



MDM Elevate

Elevating business through data management

In today's digital world, businesses are challenged with rapidly evolving customer and competitor landscapes. An influx of technologies and touchpoints has significantly shifted customer expectations. Today, the customer experience is centered around delivering personalized and targeted interactions in real time. To enable fast responses to changing customer expectations and remain relevant amid a highly competitive environment, businesses need to adopt a data-driven approach.

While many organizations may have a master data management (MDM) strategy in place, they may not be realizing the optimal value of their investment. To maximize ROI, capitalize on constrained or prohibited insights, and optimize their customer journeys with more timely and accurate data, businesses should elevate their MDM capabilities.

MDM Elevate incorporates next-gen capabilities that help businesses:



Acquire early market intelligence following product launches

MDM Elevate empowers businesses with early or immediate market insights after product launches through social media integration and sentiment analysis. By linking customers' social media accounts and analyzing their social media feeds, the solution enhances a complete Customer 360 view and enables proactive outreach based on those insights.



Identify cross-sell and upsell opportunities in real time

MDM Elevate combines digital transformation capabilities and graph-based visualizations to help businesses more quickly identify whitespace and potential cross-sell and up-sell opportunities. Through the connection of big data and network visualizations, organizations can achieve more sophisticated insights and a deeper understanding of complex relationships across their customers, contacts, products, and suppliers.



Reduce cost with cognitive data stewardship, automated data enrichment, and robotic process automation

MDM Elevate automates workflows using Robotic Process Automation, Cognitive Automation, and Data Enrichment to reduce the time data stewards spend on manual match/merge and data enrichment by looking up information on the Web. This allows data stewards to focus their time on more important or strategic priorities such as policy and standards definition and driving cross-collaboration between business units and functions.



Integrate with Customer 360 Insights to bring next gen customer analytics in a single solution

MDM Elevate integrates with Customer 360 Insights, the data-first customer data platform from Informatica, to blend data management and analytics to produce richer customer insights using the power of AI/ML technologies. It allows companies to connect data of any type (structured or unstructured) across billions of records, identify customer relationships using ML algorithms, and infer customer attributes using natural language processing. Organizations gain the ability to fuel business initiatives with much-sought-after context which improves segmentation accuracy, personalized marketing campaigns, omnichannel experiences, and compliance while enabling data scientists with advanced analytics to generate actionable insights.



Axon Preconfigured solution for a seamless MDM and governance package

MDM Elevate combines two of Informatica's leading data management products - Multidomain MDM and Axon Data Governance - across Customer and Product domains providing a holistic end-to-end data management solution. The pre-configured Axon solution helps an organization to find, access and understand the data they need in a manner that aligns with enterprise strategy, improves operational efficiency, and increases profitability, while building trust and lowering risk. Multidomain MDM puts that strategy into action to ensure all data is accurate, complete, and consistent wherever it resides.



Enrich data steward experiences with virtual digital assistants

MDM Elevate brings the digital assistant experience to your enterprise data stewards. With a built in Chat Bot, data stewards are empowered with self-service abilities to lookup attribute definitions or metadata for improved engagement, insights, and overall operational efficiencies.

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Deloitte MDM Elevate helps organizations of any size manage variety of customer and product data using Multidomain MDM capabilities and next-gen social and cognitive technologies. It augments Informatica's advanced data management technologies with Deloitte's domain and industry-leading practices, and cognitive data management assets. The solution helps organizations leverage the power of big data and accelerate time-to-value as it extends Informatica's MDM capabilities with artificial intelligence (AI) to deliver tangible business outcomes.

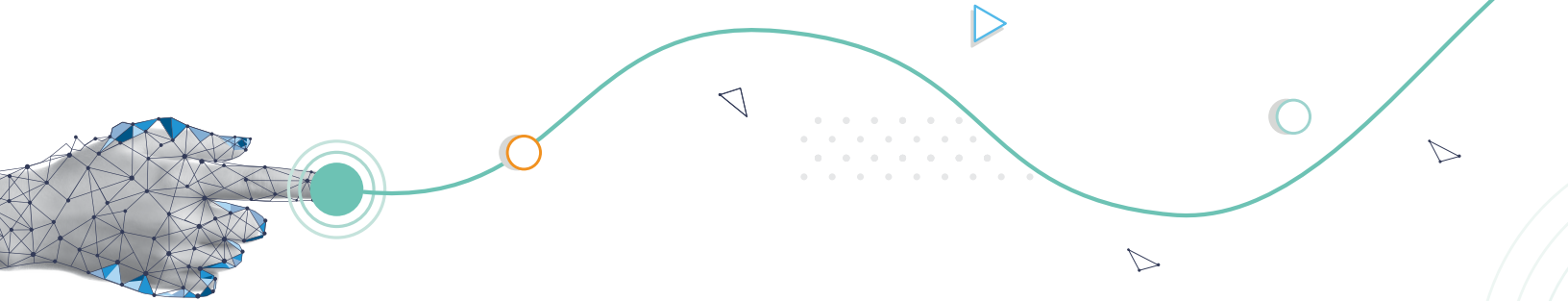
The solution's pre-defined and industry-specific data model, pre-built business rules, workflows, and task management capabilities expedite implementation and increase trust – resulting in early business adoption and reduced implementation cost. An intuitive and business-oriented user interface designed for self-service enables enhanced customer experience, increased business value, and improved operational efficiency. By focusing on the insights and information that matter most, organizations can respond to dynamic customer expectations in real-time and make more informed, proactive, and impactful business decisions.

The Deloitte and Informatica alliance



The Deloitte and Informatica alliance combines Deloitte's experience in information management with Informatica's industry-leading software. We bring an extensive set of capabilities that involve reporting applications, portals, information delivery, and basic, as well as advanced, analytics – all grounded in deep understanding of the business issues that drive the industries and sectors we serve.

Our goal is to help companies unlock the value buried deep within their data. With more than 3,000 practitioners experienced in Informatica products globally, and a network of member firms that reaches 150 countries, we have the scale, scope and capabilities to help organizations quickly drive value from their master data.



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