Master Your Data and Your Business Using Informatica MDM

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Sr. Director, MDM Product Marketing
Data Driven Enterprise

Timely  Trusted  Relevant
Agenda

• Critical Business Imperatives Addressed by MDM

• Case studies of leading organizations that have delivered significant ROI using Informatica MDM

• How Informatica provides consolidated, reliable, and flexible multidomain MDM
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  - How Informatica provides consolidated, reliable, and flexible multidomain MDM
The Information Challenge

How to Synthesize and Govern Data Across Silos and Providers?

Sales & Mktg Operations
Vendor & Materials Management
Order & Channel Management
Manufacturing & Inventory Mgmt
Employee Management

No Single Version of the Truth

Data Governance
No Single Version of the Truth

Impedes Key Business Imperatives

Sales & Mktg Operations
Vendor & Materials Management
Order & Channel Management
Manufacturing & Inventory Mgmt
Employee Management

Impedes Key Business Imperatives...

Governance Risk Compliance
Improving Efficiency & Reduce Costs
Acquiring & Retaining Customers
Mergers Acquisitions & Divestitures
Improving Decisions

Cloud Computing
Application
Legacy
Unstructured
Third Party Data
Multidomain MDM Improves Critical Business Processes

- Governance
- Risk
- Compliance

- Improve
- Efficiency
- & Reduce
- Costs

- Acquire &
  Retain
- Customers

- Mergers
- Acquisitions
- & Divestitures

- Improve
- Decisions

CUSTOMER

ACCOUNT

PRODUCT

LOCATION

MDM

Cloud Computing

Application

Legacy

Unstructured

Third Party Data
MDM Delivers ROI in Key Business Imperatives

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<tr>
<th>Governance Risk Compliance</th>
<th>Improve Efficiency &amp; Reduce Costs</th>
<th>Acquire &amp; Retain Customers</th>
<th>Mergers Acquisitions &amp; Divestitures</th>
<th>Improve Decisions</th>
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</thead>
<tbody>
<tr>
<td>• Improve risk management</td>
<td>• Faster product introduction</td>
<td>• Greater customer intimacy</td>
<td>• Improved end-to-end processes</td>
<td>• Better analysis and decision making</td>
</tr>
<tr>
<td>• Improve regulatory compliance</td>
<td>• Improve productivity</td>
<td>• Improve cross-selling / up-selling</td>
<td>• Greater business agility</td>
<td>• Better reporting</td>
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<tr>
<td></td>
<td>• Reduce operational costs</td>
<td>• Improve customer retention</td>
<td></td>
<td>• New markets, products, &amp; customers</td>
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“MDM will reduce data redundancy in organizations and as a result, will save 80% of the costs.”

- Gartner
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- How Informatica provides consolidated, reliable, and flexible multidomain MDM
Informatica MDM Customers
Proven Multidomain Master Data Management

- **Governance Risk Compliance**
- **Improve Efficiency & Reduce Costs**
- **Acquire & Retain Customers**
- **Mergers Acquisitions & Divestitures**
- **Improve Decisions**

**St. Jude Medical**
Create accurate, state-specific reports of sales & marketing spend for each Health Care Professional

**Merrill Lynch**
Improved productivity of 15,000 financial advisors by 30% resulting in 10% increase in revenue per financial advisor

**Kodak**
Improve cross-sell / up-sell and customer retention

**Weyerhaeuser**
Improve end-to-end process for greater business agility

**Johnson & Johnson**
Better reporting for contracting excellence

**$15 million value by integrating the key business processes and improving accuracy, efficiency, and compliance**

**Complete 360 degree view of customer information across multiple divisions and locations**

**Improved cross-sell & up-sell of products and services to 400+ business customers**

**Improve regulatory compliance**

**Improve productivity and reduce operational costs**

**Improve cross-sell & up-sell and customer retention**

**Improve end-to-end process for greater business agility**

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**Informatica MDM Customers**
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• How Informatica provides consolidated, reliable, and flexible multidomain MDM
Introducing Informatica MDM
First and The Only MDM Business Platform

Informatica MDM empowers business users with desktop access to consolidated and reliable business-critical data such as customers, products, accounts and relationships among them resulting in successful business operations.

**Market Impact**
- Significant penetration across multiple industries (Financial Services, Life Sciences, High Tech, …)
  - More than 50% are Fortune 500 and Global 500 companies
    - Merrill Lynch, Deutsche Bank, Johnson & Johnson, Pfizer, Kodak, Cadbury, …
  - Multiple business solutions across customers (25+ solutions)

**Deployment Impact**
- Stellar track record proven in several multidomain MDM deployments
  - Proven multidomain MDM → Virtually all customers implement multiple data domains on the same platform
  - Rapid customer deployments → Average deployment : 3-6 months
  - Unique Trust Framework™ for Data Governance
How Does Informatica Help Customers with Master Data Management?

Master Data Management
Deliver Timely, Trusted, Relevant Master Data

Model
Cleanse
Recognize
Resolve
Relate
Govern
Discover

Access
Deliver

Operational
Applications
Legacy Systems

Analytical
Portal/Dashboard
Data Marts
Data Warehouse
Business Intelligence

Applications
SAP
ORACLE
SIEBEL
eBusiness
salesforce.com

Legacy
CIF
Legacy Systems

Third Party Data
D&B
ims
Reuters
## Informatica MDM Core Capabilities

### MDM Core Capabilities

<table>
<thead>
<tr>
<th>Deliver</th>
<th>Sync</th>
<th>Federate</th>
<th>Business Interaction</th>
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<tr>
<td>Govern</td>
<td>Monitoring &amp; Scorecard</td>
<td>Data Stewardship</td>
<td>Workflow</td>
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<td>Relate</td>
<td>Party</td>
<td>Product</td>
<td>Party &amp; Product</td>
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<td>Resolve</td>
<td>Merge</td>
<td>Trust Framework</td>
<td>Unmerge</td>
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<tr>
<td>Recognize</td>
<td>Deterministic &amp; Fuzzy Logic</td>
<td>Internationalization</td>
<td></td>
</tr>
<tr>
<td>Cleanse</td>
<td>Data Cleansing</td>
<td>Address Standardization</td>
<td>Open Cleanse Architecture</td>
</tr>
<tr>
<td>Model</td>
<td>Single or Multidomain</td>
<td>Match</td>
<td>Configuration</td>
</tr>
<tr>
<td>Discover</td>
<td>Profiling</td>
<td>Analysis</td>
<td>Discovery</td>
</tr>
<tr>
<td>Access</td>
<td>Batch or Real-time</td>
<td>All Data Sources</td>
<td>All Data Formats</td>
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</tbody>
</table>
Access

Key requirements for success:
- Access and deliver master data to and from any source to any target
- Any data, anywhere
- All latencies (Batch or Real-time)
- High performance and availability
- Ability to support all styles of MDM
- Metadata visibility

Products:
- Informatica PowerCenter
- Informatica PowerExchange
- Informatica B2B Exchange
Discover

Key requirements for success:
• Discover and document all anomalies in the data
• Catalog issues in completeness, conformity, consistency, accuracy, duplicates, dependencies
• Determine master data model

Products:
• Informatica Data Explorer
Model

Key requirements for success:

• Multiple types of data domains (Customer/Party, product & service, agreement, organizational unit, channel, finance/accounting, asset, reference tables)

• Limit data model complexity to business needs, consequently rapid implementation and lower maintenance overhead

• Robust metadata tracks all history, linage & cross references

Products:
• Informatica MDM
Cleanse

Key requirements for success:
• Data cleansing
• Data enrichment
• Address standardization
• Data monitoring and reporting
• SOA based access to DQ rules
• Conditional Formatting
• Validation rules
• Data Conversion, Noise removal, Transformation
• Open cleanse architecture

Products:
• Informatica Data Quality
• AddressDoctor
Recognize

Key requirements for success:
- Identify candidates for matches across multiple systems based on configurable rules
- Determine match, non-match based on user defined thresholds
- Queue questionable matches for manual review

Products:
- Informatica MDM

Louis Valdez
Luis Valdes

CRM

ERP
Key requirements for success:

- As necessary, matched records are merged to a "golden record"
- The most reliable attributes are selected to survive, at the cell level, based on configurable rules
- All history and lineage of changes is kept

Products:
- Informatica MDM
Key requirements for success:

- Bring together relationships from different applications and systems
- Create and manage a rich set of multiple hierarchies for different purposes
- Relate people to products to gain a 360-degree view
- Maintain history and lineage of relationship changes

Products:
- Informatica MDM
Key requirements for success:
• Approve as well as work collaboratively across lines of business
• Quickly resolve potential matches
• Merge duplicates and manage hierarchies
• Track master data lineage and history
• Monitor data quality using scorecards

Products:
• Informatica MDM
• Informatica Data Quality
Deliver

Key requirements for success:
• Synchronize reliable master data to downstream applications and data warehouses
• Gain an unified view of master data and related transactional data
• Access master data within your business application

Products:
• Informatica PowerCenter
• Informatica PowerExchange

• Informatica Data Services
• Informatica MDM
Leverage Investments across the MDM Spectrum

Shared Rules (e.g., Identity, Matching, Address Correction, EDI libraries, etc.)
Why Customers Select Informatica for MDM

Comprehensive, Unified, Open, Economical MDM

Comprehensive

Start small quickly and expand as needs grow
- Comprehensive support for all MDM requirements – Data Integration, data profiling, data quality, master data management, data services

Unified

Solve any MDM-related business problem
- Unified MDM architecture for managing multiple data domains using multiple architectural styles

Open

Leverage existing technology investments and skills
- Open support for heterogeneous applications from different vendors, legacy systems, and both internal and external data stores

Economical

Realize faster time-to-value, lower TCO, and superior ROI
- Rapidly implement and easily configure to quickly accommodate ever changing business needs
Other Presentations on Informatica MDM

Operationalizing Customer Centricity Using MDM
- Tuesday 2:55pm – 4:10pm (Annapolis 1 and 2)

Road to Perfect End-to-End Commercial Experience
- Tuesday 4:30pm – 5:45pm (National Harbor 12 and 13)

Accelerated MDM Journey: From Mastering Compliance to Mastering Products
- Wednesday 10:40am – 11:55am

Informatica MDM: Top 10 Implementation Best Practices
- Wednesday 10:40am – 11:55am

Conceptual Data Governance to MDM Implementation
- Wednesday 2:30pm – 3:45pm

A Technical Overview of Informatica MDM
- Thursday 7:30 am
INFORMATICA MARKETPLACE

The go-to destination to buy and sell proven data integration, data quality, and data management solutions (Blocks).

Get promoted! Reduce your time to market with pre-built solutions

Get ahead of the competition! Increase your sales reach with Informatica Marketplace

Maximize your Informatica investment with Informatica Marketplace

Visit us at the Technology & Solutions Fair for your chance to win an iPad!