



Informatica™
Professional Services

Ensuring Optimal Partner Use Case Design: Checkpoint for Success

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Introduction

Dear Partner,

We greatly appreciate your collaboration in delivering exceptional solutions to our shared customers. As part of our commitment to ensuring the highest quality of service, **we kindly request your participation in our partner feedback form.**

Your expertise and adherence to best practices are integral in preparing our customers for successful solution design and adoption. By providing your feedback, you play a crucial role in helping us evaluate and improve the level of support and guidance offered to our mutual customers.

The feedback form is designed to be simple and convenient to complete. Your insights, suggestions, and observations are invaluable in identifying areas where we can enhance our partnership and ensure our customers receive the best possible experience.

Rest assured that all information shared will be treated with the utmost confidentiality and used solely for the purpose of improving our collaboration. We genuinely appreciate your time and effort in filling out the form and helping us deliver outstanding results to our customers.

If you encounter any difficulties or have any questions while completing the form, please do not hesitate to reach out to our dedicated partner support team. They are available to assist you and provide any necessary guidance.

Thank you for your dedication to our partnership and commitment to delivering exceptional solutions. We highly value your feedback and look forward to further strengthening our collaboration for the benefit of our customers.

Executive Summary

The Importance of Proper Use Case Design for Adoption

Effective adoption is crucial for organizations to successfully implement and leverage new technologies or solutions. One key factor that significantly impacts adoption success is the proper design of use cases. Use cases provide a structured framework for identifying and defining the specific scenarios or situations in which a solution or technology will be applied.

Proper use case design plays a pivotal role in adoption for several reasons:

- 1. Alignment with Business Objectives:** By carefully designing use cases, organizations can ensure that the implemented solution aligns with their strategic business objectives. Use cases help identify the specific business processes or challenges that the solution will address, enabling a targeted approach for maximum impact and value.
- 2. Tailored Solution Implementation:** Use case design allows organizations to tailor the implementation of a solution to their unique needs. By clearly defining the desired outcomes and requirements within each use case, organizations can customize the solution to match their specific workflows, processes, and industry requirements.
- 3. Efficient Resource Allocation:** Well-designed use cases provide a roadmap for resource allocation during adoption. By understanding the specific use cases, organizations can allocate the right resources, such as training, personnel, and budget, to ensure successful implementation and adoption. This targeted approach optimizes resource utilization and avoids unnecessary costs or efforts.
- 4. End-User Adoption and Satisfaction:** When adoption is driven by well-designed use cases, end-users are more likely to embrace and adopt the solution. Use cases help organizations identify and address user pain points, ensuring that the implemented solution meets their needs and expectations. This, in turn, leads to higher end-user satisfaction, increased productivity, and a better return on investment.
- 5. Scalability and Future Growth:** Proper use case design enables organizations to plan for scalability and future growth. By identifying and designing use cases that align with long-term business goals, organizations can ensure that the implemented solution has the flexibility and scalability to accommodate evolving needs and changes in the business landscape.

Partner Information

Please fill in the following fields:

Partner Name

Partner Contact (email)

Contact Role

Customer Name

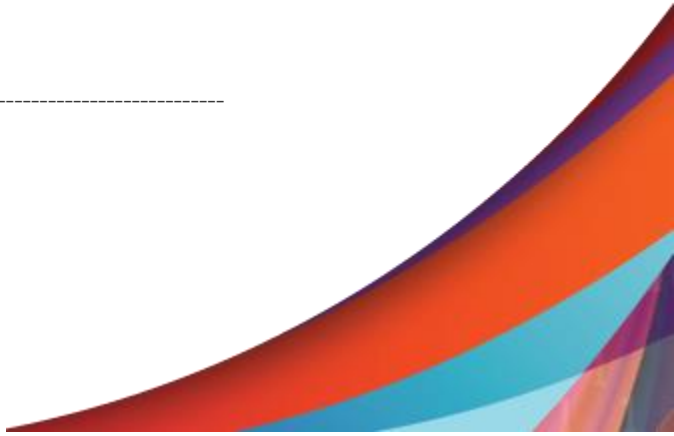
Industry

Project Start Date

End Date

Current Project Phase

Additional Information



Program Readiness Assessment

Prior to selecting use cases for adoption, it is crucial to conduct a readiness assessment to ensure that the chosen use case will receive the necessary internal buy-in and possess the infrastructure required for successful business adoption.

We highly encourage our partners to complete and return this assessment as part of the design review process. This assessment will serve as a vital tool in evaluating the readiness of the customer organization and determining if the selected use cases align with the internal capabilities and objectives necessary for seamless adoption and adoption.

By conducting this assessment, we can identify any potential gaps or areas that may require additional preparation or resources, ultimately increasing the likelihood of successful adoption and maximizing the value delivered to our customers.

Our assessment reviews key areas to determine the customer's state of preparedness of the {project/product implementation}.

Program Readiness Assessment Template

Our assessment reviews key areas to determine the customer's state of preparedness.

Please utilize the provided template as a heat map to fill in the relevant information and include comments as needed. This will allow you to provide comprehensive details regarding the readiness of the customer. The goal is to capture as much information as possible to assess the customer's preparedness for adoption.

Readiness Area	Green	Yellow	Red	Comments
Customer Environment	Stable environment with well managed change. Aligned project resources. DG is key part of data strategy.	Stable environment but transforming. Little formal change management or unstable project resources.	Changing or experiencing disruption due to restructuring, M&A, market forces, etc.	
Executive sponsorship	Sponsor identified, highly engaged, closely aligned w/INFA.	Sponsor identified, lightly engaged, loosely aligned w/INFA.	Sponsor not identified, not engaged, or not aligned w/INFA.	
Business stakeholder engagement	Involved in tool selection; driving business cases; resources are aligned.	Aware and supportive; not sure of role; unsure how to deliver value.	Uninvolved in tool selection; unaware or unengaged; no resources aligned.	
IT Vision & Strategy	Clearly defined strategy and architectural direction that promotes common tooling, reuse of assets, and "buy" over "build."	Somewhat defined strategy and architectural direction that promotes common tooling, reuse of assets, and "buy" over "build."	Poorly defined strategy and architectural direction that promotes common tooling, reuse of assets, and "buy" over "build."	
Business Use Cases Defined	Clearly Defined. Use cases for each INFA tool purchased. Well-documented. Strong business value. Renewable / repeatable / expandable.	Somewhat Defined. No use cases for one-or-more INFA tools purchased. Not well-documented. Limited business value. One-time-only use cases.	Poorly Defined. Few (if any) use cases defined. Poorly documented. No business value. Inappropriate for INFA tools purchased. No business value.	
Understanding of Capabilities & Limitations	Customer understands product capabilities and limitations; Customer is fully aligned on plans to address limitations.	Customer understands product capabilities and limitations; Customer is somewhat aligned on plans	Customer does not understand product capabilities and limitations; Customer is not aligned on plans to address limitations.	

Readiness Area	Green	Yellow	Red	Comments
		to address limitations.		
Program Owner Maturity	Leadership is business-oriented, DG-aware, and has experience delivering DG.	Leadership is DG-aware but has little experience delivering DG.	Leadership is IT-oriented and has no experience leading DG programs.	
Implementation Plan & Funding	Customer funding and adoption plan exist. Implementation & adoption project exist and are sufficient.	Customer funding and adoption plan are loosely defined. Implementation & adoption project may exist but have gaps.	Implementation & adoption project do not exist, and/or have major gaps. Customer has not committed to, nor funded training.	
Data Governance Success Criteria Defined	Clearly defined success metrics for DG program.	Somewhat defined success metrics for DG program.	Poorly defined success metrics for DG program.	

Key Use Case

Identifying key use cases involves understanding the specific problems and needs within a particular domain or industry and determining how Informatica can address those challenges effectively. Prioritizing use cases to help our customer achieve first value is a part of our best practices.

Use Case Prioritization Matrix Example

Below is an example of a prioritized use case that encompasses all essential components required for a successful outcome:

Prioritized UC #	Owner	Use Case Description (What is the business activity or process the tool is supporting?)	Pain points / challenges driving the Use Case	Overall Business Driver (i.e. business outcome expected)	Primary technology capabilities leveraged in the use case	How this use case delivers business value?	How success is measured (KPIs, metrics, etc.)	Data sources/assets defined in the use case	Roles/Personas involved in the Use Case
UC1	IT, Analytics Team, Marketing	Order & Pay: Understanding where the customer data is being transformed and consumed. Drive improvements in the overall lifecycle. Core to understanding data issues and impacts both upstream and downstream data flows.	Lack of internal knowledge of data and processes. Opportunities and risks unknown. Changes of contacts (continuity of knowledge) Awareness of data residency implications and types of data used. Analytics & Reporting is made difficult due to lack of trust and confidence	Ability to spot opportunities within customer interactions once within a retail space to upsell/cross-sell other products/services	Lineage	Enable a single view of governed customer data across digital channels, driving personalized and targeted marketing	% increase of analyst productivity due to shortened data discovery (lineage analysis)	MySQL, Tableau, home grown systems	Data stewards, custodians, and business users

Please fill in the use-case information below:

Prioritized UC #	Owner	Use Case Description (What is the business activity or process the tool is supporting?)	Pain points / challenges driving the Use Case	Overall Business Driver (i.e. business outcome expected)	Primary technology capabilities leveraged in the use case	How this use case delivers business value?	How success is measured (KPIs, metrics, etc.)	Data sources/assets defined in the use case	Roles/Personas involved in the Use Case

