



The Power of a **360 View** of your Customers, Fueled by Informatica MDM Customer 360 and Trianz

Customer centricity is the new battleground, and 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.

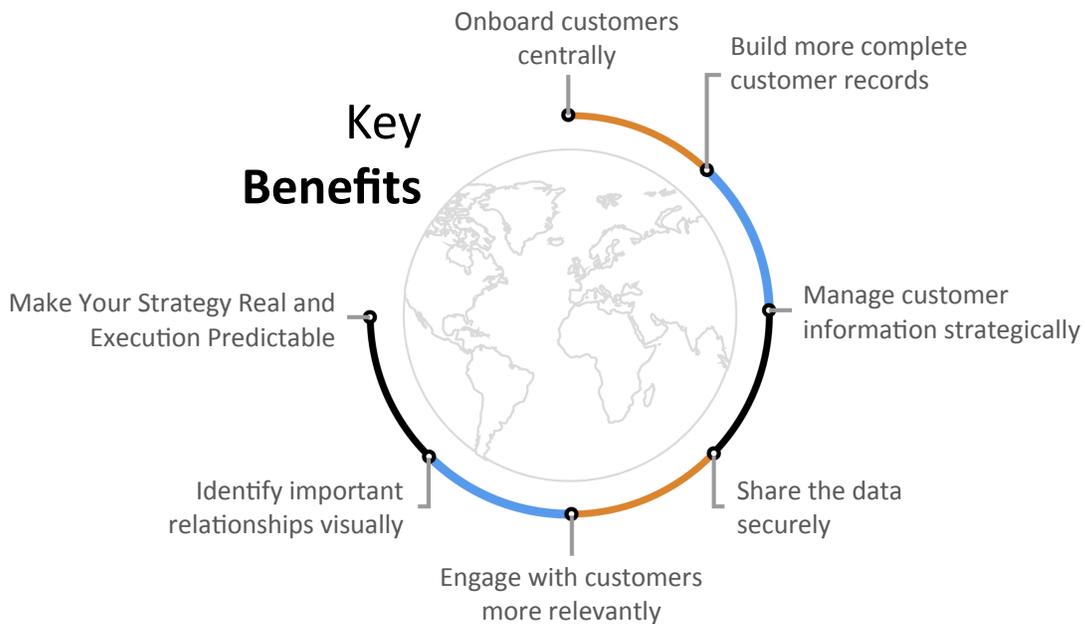
Most organizations are challenged by customer data that is incomplete, inconsistent, duplicated, and fragmented. Customer information is managed across different departments in multiple, siloed systems, and data can come from dozens of business applications, data sources, and external agencies, creating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

- 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.
- It centralizes the availability and management of data that is 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.
- 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.



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
- Ensure customer data is clean, complete, and consistent
- Create a 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

We want to help you to maximize the ROI of your customer centricity initiative. Learn how we can make this happen for you.

About Trianz



Trianz enables digital evolution through effective strategies and excellence in execution. Collaborating with business and technology leaders, we help formulate and execute operational strategies to achieve intended 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. For more information, visit www.trianz.com.

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