Enable Business Agility and Speed
Empower your business with proven multidomain master data management (MDM)
Empower the Business with Consolidated and Reliable Data

How can you increase revenue for your business by improving cross-selling and up-selling to existing customers? More effectively support compliance and more efficiently adapt to changing regulations? Accelerate speed to value from mergers and acquisitions? Improve decisions across the enterprise?

You can realize all these goals with Informatica MDM. Empowering companies to improve operations with business-user access to consolidated and reliable business-critical data, Informatica MDM provides timely access to data about customers, products, channel partners, suppliers, employees, and more. Additionally, Informatica MDM enables visibility into the relationships between data—even when that data is stored in different formats and multiple systems across the enterprise.

Multidomain MDM on a Single Platform

A proven and flexible multidomain master data management (MDM) solution on a single platform, Informatica MDM enables rapid deployment and easy extensibility across the enterprise to solve business problems in multiple departments, divisions, and regions. Many of the largest companies in financial services, life sciences, manufacturing, healthcare, government, and diverse industries leverage Informatica MDM to achieve their strategic imperatives.

Proven, Flexible, and Extensible

With its proven and flexible data model, unified product architecture, and unique trust framework, which measures the reliability of your data, Informatica MDM minimizes upfront adoption and implementation costs, as well as the cost to manage and extend your MDM initiative over time. Comprehensive, unified, open, and economical, Informatica MDM enables organizations to:

- **Start small by targeting a specific business problem** to quickly deliver significant business value.
- **Easily expand MDM initiatives as needs grow** to include any combination of domains, architectural styles, or usages.
- **Go live in months**, not years, in every phase of the project.
- **Operate with more agility and speed**, a high-value competitive differentiator.

Informatica MDM Approach Generates More Business Value

Informatica delivers multidomain MDM on a single platform.

This innovative platform approach is a key reason why Informatica MDM is an effective solution for such a wide range of business challenges, from compliance and reporting to sales force alignment, marketing, and accelerating speed to value from mergers and acquisitions.

Once Informatica MDM customers successfully solve one pressing business problem, regardless of the domains involved, they often expand and leverage their investment and effort to solve other business problems across the enterprise.

**CUSTOMER VIEWPOINT**

“By leveraging a well-thought-out MDM strategy, we have been able to strengthen the customer experience and support our critical compliance efforts.”

Johnson & Johnson
Support All MDM Requirements on a Single Platform

Informatica MDM enables you to manage all five steps of the MDM lifecycle on a single platform, including:

1. **Access**: Inconsistent and duplicate master data is brought from disparate data sources and applications.
2. **Discover**: Data consistency and structure are examined with an eye toward uncovering duplications, errors, and inconsistencies.
3. **Cleanse**: Errors and incomplete fields are resolved.
4. **Master**: Multiple versions of the same data are consolidated into the single best version of the truth or “golden record” for the enterprise and managed within hierarchies and relationships.
5. **Deliver**: The golden record is synchronized to downstream applications and data warehouses.

**MDM Lifecycle**

1. **Access**: Access data from disparate applications and data sources.
2. **Discover**: Discover the data content, consistency, and structure.
3. **Cleanse**: Cleanse and standardize data.
4. **Master**: Master a reliable, single best version of the truth.
5. **Deliver**: Deliver the reliable data to applications and data warehouses.

*Figure 1: Informatica MDM lets you manage the five steps of the MDM lifecycle on one platform.*

**ANALYST PERSPECTIVE**

“Build up your organization’s MDM capabilities in phases, delivering value at every stage. View your MDM program as part of a wider enterprise information management strategy.”

Gartner
Comprehensive MDM Capabilities

Eliminate point-to-point integrations by centralizing management of master data with proven multidomain MDM on a single platform. Simplify your architecture. Reduce maintenance costs. Improve data governance. Informatica MDM ensures success with the following abilities:

**Model: Define any type of master data with flexible data model**
- Model any and all common data domains to meet the specific and unique needs of your business.
- Maintain all relevant metadata, data lineage, and history for audit and compliance purposes.
- Mitigate project and business risks automatically.

**Recognize: Rapidly match and accurately identify duplicates**
- Uncover duplicate data in any number of different formats and data sources.
- Perform faster, more accurate searches in multiple languages and character sets.

**Resolve: Merge to create a reliable, single source of the truth**
- Create the single best version of the truth at the cell level, and share it across the enterprise.
- Improve auditing capabilities and compliance by tracking master data lineage and history.

**Relate: Reveal relationships between all types of master data**
- Group customer contacts into households.
- Organize companies and channel partners into corporate hierarchies.
- Classify products into taxonomies that can be easily manipulated.

**Govern: Create, consume, manage, and monitor master data**
- Support enterprise-wide data governance policies and processes with robust workflow and approval capabilities.
- Empower business users with access to consolidated and reliable master data.
- Reduce costs and increase productivity by managing data changes and exceptions more effectively.

**Support Data Governance**

Sporting a powerful interface accessible to both business users and data stewards, Informatica MDM enables complete data management and data exception handling, making it easy to navigate multiple hierarchies among various master data entities.
Supports All MDM Styles

- **Registry**: Rapidly match similar records across and within dispersed data sources, link them, and maintain their cross-reference links back to sources.
- **Consolidation**: Create a downstream “system of reference” to support analytical and reporting systems.
- **Coexistence**: Create data in operational applications and manage the single best version of the truth in the MDM system and synchronize master data back to operational applications or with analytical systems.
- **Transaction**: Create and manage data in the MDM system and synchronize master data back to operational applications or with analytical systems.

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**CUSTOMER VIEWPOINT**

“[Informatica MDM] helps us ensure compliance, support our customer growth and retention efforts and improve our corporate-wide decision-making.”

Shire Pharmaceuticals
**CUSTOMER VIEWPOINT**

“We selected Informatica MDM because of its superior ability to handle multiple data entities under a single master data management platform and fast time to value. It helped us achieve an accurate, consistent, and trustworthy view of our global customer data assets.”

Pfizer

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**Start Anywhere and Expand with Proven Multidomain MDM**

Informatica MDM’s flexible, modular design enables companies to start anywhere with any data domain, whether it concerns customer, product, channel partner, or supplier. Conventional application approaches to MDM use a fixed data model, which limits flexibility. Informatica MDM has no restrictions. You can extend to additional domains as needed—all on the same platform. Flexible multidomain capabilities and a proven platform approach to MDM enable you to leverage your existing technology investments and lower your total cost of ownership.

**Instill Confidence with the “Unique Trust Framework”**

Informatica MDM transforms inconsistent, duplicate, and conflicting data into the single best version of the truth—a golden record for the enterprise. Where most MDM systems only work at the record level based on the last update date or trusted source, Informatica MDM ensures accurate information down to the cell level.

**Rapidly Deploy MDM and Easily Adapt to Changing Needs**

Informatica MDM supports complete configuration of its data model, business rules, security, and data stewardship functions. There is no need to write any code to configure the product to meet your initial business needs, and it is easy to update the configuration when your business needs change. Configuration, as opposed to coding, enables faster time to value and easy ongoing maintenance.

**Leverage the Most Accurate, Scalable Matching Capabilities**

Informatica MDM has superior matching technology that the highest match accuracy in subsecond response times. Even when data quality is poor, Informatica MDM generates fewer missed matches and fewer false positives. These advanced matching capabilities provide a significant advantage over MDM tools that use conventional approaches relying on probabilistic techniques, which often result in high rates of false negatives.
Why Other MDM Approaches Fall Short

Other MDM approaches can’t match Informatica MDM’s performance, flexibility, or extensibility. They fall short because they require:

- Separate MDM applications for each data domain—that is, Customer Data Integration (CDI) for customer domain, Product Information Management (PIM) for product data, and so on.
- Significant business process re-engineering with a “big-bang” approach—often taking years to go live.
- Interoperability limited to applications of the same brand, locking customers into products that might not be the best fit for their broader business needs.
- Exclusive management by data stewards, which denies business users the benefit of creating and consuming master data on their own.

Application Approach vs. Informatica’s Platform Approach to MDM

Figure 3: Depicts the contrast between two approaches to MDM: the application approach, which starts with the user interface, then business logic, then the data model and Informatica’s platform approach, which starts with the data model, then business logic and finally the user interface. While both approaches enable the IT team to solve the immediate business problem, the former approach locks them into building MDM silos to solve each subsequent business problem. In contrast, the latter approach enables them to leverage their investments of time, resources and budget to address each subsequent business problem.

ANALYST PERSPECTIVE

“By 2013, MDM will reduce data redundancy in organizations and, as a result, will save 80 percent of the costs associated with managing redundant data.”

Gartner
Learn More

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

About Informatica MDM

Informatica MDM empowers companies to improve operations with business-user access to consolidated and reliable business-critical data—such as customers, products, channel partners, suppliers, and employees—as well as the relationships between data. Flexible and proven, Informatica’s multidomain master data management (MDM) system provides comprehensive support for all MDM requirements—data integration, profiling, quality, and master data management—on the same platform. Best-in-class companies choose Informatica MDM because they can start small by addressing any pressing MDM-related business problem with rapid implementation and then expand to address additional business problems across the enterprise realizing fast time to value, lower TCO, and superior ROI. Visit www.informatica.com/mdm.

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world’s number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today’s global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,000 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.