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Customer 360 Solutions Brief

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Prepare to Compete on Customer Experience

Customer centricity is the new battleground. Competitive differentiation formerly was waged on products and services, brand positioning, and price. But in a digital world, customers have increasingly high expectations. They expect companies to understand who they are and interact with them accordingly. A great customer experience means the difference between a loyal customer and one that has no qualms about moving to a competitor.

You need to be prepared. Understanding your customers and their evolving expectations requires a single, actionable, 360-degree view—one that begins with acquisition and extends from successful onboarding and lifecycle management to relevant ongoing engagement.

The reality is that most organizations are challenged by customer data that's incomplete, inconsistent, duplicated, and fragmented. Customer information is managed across different departments in multiple, siloed systems. Data is coming from dozens of business applications, data sources, and external agencies, creating conflicts and inconsistencies. The quality of customer data can quickly erode and become suspect.

As businesses strive to deliver exceptional experiences to customers, marketing, sales, service, and other customer-facing teams need clean, complete, and consistent customer data to:

- Deliver personalized, targeted communications and offers that are relevant and timely
- Discover cross-sell and upsell opportunities that meet customer needs
- Address customer concerns and resolve issues quickly, without requiring customer to repeat their concerns
- Recognize top customers and provide premium experiences that align to their value
- Accelerate merger and acquisition benefits through better insight into customers and opportunities across combined businesses
- Explore customers' own relationships and understand the influence that those people, places, and things can have on their own business goals

Without high quality customer data, your employees struggle to access the information they need to answer seemingly simple questions about customers, the products they own, their preferences, their relationships, and their interactions. With the power of Informatica MDM – Customer 360 and Trianz, a global consulting firm, you can put these answers at your employees' fingertips. Your customer experience becomes a competitive differentiator.

Next-Generation 360-Degree View of Customers Across Your Company

Informatica MDM – Customer 360 empowers teams with a single view of customers, context of customer interactions, and visibility into customer relationships. Its user-friendly interface and configurable dashboard help simplify the end-to-end process of centrally onboarding, strategically managing, visually exploring, and securely sharing information across the customer lifecycle.

Designed for business users and data stewards, MDM – Customer 360 is a master data-fueled application built on top of Informatica MDM, the industry's only end-to-end data management platform. It combines data quality, data integration, data governance, business process management, and data-as-a-service in a single solution delivered in your own IT environment or the cloud.

MDM – Customer 360 pulls together the data your marketing, sales, service, and other teams need about customers' preferences, products, households, channels, and relationships. It centralizes the availability and management of data that's currently fragmented across your company's departmental, line of business, and regional applications, enabling your company to move from being application-centric to customer-centric.

You can also use MDM – Customer 360 to fuel your business and analytical applications with clean, consistent, and connected information. Employees benefit from a single, actionable, next-generation 360-degree view of customers and a centralized trusted application to onboard, manage, explore, and share business-critical customer data.

Key Features

Onboard customers centrally

MDM – Customer 360 features a configurable business process-driven workflow for company-wide collaboration. Streamline and standardize how new customer records are created across regions, functions, and business units while eliminating duplicate, incomplete, and inaccurate records. When onboarding new customers, automatically search, verify, validate, match, merge, and enrich customer information through role-based dashboards for a more efficient process to capture, review, and approve new records.

Build more complete customer records

Leverage Informatica's Data as a Service Contact Data Verification products (address, e-mail, and phone) and Data Enrichment Offerings to supplement customer information both at the time of entry and on an ongoing basis. Improve customer profiles and manage hierarchies by easily adding customer data from third-party providers, including Dun & Bradstreet, Acxiom, or Experian, and industry-specific content providers across life sciences, healthcare, and other industries. Insight into social media data can reveal insights into opinions and create a more complete view of the customer.

Manage customer information strategically

Consolidate business-critical customer data from across your company and strategically manage it using the full capabilities of Informatica MDM. Reduce the amount of bad data throughout your company and create a single, actionable, 360-degree view of customers. Connect the data to build a view of the relationships between your customers and their households, their preferred locations and channels, their products, and their preferences. Improve organizational collaboration and stewardship when managing customer information across lines of business, functions, and regions.

Share the data securely

Fuel your business and analytical applications with trusted customer information, including marketing,

salesforce automation, customer service applications, customer relationship management systems, invoicing, shipping, and other systems. With clean, consistent, and connected customer information, your teams have the information they need for a single customer view in the applications they rely on.

Engage with customers more relevantly

Configurable, role-based dashboards enable teams to easily understand, plan, and engage with customers. They have the context they need to deliver a differentiated customer experience through a trusted customer profile without having to access multiple systems. A business-centric view displays the customer's contact information, status, products, relationships, preference, and if available, the next best action to take. Product information can be pulled into the dashboard through integration with Informatica MDM – Product 360, including images and details about the products and services owned by customers.

Identify important relationships visually

Understand how your customers are connected by exposing the relationships between the people, places, and things that matter most to your business. Benefit from graph-based visualizations that connect customer profiles to interactions and transactions in a big data environment. Aggregate and/or filter the links among customers, prospects, transactions, products, service requests, and other information. Through graph visualizations, teams can more easily create targeted segments and lead lists or identify cross-sell and upsell opportunities.

Make Your Strategy Real and Execution Predictable

Trianz, an Informatica Elite Systems Integrator and Authorized Reseller, is committed to making your MDM – Customer 360 initiative successful. Trianz employs a business-outcome-driven engagement methodology for customer centricity that has been matured during 15 years of business and technology consulting experience. Proprietary frameworks and methodologies deliver a measurable business impact, predictable execution, and quantifiable results.

With Trianz and Informatica, your organization can create a single, actionable, 360-degree view of your customers, and:

- Develop a comprehensive vision, strategy, and roadmap for customer centricity
- Assess current systems and processes to identify gaps
- Ensure customer data is clean, complete, and consistent
- Create governance framework for customer data management
- Integrate with other business-critical and analytical applications
- Deploy and manage MDM – Customer 360 in the cloud or on-premises

Trianz builds long-term relationships with clients and develops an execution strategy that is specific to each client. With expert consulting from Trianz, you can maximize the ROI of your customer centricity initiative.

To learn more about how Trianz can help your business increase customer centricity, call (408) 385-5800 or email info@trianz.com.

Key Benefits

- Build trusted customer profiles
- Onboard customers centrally with guided workflows
- Manage customer information strategically
- Identify and explore customer relationships visually
- Share data with applications and employees securely
- Engage customers more relevantly
- Accelerate time-to-value by working with an expert partner on strategy and execution

About Informatica



Informatica is 100 percent focused on data because the world runs on data.

Organizations need business solutions around data for the cloud, big data, real-time and streaming. Informatica is the world's No. 1 provider of data management solutions, in the cloud, on-premise or in a hybrid environment. More than 7,000 organizations around the world turn to Informatica for data solutions that power

About Trianz



Trianz enables digital transformations through effective strategies and excellence in execution. Collaborating with business and technology leaders, we help formulate and execute operational strategies to achieve intended business outcomes by bringing the best of consulting, technology experiences and execution models. Powered by knowledge, research, and perspectives, we serve *Fortune* 1000 and emerging organizations across industries and geographies to transform their business ecosystems and achieve superior performance by leveraging Cloud, Digital, Analytics and Security paradigms. As a professional services firm, our values and culture are focused on delivering measurable business impact, predictability in

Silicon Valley | Washington DC Metro | Jersey City | Dubai | Bengaluru | Mumbai | Delhi-NCR | Chennai | Hyderabad

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