Summary

Citrix is the leader in mobile workspaces, providing virtualization, networking and cloud services that enable new ways to work better. Citrix has increased lead-to-opportunity conversion rates by 20%. This is achieved by improving the quality of channel partner, enterprise and SMB prospect data, and providing a view into the total customer relationship across product lines.

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.

Business need

- Increase marketing campaign effectiveness and lead-to-opportunity conversion rates by driving the right offer to the right people at the right time
- Create clean, consistent and connected channel partner as well as customer and prospect information to ensure that Citrix has a view of existing customer relationships across product lines
- Empower the business to manage partner, customer and prospect information in a governed and self-service manner

Challenge

- Quality of channel partner, customer and prospect data was identified as the #1 problem by Citrix sales and marketing field teams
    - Account and contact information was incomplete, inaccurate and duplicated in CRM system
    - Slow, error-prone data quality efforts led to duplication rate double the industry standard, >40% of CRM contacts were inactive, and prospect data was incomplete
- Citrix needed to pull together data from source systems including:
    - Salesforce.com – account and contact data for channel partners, current and prospective customers
    - Marketo/marketing automation, etc. – from external data sources
    - Custom-built customer portal (MyCitrix.com) for information about product licenses

Solution and results

- Used Informatica MDM to provide clean, consistent and connected channel partner, customer and prospect data and the relationships between them for use in operational applications (SFDC, BI Reporting and Predictive Analytics)
- Recognized 20% increase in lead-to-opportunity conversion rates and efficiency
- Achieved 50% increase in quality of data at the point of entry, and a 50% reduction in the rate of junk and duplicate data for prospects, existing accounts and contacts
- Enabled Citrix to deliver a better channel partner and customer experience by renewing all of a customers' user licenses across product lines at one time and making it easy to identify whitespace opportunities to up-sell more user licenses

Inside the Solution

- Informatica MDM
- Informatica Professional Services
- Informatica Global Customer Support
- Informatica Phone Validation
- Informatica Email Verification