Informatica Cloud MDM:
Powering Salesforce with a Complete Customer View

Why Cloud MDM?

Single View of a Customer
Customer information is spread across dozens of systems. Each 'island' creates inefficiency as your teams comb the systems in search of answers. Informatica Cloud MDM brings that data into a single view in Salesforce.

Salesforce Org Consolidation
How many instances of Salesforce.com do you have? If the answer is more than 1, Informatica Cloud MDM can simplify the landscape and empower sales & marketing with a single place to understand your full relationship with your customers.

3rd-Party Data Enrichment
Do you subscribe to data and want to enrich your existing data in Salesforce.com? Informatica Cloud MDM can digest data from all over the Internet and match it to the correct records in Salesforce

Integrated Data Quality
Do you have poor data quality coming into Salesforce from SAP or Oracle? Informatica Cloud MDM can de-dupe and standardize external data before your business teams ever lay eyes on it.

Built on force.com

Are you spending excessive time manually searching for and reconciling disparate and conflicting customer information in Salesforce? Do these data quality challenges sound familiar?

Marketing:
- Poor response rates from email or direct marketing investments
- Difficulty tracking leads through sales cycle stages
- Challenges managing leads across Salesforce CRM and other marketing systems (Eloqua, Marketo, HubSpot, Silverpop, etc.)
- Inaccurate reporting

Sales:
- Incorrect customer segmentation for offers or analysis
- Difficulty managing complex account hierarchies
- Making the wrong cross-sell offers to existing customers
- Customer data spread across multiple enterprise systems (Salesforce, SAP, Oracle, Microsoft, etc.)
- Inaccurate reporting

Customer Service:
- Struggling to provide the most knowledgeable customer service experience
- Get access to customer data in a timely manner with minimal effort
- Producing inaccurate reports for marketing, sales and customer service

"Organizations who have embraced a cloud-oriented view of the world are expecting the same cloud value proposition with MDM in the cloud – no software maintenance, rapid time-to-value and subscription pricing."

John Radcliffe, Research Vice President, Gartner

Informatica Cloud MDM: Complete, Consistent, and Duplicate-Free Data
With Informatica Cloud MDM, organizations can accelerate Salesforce adoption and ROI and achieve greater customer success with the ability to:

- **Cleanse, standardize, and enrich customer information**—Ongoing data standardization, address validation and email verification ensures your data stays clean and reliable at all times. With Informatica Cloud MDM, customer information is augmented with additional data from 3rd party data providers such as data.com, Thomson Reuters, and Bloomberg.
- **Eliminate duplicate data automatically**—State-of-the-art fuzzy matching finds all matching data across accounts, contacts, leads, and opportunities residing within a single Salesforce instance or across multiple Salesforce orgs, and then consolidates them into an authoritative single, trusted view. Real-time duplicate prevention capabilities proactively prevent duplicates from being entered into Salesforce.
- **Integrate enterprise data**—Taking advantage of powerful cloud integration technology, Informatica Cloud MDM enables a complete customer view of the customer by integrating important data such as billing information, service tickets, and financial data from other enterprise and cloud applications into Salesforce.
- **View account hierarchies across multiple sources**—Informatica Cloud MDM displays a consolidated view of multiple customer hierarchies across different Salesforce orgs and enterprise systems within Salesforce.

Informatica Cloud MDM: Built on Force.com

Informatica Cloud MDM is a native Force.com application that resides within Salesforce to support both IT and the business in pursuit of data excellence.

"With the introduction of Informatica Cloud MDM, our vision to provide every organization with the cleansing, matching, duplication and enrichment technology required to manage the complexity of cloud data becomes a reality."

Girish Pancha, chief product officer, Informatica

With the explosive growth of data in cloud computing and CRM systems, organizations of all sizes must have a strategy to achieve a 360-degree customer view in order to stay a step ahead of the competition. Informatica Cloud MDM increases the value of your salesforce.com investment with better lead conversion, customer targeting and cross-sell outcomes.

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 for maximizing return on data to drive their top business imperatives. Worldwide, nearly 5,000 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks. For more information, call 1 888 345 4639 in the U.S., or visit
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