Informatica Master Data Management

Improve Operations and Decision Making with Consolidated and Reliable Business-Critical Data
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The Costs of Inconsistency

Today, businesses are handling more data, in more formats, and from more sources, including internal and external systems, than ever before. This data is housed in dozens of different locations, both on-premise and in the cloud. Maintaining the data in this fragmented, duplicative, and inaccurate state incurs steep costs to the business. It impedes strategic imperatives, hindering your ability to:

- Acquire and retain customers
- Leverage operational efficiency as a competitive differentiator
- Accelerate speed to value from acquisitions
- Support informed decision making

When the business-critical data about customers, products, channel partners, suppliers, and employees is not available to users who need it, when they need it, and in the right format to use it, the business as a whole suffers. Employees are frustrated because they cannot do their jobs efficiently, customers are unhappy because they encounter inefficient service, and management lacks confidence in its ability to make the right decisions.

Product- or Account-Centric Approach to Managing Customer Data

Traditionally, organizations have focused on a product or an account-centric approach to managing their customers. In the light of increased competition and improving customer experience, fragmented information in customer relationship management (CRM), enterprise resource planning (ERP), and legacy applications limits the ability of organizations to deliver quality service to their customers. With customer data in silos, organizations are not only finding it difficult to provide personalized services and offers to their existing customers, but they are also facing an uphill task in terms of acquiring new customers to increase their growth and profitability.
Inability to Deliver Clean, Consistent, and Connected Data on Time

Fragmented data about such topics as customers, products, suppliers, channel partners, and assets can create inconsistencies and duplication within business applications because these applications are not built to enforce data quality. Today’s organizations need data of the highest quality for many analytical and operational use cases. Not having an enterprise strategy for creating, maintaining, and delivering clean, consistent, and connected information for analytical and operational use cases will lead to organizations an inability to deliver great customer experience. As a result of fragmented data, business users resort to manual reconciliation of data, losing valuable time that they could otherwise use on revenue generating opportunities. Because of poor-quality data, organizations will find it hard to provide the right products and services to the right consumers to remain competitive in today’s challenging business environment.

Slow Response to Changing Business Landscape

We live in a dynamic world today and organizations are going through extensive makeover. Mergers and acquisitions (M&A) are becoming the norm, and a lack of consistent and streamlined ways to integrate customer, product, and other master data records during these transformations can be a significant barrier to business growth. As a result of these rapid changes, businesses are unable to realize cost efficiencies and revenue uplift because they don’t know who their common customers are. M&A are time sensitive and can quickly become a major pain for organizations, limiting their ability to scale the business so they can efficiently cross-sell and upsell.

Huge Data Volumes and Variety Hinder Confident Decision Making

Many of today’s organizations are using massive amounts of data coming from numerous internal and external data sources. Exploring hidden patterns buried beneath terabytes of data is clearly a challenge. However, the bigger challenge is organization’s inability to have a complete view of their core customer and product data, which can augment big data sources such as social, mobile, and location data. As a result of this big data deluge, executives are unable to make timely and accurate decisions impacting critical business outcomes.
Master Data Management Enables Companies to Achieve Their Strategic Imperatives

Master data management (MDM) empowers companies by improving the quality of their customer, product, supplier, asset, and channel partner data along with inferring relationships among the data such as which customer owns what products or which supplier operates from which locations. It solves many business problems by providing a unified architecture for creating quality data, managing multiple data domains, and delivering this information to business-critical decision making applications and processes. Fragmented data has created significant data problems and has been interrupting business processes for years. MDM addresses these problems head-on and allows organizations to have a trusted view of their customer information, their relationships, and their transactions.

Capitalize on Cross-Sell and Upsell Opportunities
MDM aggregates business-critical data about customers, products, services, contracts, employees, and channel partners scattered throughout enterprise systems such as CRM, ERP, and legacy systems. This allows organizations to view their core information about customers, the products and services they have bought and their relationships and interactions. This trusted view of customers combined with customer’s household and hierarchical information can empower employees to make better cross-sell and upsell offers, resulting in improved marketing and sales effectiveness.

Improve Employee Productivity
MDM allows you to automate consolidation of business-critical data scattered throughout different applications and minimizes the amount of time spent manually searching and combining information. It helps you cleanse, enrich, and persist the most trustworthy information about your customers into a single enterprise-wide repository. As a result, employees can now spend less time consolidating data and focus their energy on improving customer satisfaction, resulting in increased productivity.

Derive Value from Mergers and Acquisitions
MDM plays a key role in empowering organizations to cross-sell various products across the merged companies by identifying common customers and the products they own. Business rules are applied to ensure that there is no duplication of customer profiles; products and services are merged to single golden profile so that the organization can have a complete view of customers across merged entities; and organizations are able to better leverage the cost of procurement of raw materials. With MDM, organizations can streamline mergers, realize the M&A synergies faster, and reduce risk so they can reap maximum returns for their shareholders.

Improve Regulatory Compliance
MDM helps organizations prioritize information governance across IT and business silos by ensuring accuracy, uniformity, and consistency of data. With MDM, organizations can meet the quality standards and have better operational processes, allowing them to address regulatory compliance mandates such as SOX, Basel III, FDA, Solvency II, and HIPAA. In addition, MDM allows organizations to be accurate in their regulatory filings. The reporting can be done in a timely manner so that organizations can avoid huge penalties.
Informatica Master Data Management Delivers a Single, Trusted View

Informatica Master Data Management™ empowers companies to improve operations with business-user access to consolidated and reliable business-critical data, even when it’s scattered across the enterprise. The product delivers true multidomain master data management, empowering you with limitless opportunities to start with any type of business-critical data and add as many different domains as you like. Widely recognized for best-of-breed performance, Informatica MDM provides comprehensive support for MDM requirements on a single platform, including data integration, profiling, and data quality.

With Informatica MDM, you can:

• Address your unique MDM business requirements, using the flexible business model–driven approach
• Empower customer-facing sales and marketing teams with better customer segmentation, targeting, and campaign ROI
• Improve critical decisions by executives with clean, consistent, and connected data about their customers
• Enhance business processes such as order to cash, procure to pay, and customer and supplier onboarding
• Drive sales and business growth through effective business and channel partner management
• Meet regulatory compliances and avoid penalties by filing reports in a timely manner with accurate data

Leading organizations in financial services, life sciences, manufacturing, healthcare, government, energy, and other fields rely on Informatica MDM software to cut costs and drive revenue by improving operations and making more informed decisions across the enterprise. It empowers companies like yours to acquire and retain more customers, deliver better products and services, and accelerate time to value from acquisitions.
Informatica MDM Differentiation

Informatica MDM is a superior alternative to any other solutions available in the market today. It is a configurable, expandable, and proven multidomain MDM product that increases business users’ adoption of master data. A complete solution for all master data management needs, it contains powerful features to help solve today’s complex master data management requirements. Irrespective of the industry and use case, Informatica MDM is the only product you will need for your multidomain MDM journey.

Agile

Informatica MDM is more agile than any other big MDM vendor products, which either have very limited extensibility or are prepackaged only for certain use cases. It acts as a robust platform that allows you to manage any type of master data and is a less risky option than smaller vendors’ offerings. Informatica MDM is quick to deploy and easy to maintain so that your organization accelerates time to value, enabling you to go live in months – not years.

• **Flexible, open, system agnostic:** Unlike other MDM applications with fixed data models, which force you to begin with a single domain (such as customer or product), Informatica MDM is remarkably flexible and scalable. You can start your MDM project with any domain, and then, as needs grow and change over time, add domains to the same data model and define the relationships among the different data domains.

• **Complete capabilities out of the box:** Numerous vendors offer MDM solutions for specific industry and use cases. By and large, these products’ functionality is very narrow in scope and cannot scale to meet enterprise-grade master data requirements. Informatica MDM comes packaged with all the capabilities today’s organizations need for them to be successful with their MDM initiative. Informatica MDM is integrated with Informatica’s Data Quality, Data Integration, and Business Process Management products to support complete master data management needs.
Business User Focused

Informatica MDM is designed to increase business adoption of master data and deliver value directly to your business users. It allows these users to leverage master data in real time directly within their business applications. By relying on an intuitive and easy-to-use, Web-based data governance application, it enables business users in creating, managing, and consuming master data in a way that was never possible before.

- **Enable better business processes:** Informatica BPM is embedded within Informatica MDM and drives all stewardship interactions. The predefined workflows for single-step review and approval, match and merge review, and un-merge review are provided out of the box. These workflows enable collaboration among business data stewards and line-of-business users, leading to quicker resolution of matched records that require manual review. Informatica MDM provides data governance workflow templates to achieve data governance best practices quickly and efficiently.

- **Gain new insights:** Informatica MDM enables effective data governance and ensures that trustworthy master data is created, managed, and delivered. It comes with Entity 360, a powerful new feature that takes master data visualization to a whole new level. This user interface application provides rich information to business users in the form of widgets, maps, and social feeds. Entity 360 also provides smart ways to search master data records. You can view your customers’ information, their relationships, and their interactions in one place so you can reveal hidden but valuable insights.
Big Data Ready

Informatica MDM allows your MDM initiative to be ready for big data by enabling you to run high-performance matching and linking on Hadoop. This massively parallel architecture means you can now match large data sets in a few hours as opposed to days. With Big Data Relationship Management (BDRM), Informatica’s matching engine runs on a distributed file system. Data from a variety of internal and external sources, including high-volume transactions and social interactions, can be mastered to gain insights you could never have gleaned before (see Figure 1).

Figure 1. Informatica MDM supports the entire master data lifecycle, which consists of nine steps.
Customer Use Cases

Citrix

“Our primary goal is to drive pipeline for sales and we’ve been able to tie a 20 percent lead conversion improvement with MDM. The holistic view of data and the ability to perform predictive analytics will give us almost fortune teller-like abilities.”

— Dagmar Garcia, Senior Manager Marketing Operations

Citrix uses Informatica MDM to provide clean, consistent, and connected channel partner, customer, and prospect data and the relationships among them for use in operational applications (Salesforce, Business Intelligence reporting and predictive analytics)

• Realized 20 percent increase in lead-to-opportunity conversion rates and efficiency
• Achieved 50 percent increase in quality of data at the point of entry, and a 50 percent reduction in the rate of junk and duplicate data for prospects, existing accounts, and contacts
• Enabled Citrix to deliver a better channel partner and customer experience by renewing all of a customers’ user licenses across product lines at one time and making it easy to identify whitespace opportunities to upsell more user licenses

AutoTrader.com

“The business case for Informatica MDM was based on two key criteria: driving increased advertising revenue and cost avoidance. We measure the impact of Informatica MDM on both of these in multiple millions of dollars.”

— Scott Salter, Senior Director of Enterprise Data and Shared Services

AutoTrader.com uses multidomain MDM solution to create single, consolidated view of automotive dealers, manufacturers, and marketing agencies to drive advertising revenue growth. Led to anticipated multimillion-dollar increase in on-line advertising revenues

• Created reliable, single version of dealers and vehicle manufacturers
• Increased value of data by making it relevant, holistic, and trustworthy
• Reduced cost of data by increasing advertising sales effectiveness
• Lowered time and resources involved in navigating overlapping customer records
• Introduced enterprise-wide, proactive master data governance
• Gained future extensibility through adoption of other relevant MDM domains

About Informatica

Informatica Corporation (Nasdaq:INFA) is the world’s number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry’s first and only embeddable virtual data machine (VDM), powers the unique “Map Once. Deploy Anywhere.” capabilities of the Informatica Platform. Worldwide, over 5,500 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.