Deloitte and Informatica

How implementation of **Informatica MDM Cloud Customer 360 for Salesforce** enabled Deloitte's Client Experiences team to decrease the amount of time spent to effectively capture, manage, and analyze client engagement data.

Deloitte's internal Client Experiences (CE) team, which serves Deloitte's US Market Development group, set out to identify which key growth initiatives they would pursue over the following year. Out of that exercise came one top initiative: the ability to create robust reports and easily share relevant data across its CE and market development programs.

To enable the most effective initiative and help bring it to life, the CE team decided to turn to Informatica, with whom Deloitte has a strategic alliance.

The Challenge

The CE team needed a solution that could provide them with a consolidated view of account penetration, as well as access to cross-program initiative data. Additionally, the team identified a few other challenges they knew they'd need to address:

- Disparity in the foundational data structure, which was further complicated by the variety of technology investments, customization of implementations, and differences in functional use

- Varying tools and tracking mechanisms that were impeding their ability to systematically and consistently track engagements, as well as the impact of those engagements within and across investments

- Internal adoption—past programs saw varying degrees of internal adoption and desires to commit resources, which made it difficult to identify a single tool to fit the needs of CE programs

- The rapid pace of CE's growth, which intensified the demand for a solution with enhanced capabilities and expanded programs

The Solution

Once the CE team had identified the challenges they wanted to address, they knew they needed a joint solution that Deloitte's alliance with Informatica could provide: **Cloud MDM Customer 360 for Salesforce**.

Implementation of Informatica Cloud MDM Customer 360, which cleaned and consolidated their Salesforce data, could provide the CE team with access to high-level client interaction data from a centralized location and create a single view of CE-wide account engagement. It could also enable them to:

- Manage data growth and the demand for differentiated capabilities as the team continued to grow

- Facilitate cross-program analysis and insight

- Integrate multiple Salesforce instances into one data management environment

- Eliminate duplicate records and integrate data from other systems to create complete and accurate customer profiles

The Impact

The CE team worked with their Informatica counterparts for six months to implement the final solution, which has provided consolidated client data management and reporting of experiences across all CE programs. It also established a governance model to help maintain consistency and quality, while enabling individual programs to operate with the appropriate levels of autonomy.

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About Deloitte and Informatica

Our alliance combines Deloitte's breadth and depth of experience in Information Management with Informatica's industry-leading software in the areas of data integration, data quality, and master data management (MDM). Deloitte brings deep experience with Informatica products as a result of our extensive client engagements. In fact, we are one of the largest practices to deliver MDM projects with Informatica technologies.

Our goal is to help you unleash the value buried deep in your 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 you make it happen.