



Informatica™

Master Data Management

Transform Fragmented Data into
Actionable Insights

CLOUD • ANALYTICS • DIGITAL • SECURITY

Data is a catalyst for streamlined performance and increased profitability in our highly digital global business world. Yet most of our data is inconsistent, fragmented and contradictory across the applications that run our businesses. This includes the business-critical data that we rely on in our ERP, CRM, marketing automation, supply chain, ecommerce, customer service and other systems. The increase in costs can be high. Bad data can thwart customer engagement, erode supply chain efficiency, conceal risks, and get in the way of multichannel product distribution.

Master data management (MDM) reconciles these data discrepancies across applications to generate a single version of the truth that is propagated enterprise-wide in our transactional and analytic systems. As a hub of trusted data, MDM creates a 360-degree view of information across multiple business domains to support data-driven decision making and enable breakthrough precision in business execution. And once it's clean, consistent and enriched, MDM keeps it that way by managing it on an ongoing basis.

MDM has become more relevant amid the proliferation of social, mobile, analytic and cloud (SMAC) systems to centrally connect the data between these applications. The analyst firm Forrester Research found that 62% of firms have MDM in place or are implementing it. While hundreds of data domains can be mastered, most companies begin with one of three principal areas: customers, suppliers and products.

MDM for Competing on Customer Experience

An actionable next-generation view of customers is what's needed to compete on customer experience today. MDM reconciles and actively manages customer data to create trusted customer profiles that can include as few as 20 different attributes, or as many as 200 or more. It connects profiles with internal and external data, interactions and transactions, IoT and social media, and exposes the relationships customers hold with the people, places and things that matter most to your business. With it, you gain a foundation that helps guide your customer's journey with repeatable personalized experiences at scale.



MDM for Supply Chain Efficiency

Effectively managing global supply chain, sourcing and procurement activities drives down costs and helps mitigate risk. MDM lets supply chain, sourcing, and buying teams streamline their vendor and supplier information management based on one single, trusted source of business-critical data for analytics and operations. With such control and visibility of purchasing activity and vendor performance, your enterprise has a 360-degree view of procurement activities across your suppliers, components and purchasers. MDM strengthens supplier performance analytics,

¹Forrester, "The Forrester Wave: Master Data Management, Q1 2016," March 16, 2016.



"62% of firms have MDM in place or were implementing it." - Forrester Research, 2016.¹



"Trianz helps you establish and reach targeted milestones on an MDM journey and avoid the risks of a 'boil the ocean' approach."

contract negotiations, spend management, risk management and compliance.

MDM for Product Information Management

Information about products is often saved in multiple siloed systems across regions and business units. As a result data is incomplete, fragmented, and inconsistent across channels. MDM zeroes in on discrepant or outdated information in external systems and customer-facing channels—from ecommerce to partner distribution. MDM provides the trusted data to make possible unified omnichannel product lifecycle management spanning development to post-sale customer support and warranty claims. A master-data fueled product information management application allows business users to more effectively manage and collaborate on rich product content. It provides an efficient end-to-end, transparent process along the product information supply chain across a company, and empowers a company's digital transformation, improves customer experience, increases agility and decreases time to market.

For businesses as a whole, MDM has entered a new stage of maturity. From the early days of matching and merging customer records, MDM has made a generational shift to include end-to-end data management with data integration, data quality, and business process management. It delivers the single view of business-critical data that companies need to propel the digital transformation initiatives that address ever-changing customer expectations and evolving business needs.

MDM Business Impact

A single, trusted view of business-critical data allows you to gain actionable visibility across the business and:

- Accelerate innovation and time to market
- Reduce time to value of mergers & acquisitions
- Enhance customer insights and engagement
- Strengthen supplier and spend management
- Standardize production information management across different channels
- Eliminate cost and delays of manual data troubleshooting
- Minimize risk and improve regulatory compliance
- Support data-driven reporting and decision making

Embarking on Your MDM Journey

Data is at the heart of all business decisions. An MDM implementation requires a thoughtful, strategic approach that spans business processes and domains. Collaboration between IT professionals and business users is essential, while most successful MDM projects are ideally guided by an executive sponsor. Key steps include setting the vision, quantifying the extent of data problems, identifying priority areas for improvement and establishing target metrics. Strategy should also account for driving MDM adoption with tools accessible to non-technical business users.

MDM technology selection is critical, as MDM solutions are tailored to the unique needs and technology environments of a business. For instance, MDM requirements and implementation approaches for customer data can differ significantly from product data. To achieve optimal results and align MDM technology with business

objectives, many organizations turn to a global IT consultancy with deep expertise in MDM.

What Can Trianz and Informatica Do For You?

Trianz successfully delivers MDM solutions to cleanse, standardize, enrich and integrate core entities across multiple domains. Our services also provide tools and governance processes required to ensure master data remains consistent post implementation and to facilitate expansion into other data domains. We help you establish and reach targeted milestones on an MDM journey, breaking down the project into manageable phases to avoid the risks of a “boil the ocean” approach.

With a dedicated MDM Center of Excellence, Trianz has implemented MDM at Fortune 500 companies in large multi-year engagements, as well as in a number of smaller multidomain MDM deployments. Trianz partners with Informatica, the market's leading provider of end-to-end MDM solutions in on-premise, cloud and hybrid versions. Not all MDM solutions are created equal, and Informatica is a leader in the Gartner “Magic Quadrant for Master Data Management Solutions” (by Bill O’Kane, Terilyn Palanca, Michael Patrick Moran, Jan 19, 2017).

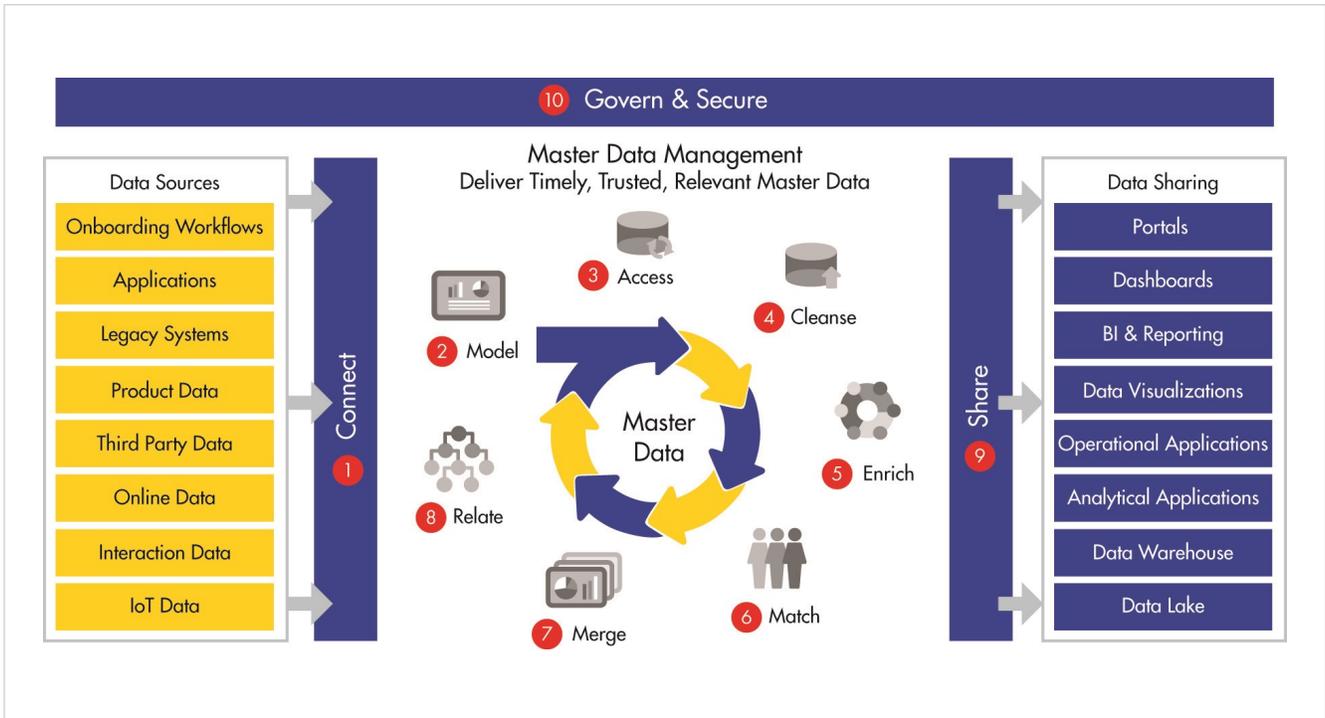
Trianz and Informatica together can equip you to strategically manage and create single, authoritative views of your business-critical data with:

- **Self-service:** In the new digital workplace, business users require access to relevant information to do their job.
- **Scalability:** You need the capability to turn big data and IoT into actionable insights to predict the next best action.
- **Hybrid IT:** Remain flexible about how and where you run your most critical business data by supporting cloud, hosting, and on-premises.
- **Multi-deployment:** Opt for the flexibility of cloud and classic on-premise deployments without compromising end-to-end capabilities.
- **Multidomain:** Support more than 100 different domains.
- **Multi-database:** Offer both traditional relational databases and graph databases to visualize relationships and secure your sensitive data.
- **Multiple implementations:** Provide both centralized, consolidation, co-existing registry styles and the flexibility to switch as your MDM journey matures.



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About Informatica



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 their businesses. For more information, visit www.informatica.com.

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 execution, and a unique partnership experience.

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