



Informatica

Get a 360-degree view of your customers with a master data management solution



Poor-quality data can prevent you from delivering the ideal customer experience. It can cost your organization hundreds of hours wasted in rework, manual intervention, or data reconciliation. It also reduces your potential for improved revenue, effective customer outreach, streamlined customer conversion, and efficient product delivery.

As more enterprises build data-driven cultures and extend data literacy, they face challenges when answering important business questions, such as identifying a true customer list and correlating product sales to customer behaviors. Companies are striving to gain business value from data across multiple domains (e.g., customer, product, supplier), which requires an understanding of how the data is interrelated, its quality challenges, and opportunities for consolidation. The creation of a single master source for all critical business data can be the key to effective and efficient business operations.

Our KPMG LLP (KPMG) data and analytics advisory services combined with Informatica's industry leading MDM solution can help to improve the way your organization interacts with data by emphasizing a 360-degree view of your customer. We help you consolidate data from internal and external data sources and applications to create a single master record for each person, place, or thing in your business. Once created, this master record serves as a trusted view of business-critical data that can be managed and shared across the business to promote accurate reporting, reduce data errors, remove redundancy, and help workers make better-informed business decisions.



Leveraging technology for improved decision-making

Our Master Data Management (MDM) offering focuses on MDM strategy and business case development in alignment with organizational priorities, as well as MDM program delivery experience and accelerators to decrease time to value when implementing MDM solutions. We will help you leverage Informatica's automated, process-driven workflows for onboarding and managing business-critical data. This helps improve data quality so it can be certified by business users and distributed to consuming systems to support advanced analytics and strategic insights. By emphasizing data-driven, rapid decision-making, we help to improve the way organizations interact with data.





Typical characteristics and outcomes of an MDM program



Characteristics

- **MDM strategy** aligned with and supporting strategic business objectives
- **Critical master data elements** identified with clear definition of data element owners and business rules
- Target operating model defined to ensure proper **accountability of data management activities**
- Processes and procedures, enabled by technology, with the flexibility to **rapidly adapt to business changes while ensuring data quality**
- **Data lineage capabilities** enabled to ensure transparency around where data flows throughout the enterprise data landscape and all impacted systems, integrations and reports
- **Data quality** standards and rules ensuring reliable data is available to consumers
- Clearly defined **training and communications** to the organization to evolve the data as an asset culture



Outcomes

- Delivery of continuous business value leveraging clean, quality data
- Standardized and highly-governed business processes for managing the master data lifecycle
- Capability to routinely monitor and maintain data quality
- Accountable parties to provide oversight, enforce standards, and enhance the quality of master data
- Integrated hierarchies providing a consolidated view of business reporting structures
- Improved availability of master data, enabling new insights and analytics
- Reusable technical architecture on which data can be extracted, integrated, stored, processed, and analyzed
- Fully trained team members with a deep understanding of how to leverage technology to govern master data across the data supply chain





The value of the KPMG and Informatica alliance

KPMG and Informatica work together to help solve our clients' most complex data challenges. We collaborate through the MDM project lifecycle from strategy and design, through implementation of Informatica's industry-leading MDM technology.

Enable 360° View of Customers

KPMG MDM Services

- Strategy, operating models, and design toolkits to solve both common and complex business challenges
- Design target-state solution to ensure business needs are met
- Vendor selection support via tools evaluation framework
- Data quality assessments to streamline reporting and cleanup activities
- Data governance program operationalization capabilities
- Program delivery to decrease time to value
- Hands-on technical implementation of MDM solution

Informatica MDM Solutions

- Workflows for onboarding and data management
- Integrated data management solutions enabling advanced analytics and strategic insights
- Capabilities to deduplicate and consolidate data
- Data quality reporting and monitoring for quick remediation of issues
- Efficient integration of data with subscribing systems
- Hierarchy management and data enrichment capabilities
- Flexible data models to enhance reporting and decision-making

Contact us

to learn more about how MDM can positively impact your business.

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