



Superior Customer Experience With MDM and Big Data Insights

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Blinders on Your Customer View

Your industry is being disrupted. Your CEO is demanding greater insight into customers to build a more effective competitive strategy. The amount of data at your disposal is growing rapidly and becoming increasingly complex. Until now, it's been difficult to confidently create a single customer view that could give you the edge in an increasingly customer-centric market.

In the digital era, the customer journey is more complex and fractured than ever. Customers interact with your company across any or all available channels. They may also move across multiple channels during the course of the customer relationship, from first contact to purchase to ongoing support. Moreover, the amount and type of data you gather about your customers grows and changes so rapidly that what you know about them on Monday might be different by Friday. Your customer interactions extend beyond the traditional phone call or store visit to include social media touchpoints like Twitter, Facebook, or Snapchat and connected or location-enabled devices, from smartphones to fitness trackers, that reveal where people are and what they're doing.

As applications, systems, channels, and devices that generate customer data continue to proliferate, your databases are also bursting with new attributes and new data types to capture, track and analyze. Your customer data has never been so complex—and ensuring that it remains reliable and trustworthy as you access, consolidate, and manage it has become equally complex.

The Power of the Customer 360 View

With more data at your disposal than ever before, creating a single customer view has never been more challenging. Yet it's never been more necessary if your company wants to achieve these goals:

- Improving understanding of customer activities across touchpoints to enhance marketing campaigns, improve sales effectiveness, boost customer service, and support customer experience strategies.
- Enriching customer profiles with data from external sources, like Dun & Bradstreet and other third parties, for deeper insight into preferences and behaviors.
- Making critical details like privacy preferences consistent and available across the organization to reinforce customer loyalty while protecting compliance with relevant regulations.
- Identifying previously hidden relationships, including customer-to-product relationships, and connections among customers, parent companies, subsidiaries, and related organizations so you can leverage them to expand your customer base and create organizational efficiencies.

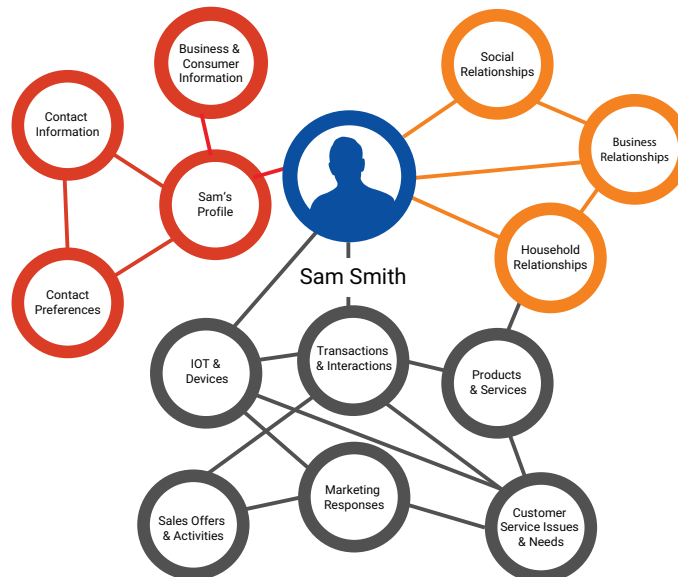


Figure 1: A 360-degree view delivers insights into the relationships that your customers have.

Introducing MDM – Customer 360

Next-generation master data management (MDM) is the key to breaking down information siloes and integrating fragmented sources of customer data into a 360-degree view of each customer. A solution that empowers your organization to turn customer data into business strategy should help you to:

1. Centrally Onboard

Centralize customer onboarding through process-driven workflows that make capturing, reviewing, and approving new records more efficient and accurate while eliminating duplicate, incomplete, and inaccurate records. The onboarding process should also automatically validate and enrich contact information with further information from verified third-party providers.

2. Strategically Manage

Connect, cleanse, master, relate, enrich, and govern your data centrally to make it actionable. Consolidating business-critical customer data from across applications creates a single, actionable 360-degree customer view that includes the relationships between customers and their households, the locations and channels they use, the products they own, and their preferences. This element is critical to achieving the game-changing insight that lets you leapfrog past your competition.

3. Visually Explore

Give business employees the power to utilize graphic visualizations to make it easy and intuitive to view connections among customers, channels, locations, products, households, and other entities. Explore and understand the networks and relationships hiding in big data environments which include transactions, interactions and the Internet of Things and connect them with master data elements.

4. Securely Share

Improve customer engagement in real time by giving customer-facing employees customer history and context through configurable, role-based dashboards that deliver the authoritative data they need. Feed data securely back into marketing, sales, customer service, and business applications for further analysis.

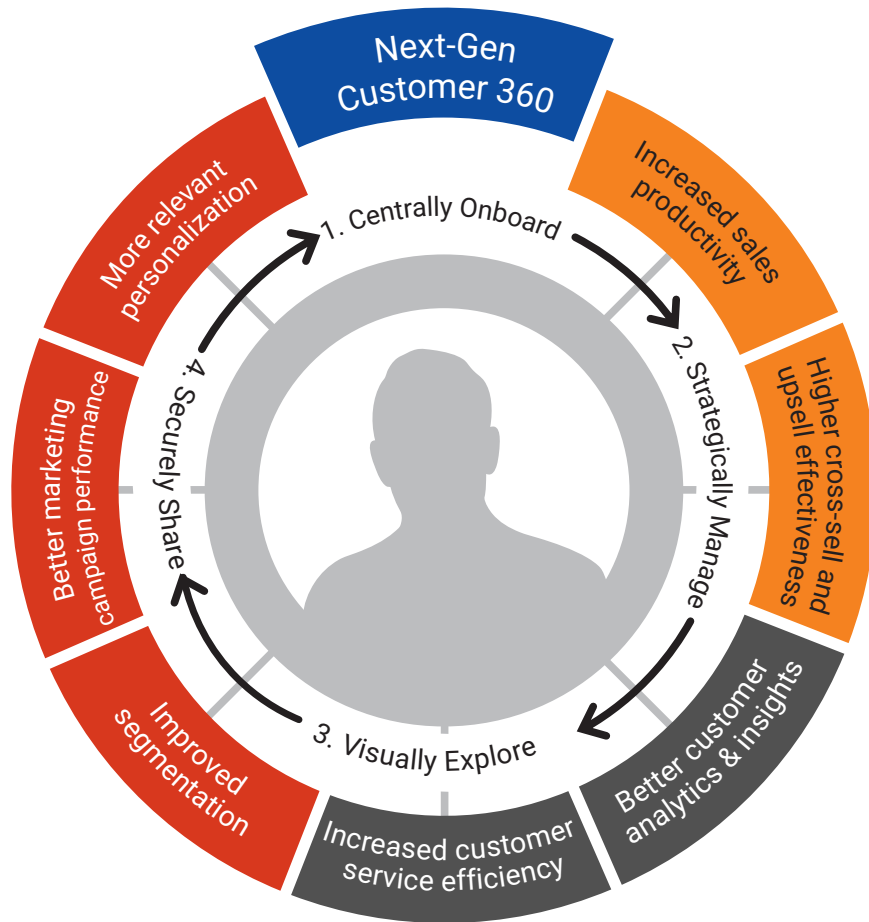


Figure 2: Capabilities and benefits of a next-generation 360-degree customer view.

A solution that combines these four capabilities empowers your marketing, sales, and customer service teams to create and implement strategic customer programs based on a common and consistent customer view that improves customer understanding—and to repeat and scale those programs easily across locations, employees, lines of business, and brands for greater productivity and effectiveness. It also allows your organization to map individual customer data to big data about transactions, interactions, and behaviors and use the revealed relationships to tease out new opportunities.

These real-world examples indicate some of the possibilities of creating a next-generation customer 360 view:

Increasing customer loyalty – Connecting marketing, sales, service, and other applications to trusted customer profiles enables you to recognize customers and prospective customers every time they interact with you— across channels, departments, and functions, and at every level from sales floor to back office.

SulAmérica Seguros, Brazil’s largest independent insurance provider, unified customer data across ten lines of business to transition to a customer-centric culture that delivered more consistent service across products and greater opportunities to increase cross-sales and up-sales while reducing churn.

Improving customer engagement – A single customer view lets you track the way specific individuals and accounts engage over time with your website, content, and marketing programs. It enables you to analyze the effectiveness of each campaign and deploy predictive analytics to score leads better and improve your nurture approach.

Italian telecommunications giant FASTWEB expanded its customer data records by linking orders, commercial assets, billing, and claims, as well as leads for people who are not currently FASTWEB customers but have contacted the company for information. Its goal is to expand from 2 million customers today to 30 million —half the population of Italy—by 2020, all by delivering better customer service and faster responses to customer requests.

Transforming customer relationships – As customer engagement becomes increasingly digital, you can strategically manage customer data to better understand the way your customers interact with your company, the channels they prefer, and the offers they respond to, among other insights. This understanding unlocks new opportunities and even supports new business models.

Dutch logistics company PostNL operated in a traditionally analog business: shipping. However, by using next-generation MDM to create a customer 360 view, the company can now choose the optimal combination of speed, service, and price for any given package and deliver not to a specific address but to a specific recipient, regardless of where that recipient might be. They are also rising to meet increasingly complex customer demands, whether that means giving companies greater visibility into their supply chain or allowing customers’ smart washing machines to order a shipment of detergent automatically.

Expanding beyond customer experience – One person may interact with your company in multiple ways, depending on the situation. Understanding those different roles and being able to act on them is game-changing.

A global staffing company connects organizations in need of talent with individuals looking for opportunities. Its next-generation MDM solution links data from multiple CRM systems around the world to reveal and manage complex relationships among job candidates, companies, and specific job requirements, enabling it to deliver personalized, pre-screened lists of prospective interviewees to hiring managers within two hours.

Informatica Enables the 360-Degree Customer View

Informatica, the world's leading provider of data management solutions, offers a next-generation MDM solution that powers actionable, next-generation customer views, at any scale, to deliver superior customer experiences. Combining business-critical master data about customers with transactional, interactional, and IoT data, the Informatica solution brings the 360-degree customer view to life and delivers it in a form that business professionals can use to generate maximum value with minimal training.

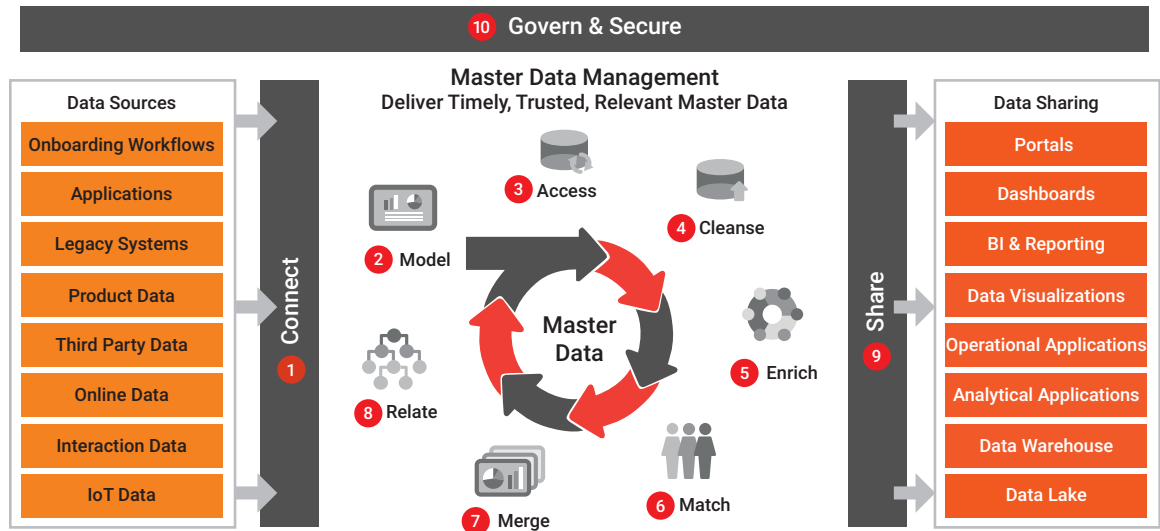


Figure 3: Next-generation master data management tackles complex issues head-on to deliver complete and accurate views of business-critical customer data.

The solution is based on Informatica MDM – Customer 360, which allows your company to centrally onboard, strategically manage, and securely share customer data both on premise and in the cloud. MDM – Customer 360 pulls customer attributes, products owned, preferences, and infers relationships from multiple systems into a single, centralized data hub. It then delivers the consolidated data to role-based dashboards, where it's combined with information federated from other analytics tools and applications.

The MDM – Customer 360 data hub also has the capability to distribute and publish trusted data back to existing applications and analytics for more trusted insight and predictive capabilities. With MDM – Customer 360 to complement and leverage existing CRM systems, your organization can extend the management of customer data beyond the sales team to other departments and functions that need authoritative data about customer activities.

In addition to displaying customer information in configurable, pre-built dashboards, the solution embeds Informatica MDM – Relate 360, a powerful graph-based tool for exploring and identifying big data relationships visually. MDM – Relate 360 creates graphic representations of the connections among the people, places, and things that matter most to your business—not just individuals, households, customer groups, and social networks, but Internet of Things devices like fitness trackers, connected thermostats, and smart appliances that allow you to understand your customers better based on the technology they use and how they use it.

The Informatica solution incorporates pre-built, configurable, role-based dashboards and workflows that business users can navigate with minimal training. These dashboards and workflows simplify and centralize the task of onboarding, managing, and sharing customer data across multiple systems while helping your company remain in compliance with relevant privacy policies and regulations by ensuring that only authorized users have access to personally identifying information.

The Informatica solution integrates traditional master data elements of business-critical customer data with additional insights from transactions, interactions, IoT, and other data in big data environments, revealing previously hidden relationships. The capabilities extend to delivering actionable insights and next best actions and offers to business users in real time.

To further enhance the customer experience, the solution delivers details about products customers already own or may need through integration with Informatica MDM – Product 360, while embedded Informatica Data as a Service validates contact details and enriches customer profiles with more complete customer information.

Customer Centricity in the Round

In an era when customer expectations are soaring and organizations must deliver what customers want at the moment they want it, with no confusion or delay, a next-generation customer 360 view isn't just nice to have—it's necessary. Now it's not only possible, but achievable by embracing strategic customer data management.

About Informatica

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Informatica's next-generation MDM solution allows you to achieve this long-held marketing goal by placing customers at the center of your business and putting clean, consistent, authoritative customer data at the center of your initiative. First, it transforms customer data into trusted, validated customer profiles. Then it equips your business users with sophisticated tools to manage that data strategically, identify and explore customer relationships visually, share data with employees and other applications securely, and engage with customers more personally and relevantly.

Informatica generates great customer data that leads to better segmentation and targeting. That, in turn, creates results. Informatica customers report significant average improvements in multiple critical marketing metrics:

- 30% improvement in marketing campaign effectiveness
- 20% greater spend among loyalty members
- 20% increase in lead-to-opportunity conversion rates
- 60% more success in cross-sales and up-sales

And because the results of using next-generation customer MDM are more easily quantifiable, customers report lower campaign costs as well.

It's finally possible to spot a clear path to a more effective marketing strategy, greater customer loyalty, better customer experience, improved customer retention, increased profits, and reduced costs. Rip off the blinders that have prevented you from seeing your customers clearly. It's time to put on the 3D glasses instead.



Informatica

Worldwide Headquarters, 2100 Seaport Blvd, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500 Toll-free in the US: 1.800.653.3871 informatica.com [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) twitter.com/Informatica

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