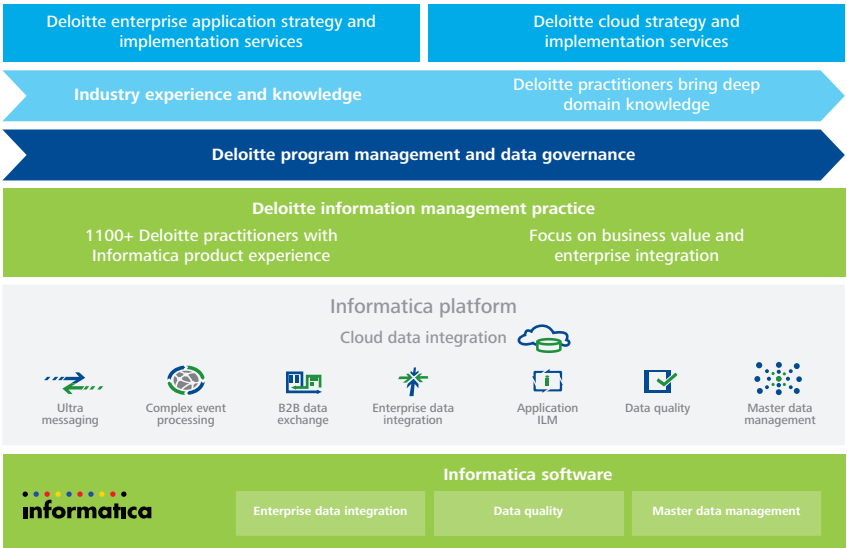


## Turning Data into Insights Information Management with Deloitte and Informatica

### A strategic approach to gaining insights from your data





Organizations that can access the information they need, when they need it – and trust its accuracy – will likely have the upper hand in the marketplace. The quality of your data and the ease with which it can be examined can determine the success (or failure) of your most important business decisions. The Deloitte and Informatica alliance has helped hundreds of joint clients achieve tangible business value by turning their data into insights

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.

### **See the bigger picture**

In addition to our focused consulting practice for Information Management, Deloitte also brings a business strategy perspective and a broad range of related

experience, including thousands of deployments of enterprise business applications and cloud solutions. This broader business context enables us to foresee potential enterprise integration issues and align your information management implementation with your most critical business needs and opportunities.

### **Approach projects from a holistic perspective**

When it comes to information management, our people are well-versed at every level of the "stack" – which includes:

- Analytics
- Business Intelligence
- Enterprise Data Management (EDM)
- Performance Management

And, we understand how these critical areas of information management are all interlinked – how the implementation of enterprise data management processes directly effects business intelligence efforts. We approach every information management project from a holistic perspective to facilitate a balanced, thoughtful outcome.

## Unlock the value in your data

Deloitte's Information Management consulting services are designed to provide the strategic advice that companies need to improve business performance. Rather than a narrow focus on operational data, we use a fully integrated approach to analytics that includes a mix of internal and external signals. Viewing these signals through the right lens can help you shape forward-looking business decisions and make changes at a moment's notice.

Our services address overall Information Management strategy, as well as seamless integration across the domains of people, processes, and technology. We bring an extensive set of capabilities that involve reporting applications, portals, information delivery, and basic as well as advanced analytics – all grounded in a deep understanding of the business issues that drive the industries and sectors that we serve.

Our goal is to help you unlock the value buried deep in your data. With more than 2,300 practitioners experienced in Informatica products, along with a network of member firms that reaches 150 countries, Deloitte has the scale, scope and capabilities to make it happen.

## Additional Value Delivered through the Center of Excellence, Deloitte IP and Managed Analytics Services

The Deloitte Center of Excellence for Information Management enables practitioners to leverage leading practices and reusable software components built through Deloitte's extensive project experience. The Center acts as a repository for methods and processes as well as Extract Transform and Load (ETL) accelerators that have helped make previous projects successful. Over the course of hundreds of Information Management engagements,

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“Deloitte is a strategic partner for Informatica and drives growth across all markets. As evidence of their continued high performance with Informatica, in 2014 they were awarded the Informatica Partner of the Year and Master Data Management Partner of the Year awards.”

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Richard Akers, Vice President,  
Global Alliances

Deloitte has developed a broad suite of methodologies and tools to help enhance and accelerate these projects. The tools and technologies that we have assembled over time can be leveraged for new projects to help drive increased business value.

Our Deloitte Managed Analytics (DMA) solutions accelerate the delivery of business insights through a comprehensive range of managed analytics solutions and complementary advisory/implementation services.

### Deloitte Data Factory as a Service

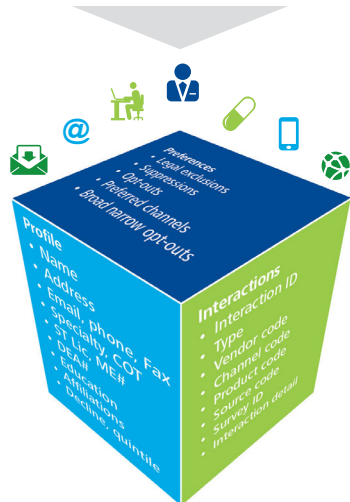
The Deloitte Data Factory as a Service (DFaS) offers a proven approach to deliver comprehensive services for end-to-end data conversion and cleansing capabilities for large SAP and Oracle ERP implementations. Through many successful data conversion projects, Deloitte has built and refined multiple accelerators, including:

- Library of pre-built data conversion programs
- 100's of pre-defined business rules which data can be validated against as part of data assessment and transformation
- Progress tracking dashboards
- Data conversion execution plans with data object dependencies
- Deloitte's Project Estimator tool which provides accurate and detailed estimates for data conversion efforts

### 3D View of Customer for Life Sciences and Healthcare

Deloitte's 3D View of Customer is a pre-built, next-generation environment for implementing master data management in biotech or pharmaceutical companies. It offers a unique three-dimensional view that spans providers, payers, and patients. The 3D view consists of the best version of the customer profile and is integrated with the customer's real-time interactions and preferences. The model is based on Deloitte's understanding of commercial data needs and the future direction in the industry.

A unique 3D view of provider, payor, and patients



## Master Data Management for Financial Services

Deloitte offers master data management services to help financial institutions move from “customer-friendly” to “customer-centric” organizations. Deloitte’s 3-phased approach is designed to provide financial services organizations with a 360 degree view of their customers - helping to result in an improved customer experience, increased cross-sell and upsell opportunities, and more efficient reporting and compliance.

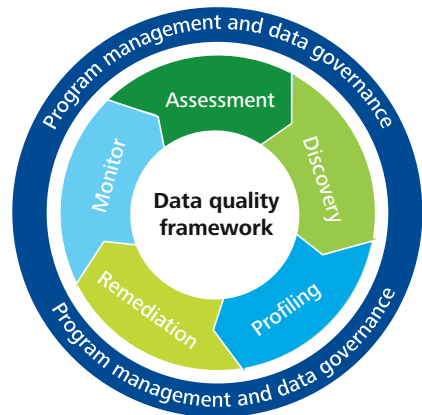


## Test Data Management with Deloitte Quality Framework

Deloitte’s Data Quality framework is designed to assess data risks and data health as well as analyze and provide insights into the root causes of poor data quality. It also provides recommended remediation for enhancing data standardization activities. Data quality monitoring is performed on an ongoing basis to ensure sustainable data quality.

The Data Quality Framework includes tools and accelerators for:

- Data quality, assessment and governance
- Data profiling
- Data remediation
- A data quality executive dashboard
- An enterprise data quality scorecard that provides a weighting system to drive allocation of data quality values



### Leverage Deloitte's experience to build more business value

Our experienced practitioners bring practical know-how from hundreds of information management delivery projects, and more Informatica MDM implementations than any other consulting or systems integration firm.

Our broad, end-to-end set of capabilities and experience can help you in your efforts to improve business performance and build business value through your Information Management initiative.

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