Informatica™

Build a Master Data Strategy to Power Business Results

A comprehensive view
with relevant and trusted data

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Introduction

Trusted Data Insights Fuel Confident Business Decisions

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Organizations today need to continuously innovate to stay competitive. Successful business innovations are built on a foundation of trusted data. The way customers engage with the business has also changed. More customers communicate with organizations through social media, chatbots, and mobile than ever before. As a result, organizations are transforming with a customer-centric and data-driven approach to business.

To stay successful in this changing market landscape, your organization needs to quickly introduce new products and services, continuously engage with current and potential customers, deliver a unique brand experience, and create strong supplier relationships. All of this requires trusted, relevant and authoritative data.

Too often, the most business-critical data is scattered in silos across organization systems and processes. The sheer scale of the data sets, complexities of the business processes, and the

many applications addressing specific tasks makes it difficult to maintain quality data and gain a complete view of business insights.

According to "2017 Global CEO Outlook,"[1] sixty-four percent of CEOs say they are effective at sensing market signals. However, their ongoing success relies on high-quality data. Forty-five percent say their customer insight is hindered by a lack of quality data. And fifty-six percent are concerned about the data they are basing their strategic decisions on.

To gain actionable insights, you need to capture, relate, and share data across enterprise processes and applications on a timely basis. Identifying useful relationships among different types of data requires intelligent insights and a single, trusted system that provides a comprehensive view of business-critical data. As a result, strategic data initiatives that deliver a single version of truth have emerged as crucial layers in an enterprise's data architecture.

The following pages provide best practices and examples of how an effective master data management strategy with relevant and trusted data delivers a comprehensive, end-to-end view of your data to drive business results in today's world.

What is an effective master data management strategy?

An effective master data management strategy entails an end-to-end, comprehensive view of trusted, relevant, governed and authoritative data. This approach can be modular based on your needs and can span across multiple data domains—including customer, product, supplier and potentially dozens more. A complete master data management strategy addresses the critical business objectives for today's customer-centric and data-driven business.

Better Business Outcomes Come from Better Data

Strategic, trusted data initiatives with an effective master data management address the data silo and quality issues head on as well as provide a reliable view of your business-critical data and its relationships. This deliberate focus on the quality and usefulness of enterprise data can remove repetitive, time consuming, and costly one-off efforts. A careful and focused effort on data can help drive strategic decisions, cut costs, increase revenue, improve operations, reduce risks, and capitalize on business opportunities.

High-quality, trusted data enables you to address multiple business initiatives in your organization. For example, it helps you to:

- Allow marketing teams to segment their customers better and target their marketing dollars on campaigns that drive higher ROI

- Empower sales teams with in-depth customer knowledge to identify optimal cross-sell or upsell opportunities

- Enable services teams to predict customer challenges and proactively solve problems

- Drive regulatory compliance, such as the General Data Protection Regulation (GDPR), to avoid penalties and help protect your brand

- Provide executives with the data insights necessary to support growth strategies

- Improve business processes such as order-to-cash, procure-to-pay, and customer and supplier onboarding

- Streamline mergers or acquisitions to identify customer and product overlaps to increase cross-sell and up-sell opportunities

Overall, a strategic, end-to-end master data management strategy based on trusted, relevant data can help you deliver immediate business results.
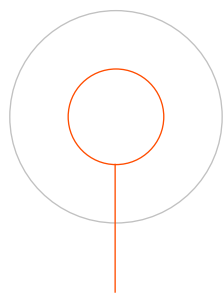
45% of CEOs say that their customer insight is hindered by a lack of quality data.
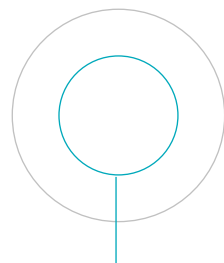
**56%** of CEOs are concerned about the data they are basing decisions on.

Trusted Data Leads to Trusted Insights

Many organizations suffer due to bad quality data. For example, data fragmentation and data degredation across numerous on-premises and cloud applications affects the reliability of the data and therefore your business decisions and strategy based on this data.

Without a single, 360-degree view of data, your employees spend an enormous amount of time on manual aggregation and data cleansing. Fragmentation also leads to data errors, incomplete information, and unreliable data. Subsequently, your analytics projects run the risk of incomplete, error-prone and non-standardized data.

By focusing on the quality of the data as well as creating a standardized view of your customers and their relationships, you can accelerate your data-driven digital transformation initiatives— quickly developing new products, reaching current and potential customers, delivering a unique brand experience, and creating strong supplier relationships.

According to Harvard Business Review, only three percent of companies' data meets basic quality standards.[2] Data quality improvement should be your top priority.
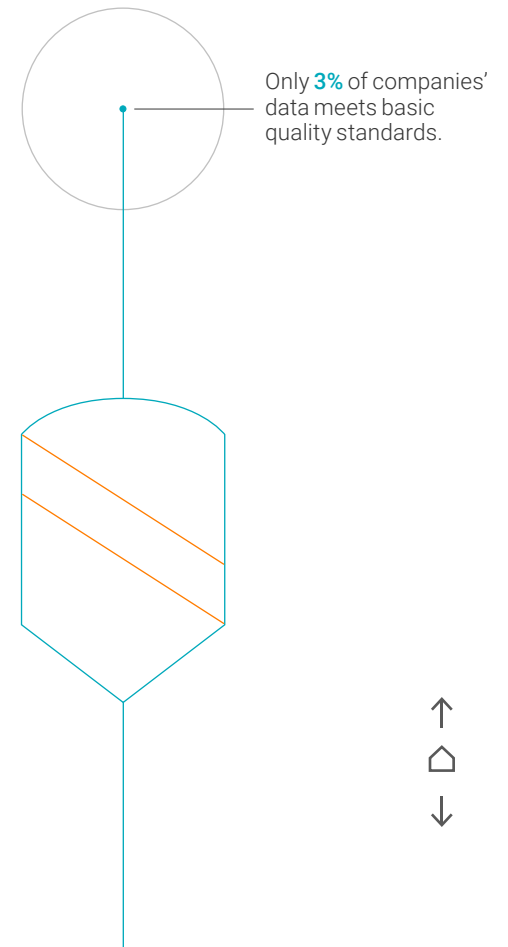
Only **3%** of companies' data meets basic quality standards.

UPMC is now able to deliver a repeatable, personalized way to produce the best possible results for patients.

UPMC's Personalized Patient Care

UPMC is a world-class healthcare delivery provider that uses trusted data to power a more comprehensive, self-service approach to its analytics.

Like many organizations, UPMC is challenged by data generated by various parts of the enterprise. In addition to the technical challenges of ensuring high-quality, consistent, and reliable data across the organization, UPMC is also constrained by privacy regulations designed to protect personal healthcare data records.

A strategic focus on data enabled UPMC to elevate the quality of its clinical, financial, administrative, and genomic data to give decision-makers a complete view of patient information. UPMC is now able to deliver a repeatable, personalized way to produce the best possible results for patients. The healthcare provider can now also analyze the diverse factors that affect healthcare outcomes. For example, the cost of spinal surgery is affected by pre-surgery care and recovery-related costs.

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# Enhancing Product and Service Delivery with Data

The accelerating pace of digital business requires a laser focus on the creation of trusted data in your organization. But purpose-built applications for marketing, sales, and services have created silo data about your customers, products, and suppliers. When you create an end-to-end view of this data and make it available to key decision-makers, they can deliver a superior experience at every touchpoint.

Organizations have a strong push to gather real-time insights about customers, products, and suppliers. They need a 360-degree view of customers, the products they purchased, and the products they have shown interest in. You also need to aggregate customers' transactions

and interactions to create a complete and unified view. In addition, the innovations in Internet of Things (IoT) have added new dimensions to customer intelligence. For example, companies like Nissan want to predict the failure in car engines and proactively help customers (more about this in next section).

According to Connected Futures Cisco Research, seventy-three percent of companies are using IoT data to improve business. Forty-seven percent are using data from IoT projects to improve product quality or performance, and forty-two percent are using data from IoT to reduce maintenance or downtime.[3]

Once you create this enterprise-wide view, you need to operationalize this data to ensure it is available to every application and analytical system. This will help you target the right customer, with the right offer at the right time, and increase your chances of winning against your competition.

73% of companies' are using IoT data to improve business.

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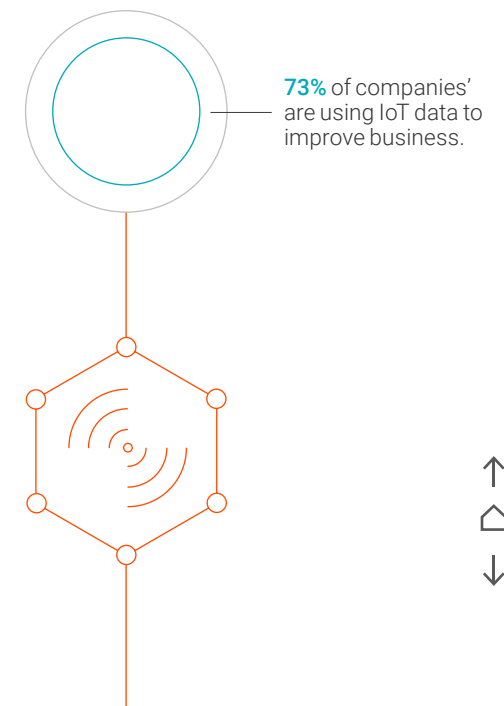
Nissan can develop customized offers targeting the right customer at the right moment.

Nissan Creates a 360-Degree View of Customers

Nissan Europe reconciles information from 90 sources in 24 countries to create a powerful 360-degree view of customers. The company uses a master data management strategy to integrate customer data with dealership and vehicle data, bringing efficiency to its customer data management strategy. The result is that Nissan can develop customized offers targeting the right customer at the right moment.

By managing the customer, vehicle, and dealership information, Nissan improved how, when, and what it communicates to customers. Nissan increased customer conversion rates and raised the perception of the company's brand. Ultimately, the organization has increased revenues by focusing on data quality.

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# Accelerate Customer Growth Using Advanced Analytics

Data has become ubiquitous in every organization. At first glance, it seems like analytics should deliver on its promise of value creation. However, data often looks like the proverbial cluttered closet, where it is hard to separate the true insights from the noise.

A typical organization has multiple business lines spanning different products and services. This setup often leads to a single customer's information appearing in several systems, with a possibility of variation in names, addresses, and other contact information. Adding to this chaos

is the fact that there is no easy way for companies to understand their customers' relationships, their household information, and their preferences based on past purchases and interactions.

If your marketing and sales teams are trying to create a targeted campaign, you will face an enormous challenge gathering your customers' data from these systems, creating the best version of the truth, and identifying product overlaps. This affects your ability to individualize your offers and increase your chance of upselling to your customers.

By creating a trusted and enriched customer view across your organization, you can perform better segmentation and run targeted, personalized marketing campaigns.
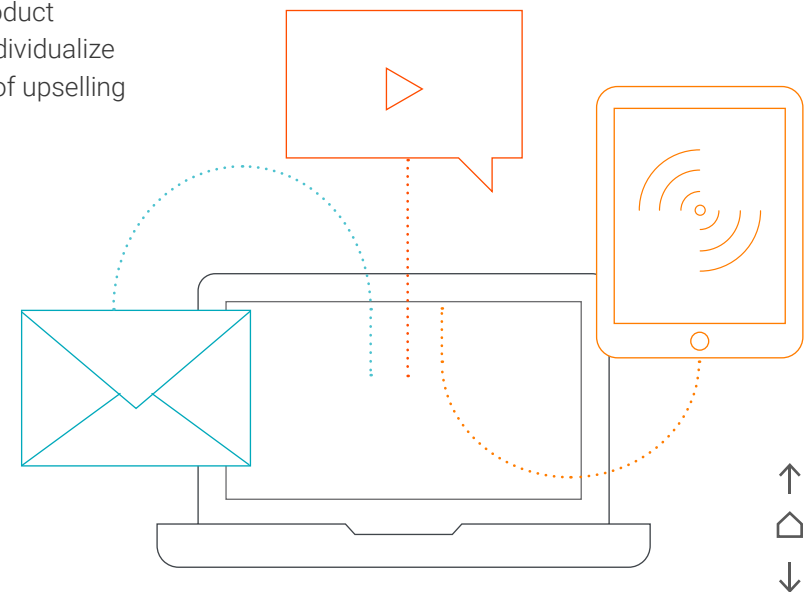
The solution allowed the company to create a single, comprehensive view of customer profile data, prospect and partner data, solicitation history, web logs and more.

Transamerica Gains Rich Insights to Deliver Personalized Customer Experiences

Transamerica wanted to create a single platform to manage customer and prospect data from disparate sources. The company also needed a consistent and secure enterprise view of data, while maintaining strict control and privacy protocols over data assets. This trusted view across business units would allow it to better understand customers and their households, with the ultimate goal of optimizing their investment in marketing campaigns.

The company deployed a marketing data lake with master data management at its core. The solution allowed the company to create a single, comprehensive view of customer profile data, prospect and partner data, solicitation history, web logs and more. This facilitated Transamerica's ability to discover new insights and precisely deploy personalized marketing programs to its customers. With relevant customer data at their fingertips, Transamerica's business analytics and data scientist teams can more quickly deliver trusted and relevant customer insights and adapt to changing business needs.

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Derive Value from Mergers and Acquisitions

We live in a dynamic world today and organizations are going through an extensive makeover. Mergers and acquisitions (M&A) are the norm across many industries. During these transformations, a lack of a consistent and streamlined way to integrate customer, product, and other master data records can be a significant barrier to success. For example, if businesses don't know who their common customers are, they might not realize cost efficiencies and revenue uplift. M&A are time sensitive and can quickly become a significant pain for organizations, limiting their ability to scale the business so they can efficiently cross-sell and upsell.

Trusted data plays a crucial 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 create a single, trusted view of customers along with the products and services they own across merged entities. Master data management can also provide a holistic view of suppliers, so organizations can better leverage the cost of procurement of raw materials. By focusing on the master data, organizations can streamline mergers, realize M&A synergies faster, and reduce risk so they can reap maximum returns for their shareholders.
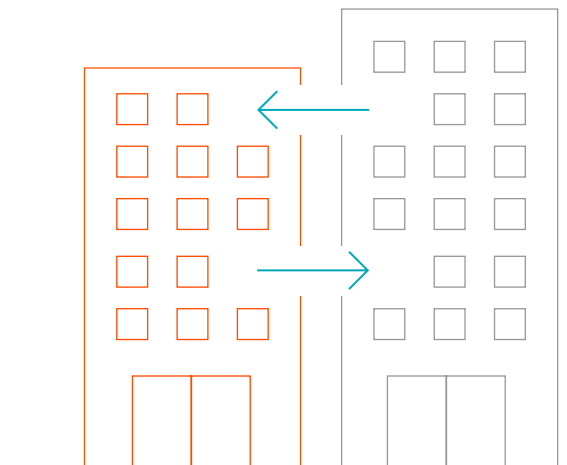
EMC's master data management strategy helps them manage and securely share customer account and contact data across functions, channels, and regions.

Enabling Cost Savings Opportunities at EMC

EMC has grown through 70 mergers and acquisitions, transforming from a storage hardware vendor into a provider of cloud and information products and services. These include storage, data protection, and infrastructure management. This rapid growth came with a cost with EMC having an extended enterprise of siloed data and hundreds of standalone systems hindering its ability to serve data at a velocity required by the business.

The company worked to break down the silos and make accurate customer data universally available. EMC's master data management strategy helps them manage and securely share customer account and contact data across functions, channels, and regions. MDM provides one unique identifier for prospects, customer accounts, site locations and partners. Every business process in the organization supporting sales, manufacturing, or services now has better insight into customer interactions. By creating trusted data across merged entities, EMC has gained a competitive advantage and has identified opportunity costs of over $40 million a year.
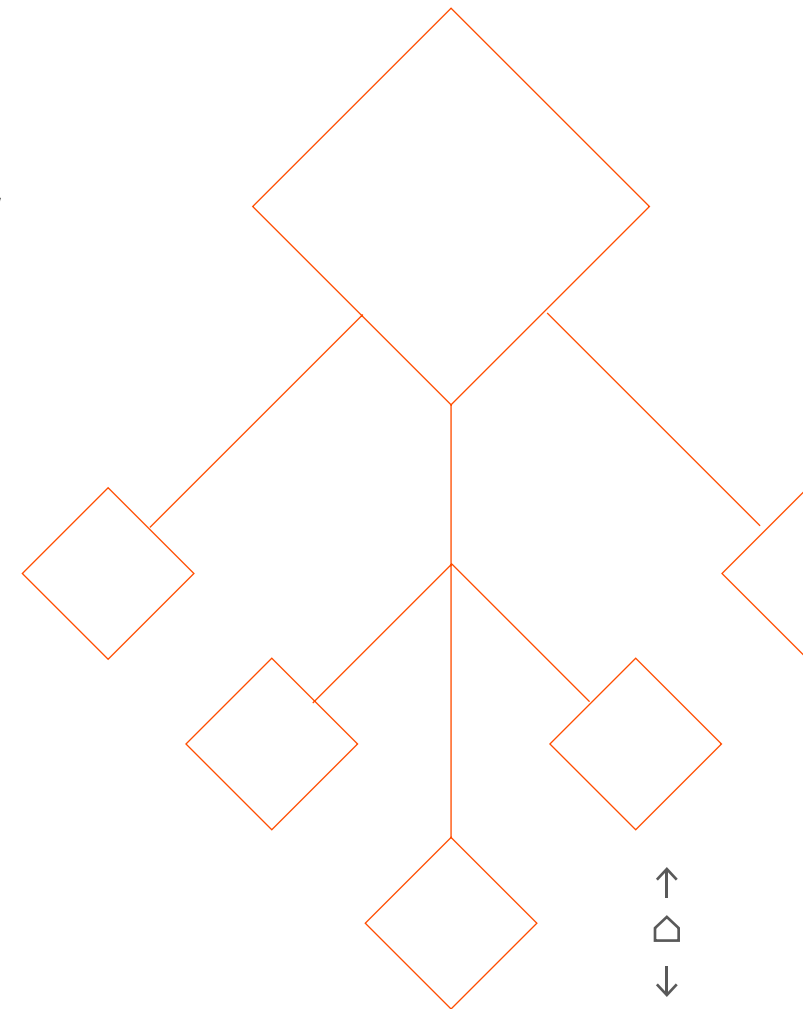
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Next Steps:

Leverage Master Data to Empower Your Organization

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Over the past few years, revolutionary advances in computing technology and the explosion of new digital data sources have expanded the opportunities of data-driven digital transformations. Big data has allowed us to go beyond internal data sources and crunch large data sets about customers, products, and suppliers to create enriched information that can be made available to everyone in the organization.

While the impetus of investment in trusted data has never been greater for organizations, integrating the data, applying data quality rules, and creating trusted master data views is equally critical. Technology changes fast, but with the right strategy and solutions built on a foundation of trusted, relevant and authoritative data, you have the ingredients to drive immediate results.

Next Steps: Leverage Master Data to Empower Your Organization

An effective master data management strategy combines a multidomain MDM solution with data quality, data enrichment, and data security to streamline your ability to manage all the business-critical data in your organization in a single place. An effective strategy also leverages big data to power both your operational and analytical environments.

Furthermore, an effective master data management strategy helps you accelerate your data-driven decision-making and improve your business's bottom line. Here are some of the powerful benefits:

- **Automate Business Operations**
  You can focus on crucial business challenges rather than manual, redundant, and time-consuming data cleansing activities across the organization.

- **Fast-track Insights**
  With the ability to easily discover new insights across multiple data dimensions, you gain deeper visibility into the actionable information. As a result, you'll be able to fast track insights. Instead of taking weeks and months, trusted data enabled by the right master data management strategy can help decision makers with fact-based insights in a matter of hours.

- **Empower Your Employees**
  Deliver quality data to your employees in a self-service environment. As a result, your external and internal facing employees can be more effective in their jobs.

Managing multiple data domains across the enterprise is a relatively new addition to the master data management arena. Without this reliable foundation of trusted data and relationships across data domains, your executives can't make confident data-driven business decisions.

Key Takeaways

Every organization has unique challenges. A strategic focus on master data management with relevant and trusted data puts you in a much better position to quickly gain rich insights. This ultimately helps your business innovate faster in your market and drive better business results.

Trusted data helps you:
- Retain your existing customers and acquire new customers
- Avoid costly fines and protect your brand by complying with regulatory requirements such as GDPR
- Build better customer relationships and deliver personalized experiences
- Enhance product and service delivery
- Streamline mergers or acquisitions to realize your growth potential
- Improve end-to-end organization business processes
- Stay ahead of the competition

In summary, your data-driven digital transformation relies on trusted data. By investing your time and energy on the right master data management strategy, data becomes a strategic asset. By unleashing the power of data, you can be the intelligent disruptor in your industry.

Further Reading

How to Get C-level Buy-in for Your MDM Initiatives

Discover how to plan a new strategy based on Multidomain MDM—and get executive sponsorship to make it happen. In this white paper you will find:

- Tips on establishing business goals, using key metrics and benchmarking your progress
- Expert advice and best practices to gain the support of key stakeholders
- Real-world examples of the value of trusted data
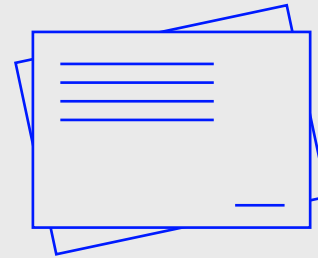
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About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

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