

# 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](http://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.”

Garish Pancha, chief product officer, Informatica

Ignore and Create New

**Search Options**

Scope:  Account  Lead  Contact  Demo\_Equipment\_c  ERP  Import  Service  VAT

Search Mode: **FUZZY**

Informatica Cloud MDM can be configured to use different matching settings based on the object of field type

**Enter Details**

First Name: Tim  
Last Name: Mojar  
Email:   
Account Name: Broks IT-Solutions Ltd  
Mailing Street:   
Mailing City:   
Mailing Zip/Postal Code:   
Mailing State/Province:   
Mailing Country: USA  
Phone:   
Mobile:   
Role based profiles ensure Data governance best practice is followed

All related objects are visible in the wizard

Create Contact Search Cancel Search Options Hide Required Fields

**Contacts**

Contact	Email	Phone	Company	Street	City	Postal Code	State	Country	Details	Score
Tom Major	tom.major@brooks.com		Broks IT-Solutions Ltd.	12 Main Ave	Oklahoma City			United States	Details	164.5
Thomas Major	tom.major@brooks.com		Broks IT-Solutions Ltd.					United States	Details	149.0

**Leads**

Lead	Email	Phone	Street	City	Postal Code	State	Country	Details	Score
Tom Major, Brooks IT-Solutions Ltd.	tom.major@brooks.com		12 Main Ave	Oklahoma City			United States	Details	160.0

**Account Detail** Edit Delete Find Duplicates Consolidated View

Account Owner: Florian Goette (Change) Rating:   
Account Name: Jamba Juice (View Hierarchy) Phone: 415.864.7105   
Parent Account:   
Account Number: Website:   
▼ **Address Information** Billing Address: 2300 16th St, 245 San Francisco, CA 94103 United States Shipping Address:   
▼ **Data Scout Information** Legal Form: Domain:   
Country ISO Code: US Synchronize:    
▼ **Financial Information** Total Revenue MTD: \$34,050.00 Days Sales Outstanding: 42.92   
Total Revenue YTD: \$45,346.00 Credit Limit: \$34,050.00   
▼ **Service Information** Average L2 Response Time: 1.4 Number of Open Tickets: 43   
Average Resolution Time: 3.5 Number of Red Tickets: 4   
▼ **Data Scout Additional Information** VAT ID:   
▼ **Demo Information** Demo ID: 1 Demo Classifications: Data Cleansing; Consolidation   
▼ **Duplicate Accounts**   
No duplicates found

Informatica Cloud MDM automatically creates related lists for external information providing your CRM users with a Single View of your customer & account information

**View Consolidated Information** Consolidate Close

▼ **Account Information** Account Name: Jamba Juice Billing Street: 2300 16th St, 245 Billing City: San Francisco Billing Zip/Postal Code: 94103 Billing State/Province: CA Billing Country: United States   
▼ **Consolidated information** Company: Jamba Juice Street: 2300 16th St, 245 City: San Francisco Postal Code: 94103 State: CA Country: United States Account: Jamba Juice   
▼ **Data Sources**

Source	Company	Street	City	Postal Code	State	Country	Total Revenue YTD	Days Sales Outstanding	Average Resolution Time	Number of Open Tickets
Account	Jamba Juice	2300 16th St, 245	San Francisco	94103	CA	United States	45346	42.92	43	4
SAP	JAMBA JUICE	33 Jefferson	San Francisco	94133	CA	United States	45346	42.92		
Remedy	Jamba Juice	33 Jefferson	San Francisco	94133	CA	United States			43	4

Once Informatica Cloud MDM has found related information in other systems it gives you the option to consolidate that information into your account record

Informatica Cloud MDM finds related account information in any of your other business systems & databases like SAP or Oracle

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 [www.informaticacloud.com/mdm](http://www.informaticacloud.com/mdm)

Informatica Worldwide Headquarters, 100 Cardinal Way, Redwood City, California 94063, USA  
phone: toll-free in the US: 1.800.653.3871 [www.InformaticaCloud.com/MDM](http://www.InformaticaCloud.com/MDM)