Total Customer Relationship: Accelerate Your Customer Data Initiative

Rapid Success with your Customer Relationship Solution Implementation

Informatica has implemented MDM for hundreds of companies. In the vast majority of these, installing the MDM Multi Domain Edition hub has proven critical to full mastery of their Customer data. Based on our years of project experience, we have developed a standard Customer Solution offering for implementing this domain to fast-track the requirements definition process. Our Informatica MDM professionals will help your team flesh out and document both business and technical requirements, understand the capabilities of the domain, build an implementation plan aligned to your business objectives, and develop a staffing plan necessary to support your successful Customer MDM implementation.

Areas of Focus

During this engagement we will focus on the following activities:

- Installation of the following products and solutions:
  - Basic product installation in a development environment
  - MDM MDE Hub
  - Vibe data integration platform
  - ActiveVOS workflow engine
  - MDM Resource Kit, including generic sample data model and sample configuration artifacts
  - The Informatica MDM Customer Solution
- Developing high level conceptual architecture showing how the Customer Hub fits in your environment
- Determining technical and sizing requirements for your production environment
- Identifying up to 4 data sources and profiling of this source data
- Identifying data cleansing, address standardization, trust, and matching requirements
- Reviewing the Customer Solution data model and identifying changes needed to meet your business requirements
- Reviewing Informatica Data Director and identifying desired modifications
- Documenting the final MDM requirements including:
  - Data model
  - Mapping/cleansing
  - Matching
  - Hierarchies

Benefits

Informatica’s Customer Solution includes many pre-configured, “off the rack” capabilities that can be used as is or with minimal change. By using this solution:

- A significant amount of traditional analysis and design effort can be reduced or eliminated
- Business and technical users start from a model solution that they can easily examine to identify what needs to be changed or added to make the ultimate solution that is the best fit for your organization
- The process for clarifying requirements is substantially simplified and accelerated.

Typical Duration

- 6 Weeks for up to 4 sources

IPS Staff Level

- Technical Delivery Manager
- MDM Principal Consultant
- MDM/DQ Senior Consultant
- Security
- Interfaces
  - Batch
  - Real-time
  - Data controls

- Developing an implementation plan based on your requirements
- Preparing the staffing plan and a proposal/SOW to support the implementation plan.

**Key Program Details**

**Project Scope, Responsibilities, Approach**

The following high-level plan provides the scope, approach and associated resource responsibilities for the Total Customer Relationship services package offering:

<table>
<thead>
<tr>
<th>Week of Delivery</th>
<th>Activity</th>
<th>Project Manager</th>
<th>I/T Lead / Architect</th>
<th>Informatica Administrator</th>
<th>System Admins &amp; DBAs (On Call)</th>
<th>Business Analyst / SME</th>
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</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
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<tr>
<td>1</td>
<td>Project Launch, General Goals and High Level Requirements Review, and Pre-Requisite Confirmation</td>
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<td>2</td>
<td>Basic Installation of MDM MDE, VIBE data integration platform, ActiveVOS. Installation of MDM Resource Kit and Customer Solution</td>
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<td>3</td>
<td>Development of high level conceptual architecture</td>
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<td>4</td>
<td>Determination of production hardware sizing requirements</td>
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<td><strong>Week 2</strong></td>
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<td>5</td>
<td>Data profiling of up to 4 sources</td>
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<td>6</td>
<td>Identification of data cleansing, address standardization, trust and matching requirements</td>
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<td>x</td>
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<td><strong>Week 3</strong></td>
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<td>7</td>
<td>Review and analysis of data model and identification of desired changes</td>
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<td><strong>Week 4</strong></td>
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<td>8</td>
<td>Review of Informatica Data Director user interface and identification of desired changes</td>
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<td><strong>Week 5</strong></td>
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<tr>
<td>9</td>
<td>Documenting requirements including data model, mapping/cleansing, matching, trust, hierarchies, security and interfaces</td>
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<td><strong>Week 6</strong></td>
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<td>Development of staffing plan and implementation proposal</td>
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</table>
Key Program Deliverables

Deliverables from this engagement will include:

- Set up of your development environment including
  - MDM Hub
  - Vibe engine
  - ActiveVOS
  - MDM Resource Kit
  - Informatica Customer Solution
- A documented solution architecture
- A profiling/data analysis of up to 4 source systems
- A logical data model diagram
- A physical data model set up in the development environment
- Informatica Data Director (IDD) user interface requirements document
- MDM requirements document
- Implementation plan
- Staffing/resource plan

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 5,000 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.

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Do It Right the First Time

Contact Informatica Professional Services at ips@informatica.com