Informatica Master Data Management

Six Reasons Why You Need Master Data Management

- Retain and delight customers and grow wallet share by capitalizing on cross-sell and upsell opportunities.

- Leverage operational efficiency as a competitive differentiator.

- Achieve maximum ROI from M&As by streamlining corporate data consolidation to realize synergies more quickly.

- Use clean and consistent data in your analytics, big and small, for better opportunity identification and increased value.

- Boost business efficiency and IT performance by automating data profiling, discovery, cleansing, standardizing, enriching, matching, and merging in a single central repository.

- Share and manage critical enterprise data strategically and securely across functions, channels, lines of business, regions, and applications.

A Single End-to-End Platform for All Your Critical Business Data

The need for fast access to trusted data has become more critical now than ever. Customer experience has become the primary market differentiator for businesses, while mergers and acquisitions (M&As) continue to change the competitive landscape. Regulations have grown stronger, with more stringent penalties for noncompliance. Mergers and acquisitions are driving growth like never before. Technological innovation is delivering new ways to go to market faster. Great data—more specifically a full and integrated view of your customers, suppliers, locations, and products—powers your ability better compete on customer experience and improve business processes.

In a digital economy, agility requires companies to transform from rigid, departmental systems-driven views of data to flexible, enterprise information-driven ecosystems. This requires consolidating more types of business-critical data across more systems, both on-premise and in the cloud. It needs comprehensive, complete data that can be leveraged for deeper understanding of a broader range of connected insights about the things that matter most to companies, including customers, suppliers, products, locations and more. Most of all, it demands that business decision-makers have fast, direct access to a trusted 360-degree view of the business so data drives relevant actions.

Informatica MDM solution delivers the market-leading foundation on which to build that trusted 360-degree view. Companies around the globe rely on Informatica MDM to give business users easy access to the data that drives their strategic decisions about cutting costs, increasing revenues, improving operations, reducing risk, and capitalizing on opportunities. As the industry's only true end-to-end MDM solution, it incorporates data integration, data quality, data governance, business process management, and master data management on a single vendor-agnostic platform to ensure faster time-to-value.

With Informatica MDM, you can:

- Empower sales, service, and marketing teams with better customer knowledge for offer creation, problem solving, segmentation, targeting, and higher campaign ROI
- Improve regulatory compliance and avoid penalties by filing more timely, accurate reports
- Provide executives with the clean, consistent, connected, trusted data necessary for critical decisions
- Improve business processes such as order-to-cash, procure-to-pay, and customer and supplier onboarding
- Drive indirect sales growth through more effective business and channel partner management
- Fuel business growth by streamlining mergers, reducing risks, and ensure M&As can reap maximum returns to shareholders
- Address your unique MDM business requirements with flexible business models that scale to meet your needs today and tomorrow

What Sets Informatica MDM Apart?

1. End-to-end data management capabilities

Informatica MDM automates how data is managed and improved from capture to consumption. Informatica MDM discovers untapped sources of relevant data and models the optimal format for managed attributes. It cleanses, validates, and deduplicates data, then enriches it with information from other sources and captures relationships among records. It ensures that data adheres to business rules for greater security and compliance. It delivers data to the right people, supporting the right processes, at the right time, and provides the right context. And it delivers the necessary insight to evaluate and address data issues and reinforce effective data governance.

2. Multiple deployment options for a hybrid world

Informatica MDM offers enterprise-class capabilities on-premise, in the cloud, or on Hadoop with no lock-in and at any scale. Modular, agile, and flexible, it enables companies to leverage cloud computing where it delivers the most value while continuing to support critical on-premise legacy applications as long as they're necessary. Using Informatica MDM, organizations can transition between different deployment options without friction or remain fully hybrid depending on their unique requirements.

3. Readiness for the digital enterprise

Informatica MDM manages any data of any type from any source to ensure all the data at your company's disposal is highquality, integrates easily into multiple business processes, and delivers meaningful insight. It connects transaction, interaction, and IoT data as well as third-party supplemental data to support more ambitious data-driven challenges. Powered by Graph technology, it can provide intuitive ways to look at your data, discover relationships and drive new actionable insights so you can predict the next best action.

4. An app-ready platform

Informatica MDM offers a flexible solution for managing business critical master data about customers, products, suppliers and more. Built on Informatica's Intelligent Data Platform, it offers flexibility to develop custom data-fueled business applications. Our four technology building blocks—embedded data quality, data enrichment, business process management, and data integration—allow Informatica MDM customers to create powerful custom apps on our platform to suit any industry, any use case, and any type of data. Informatica also offers pre-built master data-fueled apps such as MDM – Customer 360, MDM – Product 360, MDM – Supplier 360 and MDM – Relate 360.