

Informatica Customer 360

Key Benefits

- Improve customer profiles with clean, consistent, and complete information
- Quickly and easily onboard customers in a central location with guided workflows and process orchestration
- Increase self-service with search and exploration of customer relationships through both network and hierarchy views
- Increase productivity by sharing trusted, consistent customer data with applications, processes, and employees
- Grow loyalty by engaging with customers more relevantly and authentically across your organization
- Accelerate time to value from MDM initiatives with a modern, scalable, all-in-one SaaS-based solution

Prepare to Compete on Customer Experience

Customer experience is a competitive battleground. A great customer experience means the difference between a loyal customer and one that has no qualms moving to a competitor. Brands that want to stand apart in a crowded marketplace put customers at the center of their business. They seek an ability to extract understanding from their data to meet customers' increasingly high expectations.

Understanding your customers and their evolving expectations requires a single, actionable, 360-degree view—one that begins with acquisition and extends from successful onboarding to relevant ongoing engagement.



A 360-degree view helps you build relationships with your customers.

The questions for building strong customer relationships are simple to ask, but not always easy to answer. They start with knowing who a customer is; the products they own; who is in their circle of influence; what should be the next best action; and more.

The answers are difficult to find because most organizations are challenged by incomplete, inconsistent, duplicated, and fragmented customer data. Even the data quality in enterprise resource planning (ERP), sales force automation (SFA), and customer relationship management (CRM) applications can quickly erode and become suspect. Customer information that's managed across different departments, lines of business, or geographic regions and in multiple,

siloed systems makes a single customer view nearly impossible to create without automation and intelligence to deliver a trusted customer profile.

To compete on customer experience, address growing data volumes and workloads, and tackle the demands of today's business, organizations of all sizes are creating an actionable 360-degree view of customer data so marketing, sales, service, and other customer-facing teams can:

- Increase customer engagement by delivering personalized, targeted communications that are relevant to current customer needs
- Accelerate merger and acquisition benefits through better insights into customers and opportunities across combined businesses
- Build customer trust by acting on and complying with customers' privacy concerns, preferences, and consents across channels
- Ensure compliance with internal data protection policies and regulatory requirements, including those outlined in the Sunshine Act, KYC, GDPR, PIPEDA, and more
- Positively impact business goals by understanding customers' relationships and networks of people, places, and things

Start With a Trusted Customer Profile

For a single, actionable, 360-degree view that helps you find the answers to your most important questions, you need to start with a trusted customer profile. With this profile, all teams can access the same complete customer view between them, enabling your organization to make the move from being application-centric to customer-centric.

Informatica® Customer 360 empowers teams with a trusted customer profile: a consistent, complete, and current single view of customers. It pulls together the data you have about customers, their preferences, products, households, channels, and relationships. It centralizes the availability and management of data and publishes trustworthy data to the applications, processes, and teams that rely on it.

Delivered in a multitenant environment on Informatica's proven Intelligent Cloud ServicesSM (IICS) and underpinned by the Informatica Intelligent Data Platform™, Customer 360 is a modern, all-in-one, cloud-native application to fix, master, and manage customer data. Designed for business users and data stewards, its intuitive interface, configurable dashboard, and built-in AI and machine learning from CLAIRE® help simplify onboarding, stewarding, and sharing customer information.

With Customer 360 to fuel your business and analytical applications with clean, consistent, and complete information, employees benefit from a single, actionable, modern 360-degree view of customers and a centralized trusted application to onboard, manage, and share business-critical customer data.

Key Features

Customer 360 is offered as a next-generation, intelligent, prepackaged Software as a Service (SaaS) designed with modern cloud architectures for greater productivity, scalability and simplicity.

All-in-one Solution

A key differentiator is Informatica's all-in-one approach which benefits from the entire breadth of the Informatica data management portfolio. Begin fixing, mastering, and stewarding customer data in days versus months with best-of-breed data ingestion, data integration, data quality, data matching, data enrichment, business process orchestration, pre-built connectors, and reference data code lists in a SaaS environment that's easy to start, implement, manage, and scale.

Modern User Experience

Customer 360 provides a business-friendly, intuitive user experience preconfigured for simplicity. Out-of-the-box user interfaces enable business users and analysts with stewardship, record level lineage and history from the start. A component-based framework facilitates easy customization, creation of dashboards, and a drag-and-drop designer tool provides configuration for any industry.

Flexible and Modular

Customer 360 is modular, API-driven, with shared microservices on market-leading, scalable iPaaS architecture for future growth. Simplified, consumption-based pricing and packaging bundles everything needed to implement an MDM system, in one simple step.

Intelligence, Automation and Orchestration

Informatica Cloud Application Integration with built-in smarts provides a common business process orchestration layer across master data management, reference data management, data quality, and data governance. Additional capabilities are delivered through AI-powered data matching, smart fields (i.e. content aware data types), and pre-integrated Data as a Service, for contact data verification and validation.

Embedded Data Integration at any Latency

Customer 360 supports elastic, serverless, streaming, and batch integration, easily configured with drag and drop workflows and data flows for sources and targets. It incorporates Informatica's best-in-class iPaaS capabilities (IICS). Cloud-native, multi-cloud, and scalable, IICS supports 18 trillion transactions per month.

Secure From the Start

Built from the ground up with security as a primary design principle with the industry's highest number of security certifications including ISO, SOC2, SOC3, HIPAA, and more.

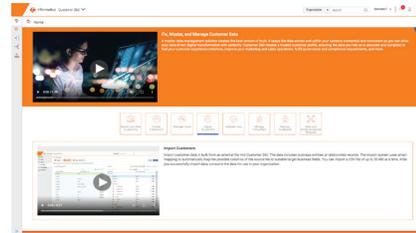
Significant Investments in Innovation

We've completely redesigned what it takes to implement an MDM system, focusing on making it simple and building in intelligence from the data model upwards. With significant investments in continuous innovation to enable monthly releases with versioned metadata for safe upgrades, your investment in Customer 360 is backed by rigorous, automated testing.

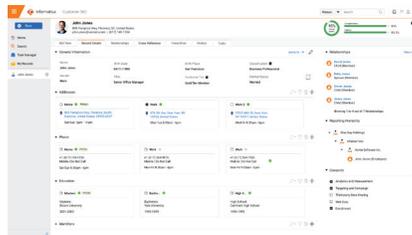
Single Pane of Glass for Implementing MDM



Business-friendly Experience



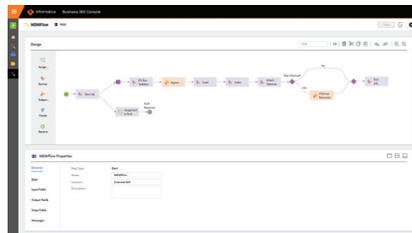
Trusted Customer Profile



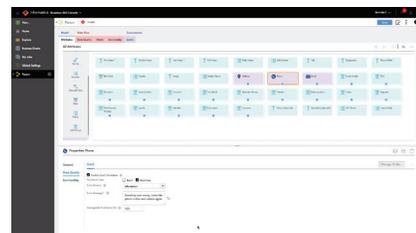
Networks and Relationships



Embedded Data Integration



Improved Configuration User Interface



Flexibility, Speed and Agility of Informatica Combined With the Power of MDM

Based on your strategy, need and vision, in addition to a SaaS solution, Customer 360 is also offered as either on-premises or through Informatica Intelligent Cloud Hosted Services. Customer 360 ensures you have the benefit of Informatica's Customer 360 capabilities while securely outsourcing IT management efforts, such as hardware or software migrations, installations, or upgrades.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Benefits of Customer 360

Leverage the full capabilities of Informatica MDM in the cloud combined with automated upgrades and fixes for the latest and greatest enhancements, features, and functionality so you can:

- Grow loyalty by engaging with customers more relevantly and authentically across your organization with customer data that's consistent across teams
- Quickly and easily onboard customers in a central location with guided workflows and process orchestration designed for business users and data stewards
- Increase self-service with search and exploration of customer relationships through both network and hierarchy views delivered through a modern user interface
- Increase productivity by ensuring trusted customer data is accessible across applications, processes and employees
- Accelerate time to value from MDM initiatives with a modern, scalable, SaaS-based solution that accelerates the speed of deployment, with simple, pay-as-you-go pricing for the capacity you use
- Be confident of your success with Informatica's award-winning customer support, unparalleled services and partnerships, and externally validated certifications, assessments, and security standards to keep your data safe

About Informatica Business 360 Solutions

Informatica is the only vendor providing a modern, enterprise-scale, microservices architecture to deliver the most comprehensive, best-of-breed data management capabilities in an all-in-one solution for mastering business data. Built on Informatica's market proven Intelligent Cloud Services (IICS) that manages 18+ trillion interactions per month, Informatica 360 SaaS solutions offer the elastic scalability to deal with exponential data growth, the simplicity to deploy and adapt quickly to changing business needs, and the AI-powered automation to increase productivity and return on investment.

Informatica's Business 360 solutions include [Customer 360](#), [Product 360](#), [Supplier 360](#), [Reference 360](#) and [Finance 360](#). They incorporate intelligent master data management that combines proactive data quality, holistic data governance, end-to-end data integration, and Data as a Service contact data verification and data enrichment.



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