

# Strategically Manage and Leverage the True Value of Reference Data

## Benefits

- Enable business user self-service to gain competitive and compliance advantage
- Remove operational overhead to save money and time
- A scalable, cloud-based solution to accelerate time to value from MDM initiatives

## Managing Reference Data for Better Compliance and Reporting

Reference data goes by many names—lookup values, reference code, code tables, reference hierarchies—but no matter what you call it, strategically managing common code types is key to leveraging the true value of reference value. A robust reference data management strategy helps you avoid major issues in data quality that affect reporting, regulatory compliance, transactions, and ultimately, your ability to understand your data.

Informatica® MDM–Reference 360 makes it easier for organizations to leverage common reference data for customers, products, and suppliers. Best of all, Reference 360 provides a self-service module that lets governance users define new reference data sets and rules without going through a resource-intensive IT release management cycle.

MDM–Reference 360 is an industry-leading, fully cloud-enabled master data-fueled application that is easy to set up, provides complete life cycle management for reference data, and is built to enable self-service for business users.

The solution consists of:

- An easy-to-use, configurable business-friendly user interface
- Self-service management of reference data for business users
- Role-based approval and publishing workflows
- Complete life cycle management with import, hierarchy management, versioning, and export features
- Flexibility and agility of cloud

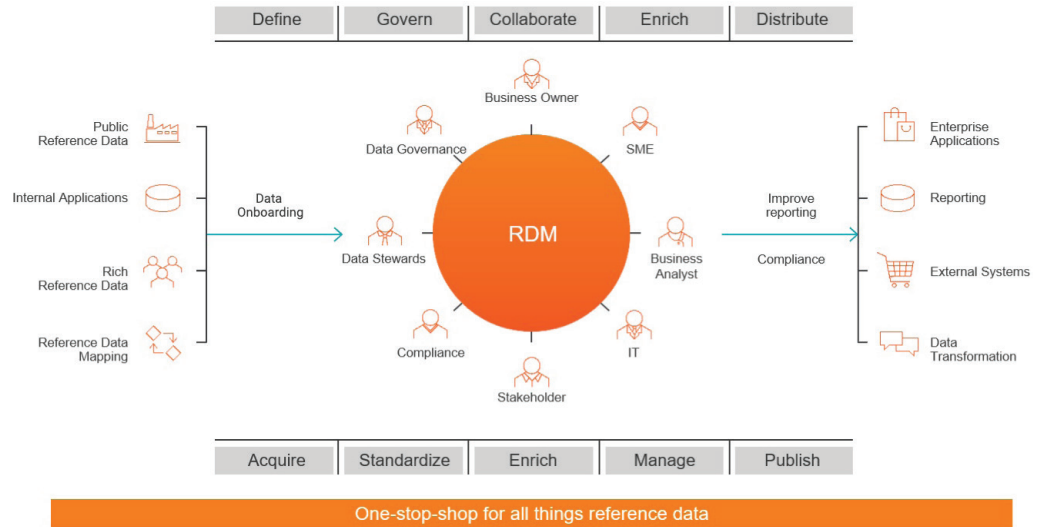


Figure 1: Reference 360 centralizes enterprise reference data for operational and analytic users and applications.

## Key Features

### Complete Capabilities in the Cloud

Only Informatica can support the level of performance, scalability, and productivity needed to centrally manage complex reference data information in a cloud environment. Delivered through Informatica Intelligent Cloud Services<sup>SM</sup>, the Informatica MDM–Reference 360 solution provides full features and capabilities, along with automated upgrades and fixes for the latest enhancements, features, and functionality.

### Modular End-to-End Data Platform

Grow at the pace your business demands. Designed for business users and data stewards, MDM–Reference 360 is an application built on top of Informatica MDM, the industry’s only modular end-to-end data management platform. It features the industry’s best match and merge capabilities, data quality and governance, data integration, business process management, data security, and data as a service in a single solution.

### A True 360-Degree View

MDM–Reference 360 centralizes the reference data critical to your organization. Industry-specific data connectors and adaptors help to standardize, cleanse, and stitch together Health Care Organization (HCO), Health Care Provider (HCP), and payer data from internal and external data sources. Dashboards and graph-enabled visualizations put meaningful, industry-specific data in the hands of business users through a self-service portal.

## 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.

## Key Benefits

### Empower Business Users

Gain a competitive advantage and stay compliant with a robust, flexible, reliable framework that provides a 360-degree version of the truth for reference data across an enterprise. A user-friendly self-service interface allows business owners to unleash the power of reference data sets, hierarchies, and cross-walks. Enterprise-ready, flexible, and extensible, MDM—Reference 360 is an end-to-end solution that allows you to manage the complex life cycle of reference data sets.

### Simplify Governance and Compliance

Define, manage, and secure reference data sets to ensure accurate data is used in compliance with regulations and transactions. Remove reference data inconsistencies (and their associated operational overhead) in enterprise applications and the operational overhead involved in managing reference data. This holistic approach to reference data management ensures reference data is clean and results in accurate external reporting, data interchange, publishing, and entitlements.

### Cloud-Based End-to-End Governance

User-friendly configurable dashboards allow organizations to control the quality and govern the complete life cycle of reference data sets, which not only simplifies management of reference data history and catalogues, but also enables authoring of reference data using configurable workflows. As a cloud-based solution, MDM—Reference 360 accelerates time to value from MDM initiatives. It is designed for enterprise scalability in a cloud environment to meet the most demanding business initiatives and deliver rapid value.

