



**Master Your Data.  
Master Your Business.**

Empower your business with access to consolidated  
and reliable business-critical data



### THE MOST EFFECTIVE APPROACH.

Best-in-class companies leverage Informatica MDM for comprehensive, unified, open, and economical multidomain master data management (MDM) on a single platform.

Informatica's platform approach to MDM enables you to start small by addressing a single business problem and then leverage your investment and effort by expanding your MDM system to manage other needs across the enterprise.

### CUSTOMER PERSPECTIVE

"[Informatica MDM] helped us solve our need for a master data management solution that would uniquely identify our customers and enable an aggregated view of our 5 million+ subscribers in order to be more effective.

We can now identify which products customers currently own across our various business units so that we can communicate more effectively, minimize unnecessary or duplicate customer outreach efforts, and identify possible product bundles based on actual user preferences."

LexisNexis

Award-winning Informatica MDM provides reliable views of business-critical data distributed across data sources, empowering businesses to improve operations, seize new opportunities, and advance strategic initiatives.

## The Costs of Inconsistency

Inconsistent, and duplicate business-critical data—such as customers, products, partners, and suppliers—stored in different formats in disparate systems across the enterprise can impede strategic business imperatives. Organizations with inconsistent, inaccurate data find it more difficult to:

- acquire and retain customers,
- leverage operational efficiency as a competitive differentiator,
- accelerate speed-to-value from acquisitions, and
- support informed decision-making.

Their employees spend excessive time manually searching for and reconciling data that exists in different formats across multiple systems.

The costs of inconsistent data are significant, yet resolving master data challenges is difficult. In 2010 businesses handle more data, in more formats, from more partners and systems than ever before. This data is housed in dozens of different locations—both inside and outside the company. Finding the skills to access it all is a real challenge. And delivering a single version of the truth—where it's needed, when it's needed—is time-consuming and expensive.

## Master Your Business-Critical Data with Informatica MDM

Award-winning Informatica MDM empowers companies to improve operations with business-user access to consolidated and reliable business-critical data, even when it's scattered across the enterprise. Informatica MDM is a true multidomain master data management (MDM) solution, empowering you with limitless opportunities to start with any type of business-critical data, and add as many different domains as you like, such as customer, product, partner, supplier, asset, location, and so on. Widely recognized for its best-of-breed performance, Informatica MDM provides comprehensive support for all MDM requirements on a single platform, including data integration, profiling, quality, and master data management.

## Proven Track Record of Successfully Delivering Business Value

Informatica has a proven track record of success in tackling any data-driven business problem in many industries, including best-in-class companies in financial services, life sciences, manufacturing, healthcare, government, and many other sectors. These companies choose Informatica for comprehensive, unified, open, and economical multidomain master data management on a single platform to gain faster time-to-value, lower TCO, and superior ROI.

## Enable Your Company to Achieve Strategic Imperatives

Solve any master data-related business problem with a unified architecture for managing multiple data domains and multiple architectural styles.

### Capitalize On B2B Cross-Sell and Up-Sell Opportunities

**Goal:** A global manufacturer wanted to improve B2B marketing and sales effectiveness.

**Problem:** Unable to identify the top 400 customers by revenue; which products were in which locations; whether or not a customer had a valid service agreement; the channel through which they purchased.

**Root Cause:** Business-critical data about customers, products and services, contracts, employees, and channel partners was scattered throughout the enterprise in different formats across multiple systems.

**Solution:** Armed sales and marketing with the Extended Customer View, powered by Informatica MDM. This provides visibility into a single customer view of the top 400 customers by revenue, their products and services, locations where products are installed, the status of service level agreements, and the channels through which they purchased.

**Result:** Improved marketing and sales effectiveness by empowering employees to make more relevant cross-sell and up-sell offers.

### Improve Your Productivity and Reduce Costs in a B2C Business

**Goal:** A global wealth management firm wanted to increase revenue by enabling their financial advisors to be more productive.

**Problem:** Advisors spent 70% of their time manually searching for and consolidating information into spreadsheets, leaving only 30% of time for customer interaction and revenue-generating activities.

**Root Cause:** Business-critical data about customers, accounts, products and services, and employees was scattered throughout the institution in different formats in account-centric systems.

**Solution:** Armed sales and marketing with the Extended Customer View, powered by Informatica MDM. This provides a single customer view, all of a customer's products and services across the institution, as well as valuable but previously untapped family and business relationships.

**Result:** Thirty percent increase in the productivity of 16,000 financial advisors.

### Improve Regulatory Compliance

**Goal:** A leading pharmaceutical company wanted to ensure compliance with varying State laws requiring disclosure of promotional spend activities on healthcare providers.

**Problem:** Unable to manually consolidate promotional spend activities for each healthcare provider across all business units and departments for reporting quickly and accurately.

**Root Cause:** Business-critical data about healthcare professionals and sales and marketing spend was scattered throughout the company in different formats and multiple systems.

**Solution:** Using Informatica MDM as the foundation, the company developed a Spend Reporting Solution that leveraged a single version of healthcare professional across all departments and tracked spending against that single version.

**Result:** Quick and accurate reporting for compliance with varying State laws requiring disclosure of promotional spend activities for health care professionals.

Can you afford not to resolve inconsistencies and errors in business-critical data that is shared across the enterprise?

Effective master data management (MDM) is foundational to thriving global businesses.

Empower your business with consolidated and reliable business-critical data about customers, products, partners, suppliers, assets, locations and more.

Enable sales, marketing, service delivery, risk management, compliance, finance and executive teams to pursue their goals more effectively.

## CUSTOMER PERSPECTIVE

“Customer Centricity affords us the opportunity to leverage our information assets in an innovative way to drive revenue generating business solutions, and enhance client experience and services.”

Merrill Lynch



## CUSTOMER PERSPECTIVE

“We selected Informatica MDM because of its superior ability to handle multiple data entities under a single master data management platform, data accuracy, and fast time to value.

“Informatica MDM was instrumental in helping us achieve an accurate, consistent and trustworthy view of our global customer data assets.”

Weyerhaeuser

## Leverage a Proven and Flexible Approach to Multidomain MDM

Business problems are multidimensional. They require resolving more than a single type of business-critical data, like customer data. Most MDM systems on the market use an applications approach to MDM, which limits you to solving only one business problem—a flawed approach that results in multiple MDM silos. Unlike these systems, Informatica MDM employs a multidomain platform approach. It enables you to solve your most pressing business problem, deliver value quickly, and leverage your investment to manage other business problems across the company.

### Platform Approach to MDM Delivers Maximum Business Value

By delivering comprehensive, unified, open, and economical MDM on a single platform, Informatica MDM conveys unique capabilities and benefits:

#### Start small quickly and expand as needs grow

Start small and focused with an MDM implementation aimed at solving the most immediate business problem. Then leverage the same platform and effort to address additional business challenges. This flexible scalability is possible because Informatica MDM provides comprehensive support for all MDM requirements: data integration, data profiling, data quality, master data management, and data services.

#### Solve any MDM-related business problem

Use Informatica MDM's superior flexibility to solve any MDM-related business problem in any industry. Its unified MDM architecture enables you to manage multiple types of business-critical data, including customer, product, partner, supplier, contract, account, employee, location, and more on the same platform.

#### Leverage existing technology investments and skills

Maximize investments in business applications by enabling business users to access reliable data through their application or device of choice. IT users can leverage their existing technical skills while boosting business agility and speed. Informatica MDM readily integrates with your existing IT infrastructure, and analytical and reporting systems.

**Realize faster time-to-value, lower TCO, and superior ROI**

Go live in 3-6 months. Informatica MDM delivers faster time-to-value at every phase of your MDM project because it is easy to configure and readily accommodates changing business needs.

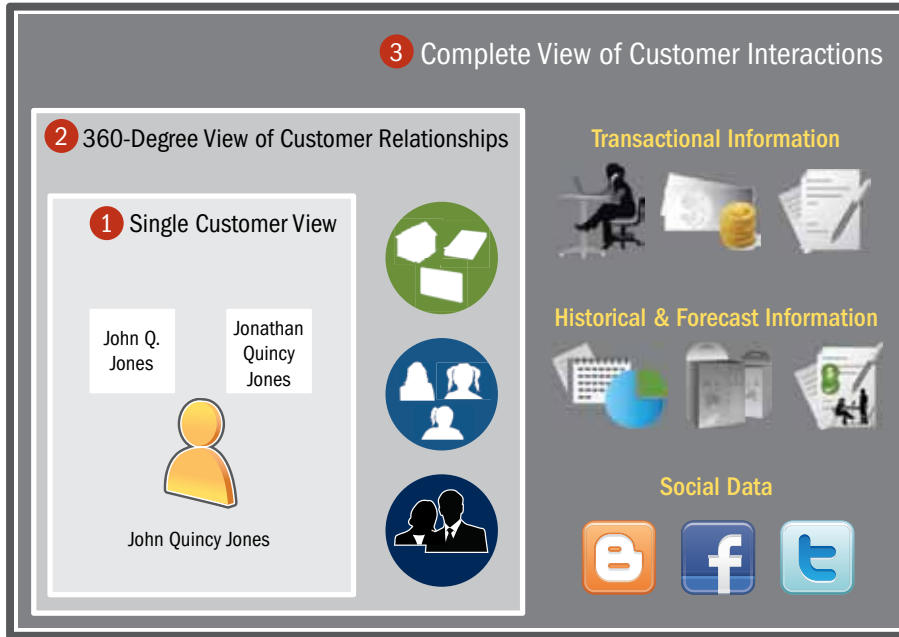


Figure 1 illustrates the Extended Customer View, powered by Informatica MDM. Empower sales, marketing and customer support with a single customer view, all of a customer's products and services across the company, as well as valuable but previously untapped family and business relationships.

**CUSTOMER PERSPECTIVE**

“By leveraging a well-thought-out MDM strategy, we have been able to strengthen the customer experience and support our critical compliance efforts.”

Johnson & Johnson





## ANALYST PERSPECTIVE

“Informatica MDM is a good fit if an organization wants fast time to value, flexibility in terms of data model, strength in hierarchy management, the ability to evolve and hybridize the architectural system and a good fit for SOA evolution.”

Gartner

## Informatica MDM: Key Component of Informatica 9 Platform

Informatica MDM is a valuable element in a truly comprehensive, open, unified and economical data integration platform. Informatica 9 provides complete support for the full range of MDM processes—data integration, data profiling, data quality, and master data management—all on the same platform. This approach conveys architectural advantages that translate into faster-time-to-success on critical projects and sustainable long-term business value.

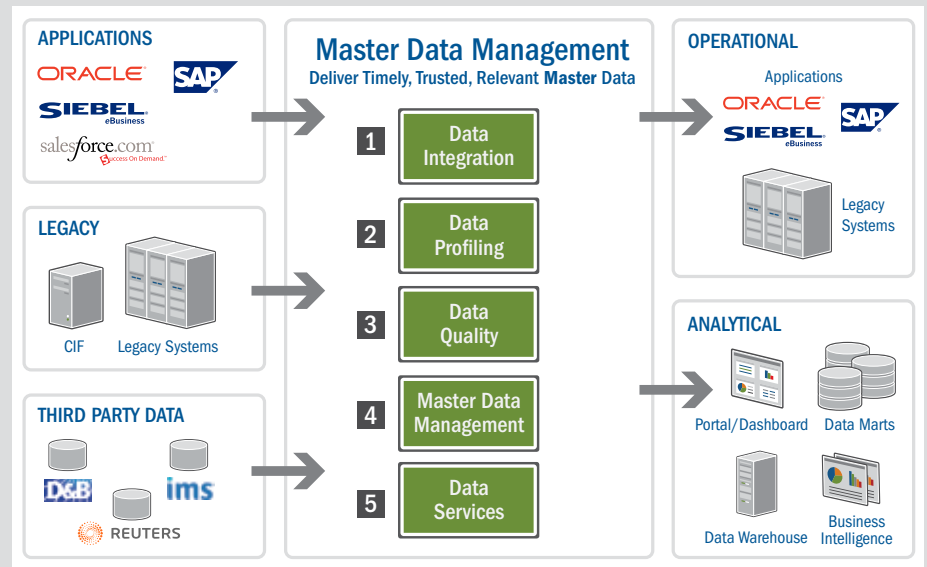


Figure 2: Informatica’s master data management (MDM) technology can manage data from any source system whether it’s an application, legacy system or third party data source, and delivers timely, trusted and relevant master data to both operational and analytical systems. It enables all five steps of the master data management process including: 1) data integration, 2) data profiling, 3) data quality, 4) master data management, and 5) data services.

## Learn More

Learn more about the Informatica Platform. Visit us at [www.informatica.com](http://www.informatica.com) or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

## About Informatica MDM

Informatica MDM empowers companies to improve operations with business-user access to consolidated and reliable business-critical data—such as customers, products, channel partners, suppliers, and employees—as well as the relationships between data. Flexible and proven, Informatica’s multidomain master data management (MDM) system provides comprehensive support for all MDM requirements—data integration, profiling, quality, and master data management—on the same platform. Best-in-class companies choose Informatica MDM because they can start small by addressing any pressing MDM-related business problem with rapid implementation and then expand to address additional business problems across the enterprise realizing fast time to value, lower TCO, and superior ROI. Visit [www.informatica.com/mdm](http://www.informatica.com/mdm).

## About Informatica

Informatica Corporation (NASDAQ: INFA) is the world’s number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today’s global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,200 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.



**INFORMATICA**<sup>®</sup>  
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