 360 customer view that is enriched with deep intelligence to produce insights and is consumable in real time. Powered by graph technology, Customer 360 Insights discovers and manages complex relationships between individuals, households, products, and services.

These insights fuel business initiatives with much-sought-after context to improve personalized marketing campaigns, omnichannel experience, and compliance, while also enriching the advanced analytics that businesses use to understand churn risk or identify friction points along the digital journey.

### Capability Highlights

- Identity resolution: Automatically identify data about known and unknown customers, prospects, and accounts with machine learning.
- Segmentation: Build targeted segments that drive hyper personalized marketing campaigns and interactions across channels.
- Perspectives: Persist multiple views of the customer with key attributes most relevant to each user's use case and role.
- Insights: Uncover and infer insights that can be served up to better understand customer preferences, intentions, and sentiment.
- Complex relationships: Visualize relationships, households, social networks, and B2B hierarchies at scale using a graph data store.
- Actions: Deliver actionable insights and next best recommendations to users via rich user interface or APIs.

## A Customer Data Platform Connects all Data



## 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.

## Architecture

Customer 360 Insights is built on a big data technology stack that includes Apache Hadoop, Spark, graph, columnar, and in-memory data stores. The microservices architecture easily scales for deployment and redeployment of functionality without compromising the integrity of the data and application. Combined with the SaaS deployment model, it simplifies and accelerates implementation. And the solution supports tools like R and Python, to provide greater flexibility for your data scientists.

## Use Cases

Customer 360 Insights addresses analytical, marketing, and operational initiatives and extends investments in existing MDM, CRM, and data warehouse solutions. Customer 360 Insights also addresses emerging business use cases to support marketing transformation, such as

- Micro-segmentation and targeting
- Personalized marketing
- Customer survey and feedback analytics
- Customer journey optimization
- Next best action

### High-Tech Manufacturer

A global high-tech manufacturer leverages Customer 360 Insights to deliver new insights faster within their marketing and sales teams. The intelligent customer data platform drives personalized campaigns and customer experience analytics for global marketing teams, empowering more than 22,000 sales and customer service reps to make personalized customer decisions with real-time targeted, responsive, and tailored content across multiple channels and devices. After consolidating records from 14 source systems, Customer 360 Insights currently manages more than 4 billion records worldwide.

### Leading Retail Bank

A leading retail bank leverages Informatica's intelligent customer data platform to create a 360 view of the customer across account and digital marketing data. With better and more connected data, they are able to acquire new customers and make the relationship more 'sticky'. Informatica provides the ability to manage large data volumes while adhering to enterprise architecture, security, and privacy (CCPA) requirements.

## An Intelligent Customer Data Platform for B2C and B2B

Informatica [Customer 360 Insights](#) adds AI and machine learning to a trusted customer view, enabling businesses to be more customer-centric and deliver the next best experience. Customer 360 Insights helps organizations across insurance, banking, retail, hospitality, and more to personalize interactions, offer faster service, increase cross-sell revenue, comply with customer information initiatives such as GDPR, and reduce overall IT system costs.



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