

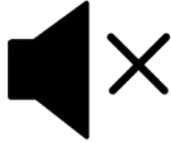
MDM Solutions - Explained

Dilip Yeluguri

Principal Customer Success Technologist



Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available to view on our **INFASupport YouTube channel** and **Success Portal**. The link will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

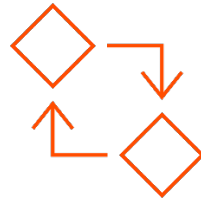
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions



Informatica
Concierge with
Chatbot integrations



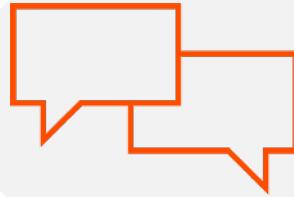
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



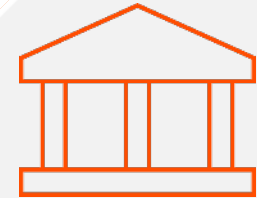
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

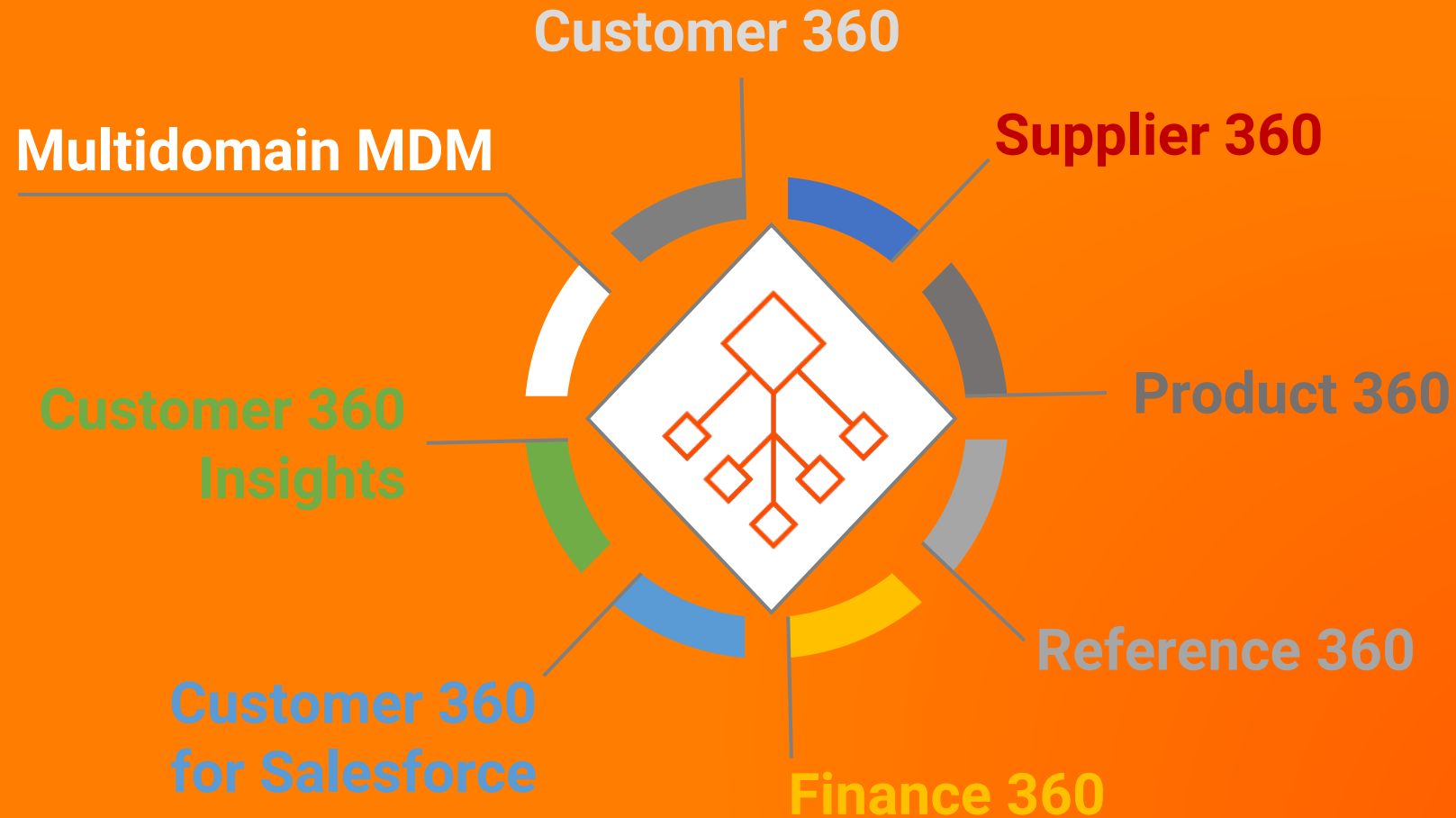
Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informativa product or functionality described today remain at the sole discretion of Informativa and should not be relied upon in making a purchasing decision.

Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

MDM and Solutions on MDM

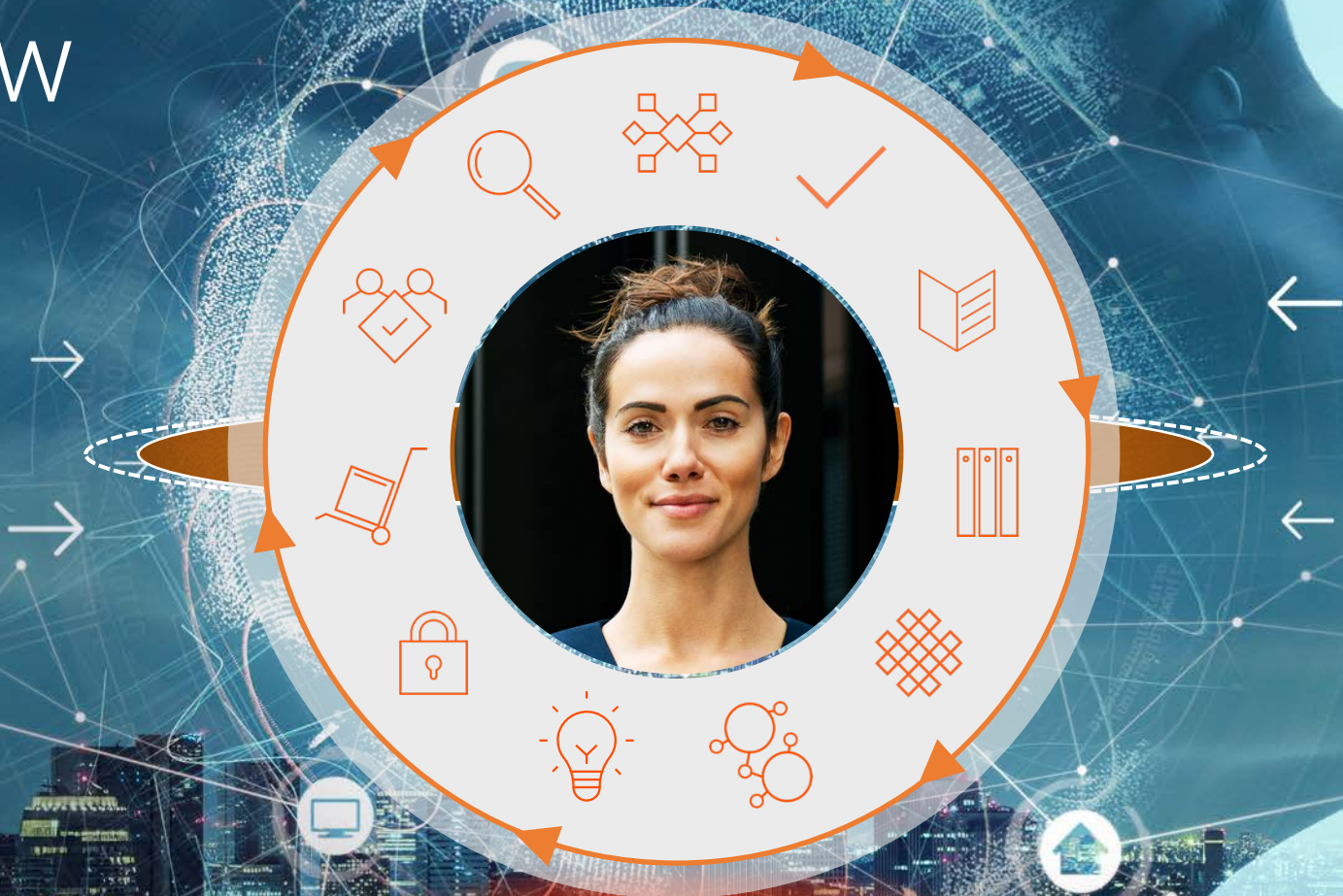
Agenda



Multidomain MDM

360 View

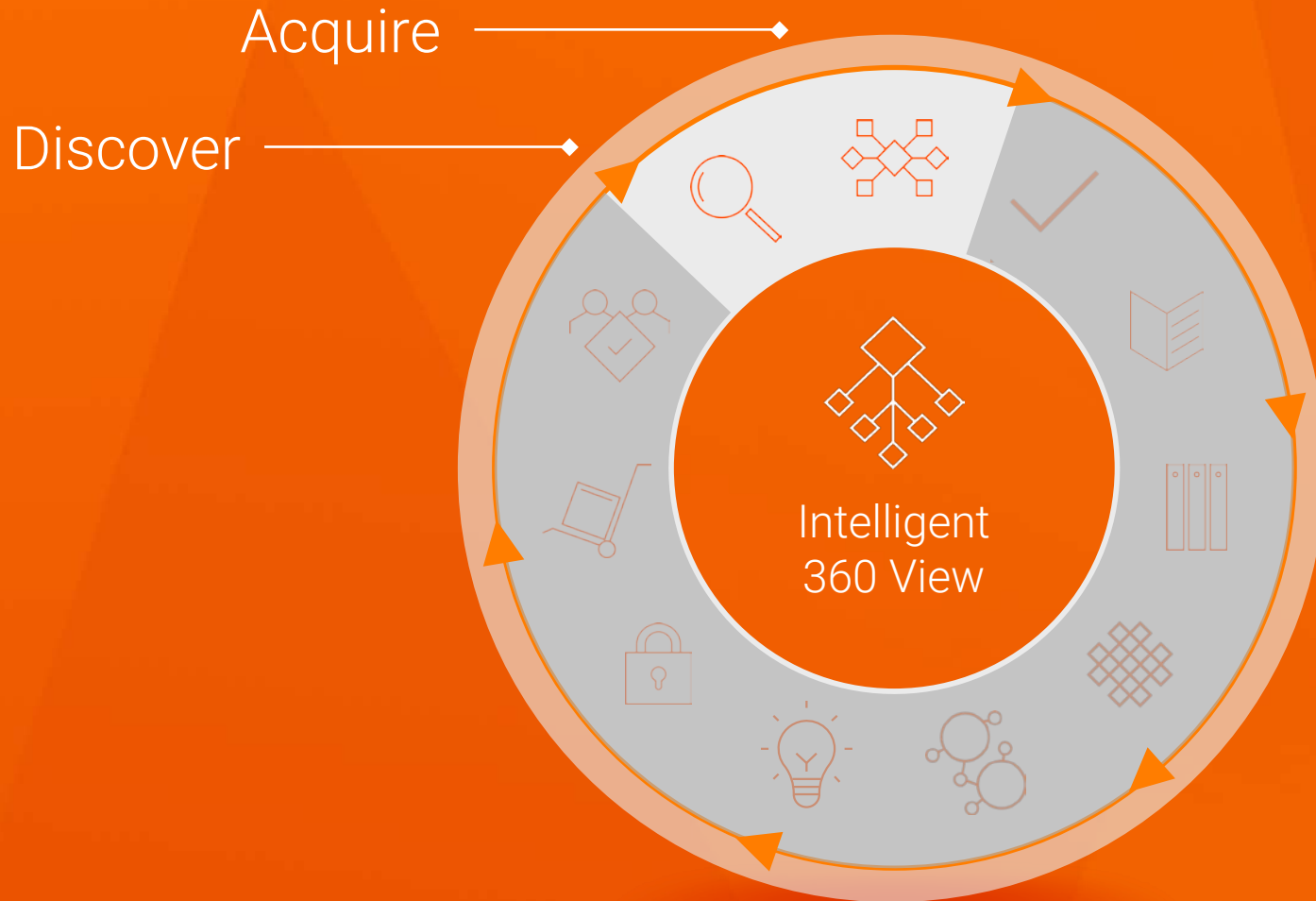
Intelligent



Holistic

Multidomain MDM – Core Features

Find Your Customers



Multidomain MDM – Core Features



Multidomain MDM – Core Features



Multidomain MDM – Core Features

Manage Your Customers

Govern

Deliver

Secure



Multidomain MDM – Core Features



Why do we need Solutions?

Analogy – Get a Mobile connection



1. Pick a Mobile Device (iPhone, Galaxy, OnePlus)
- A. Choose an MDM tool (Informatica, TIBCO, Riversand, etc)
2. Pick a carrier (ATT, Verizon, T-Mobile, etc)
- B. Pick a 360 Solution (C360, S360, P360, etc)
3. Pick add-on accessories and services (phone case, charger, etc)
- C. Pick additional services like DaaS, SaaS, PaaS, etc)

*** For advanced use cases, you could use a dual/ multi sim phone => single MDM platform with multiple solutions like C360, S360, P360 and more.

Why do we need Solutions?



Fabricated Data
Model

Industry specific
solutions

Faster Purchase to
Value

Customer 360

Who:

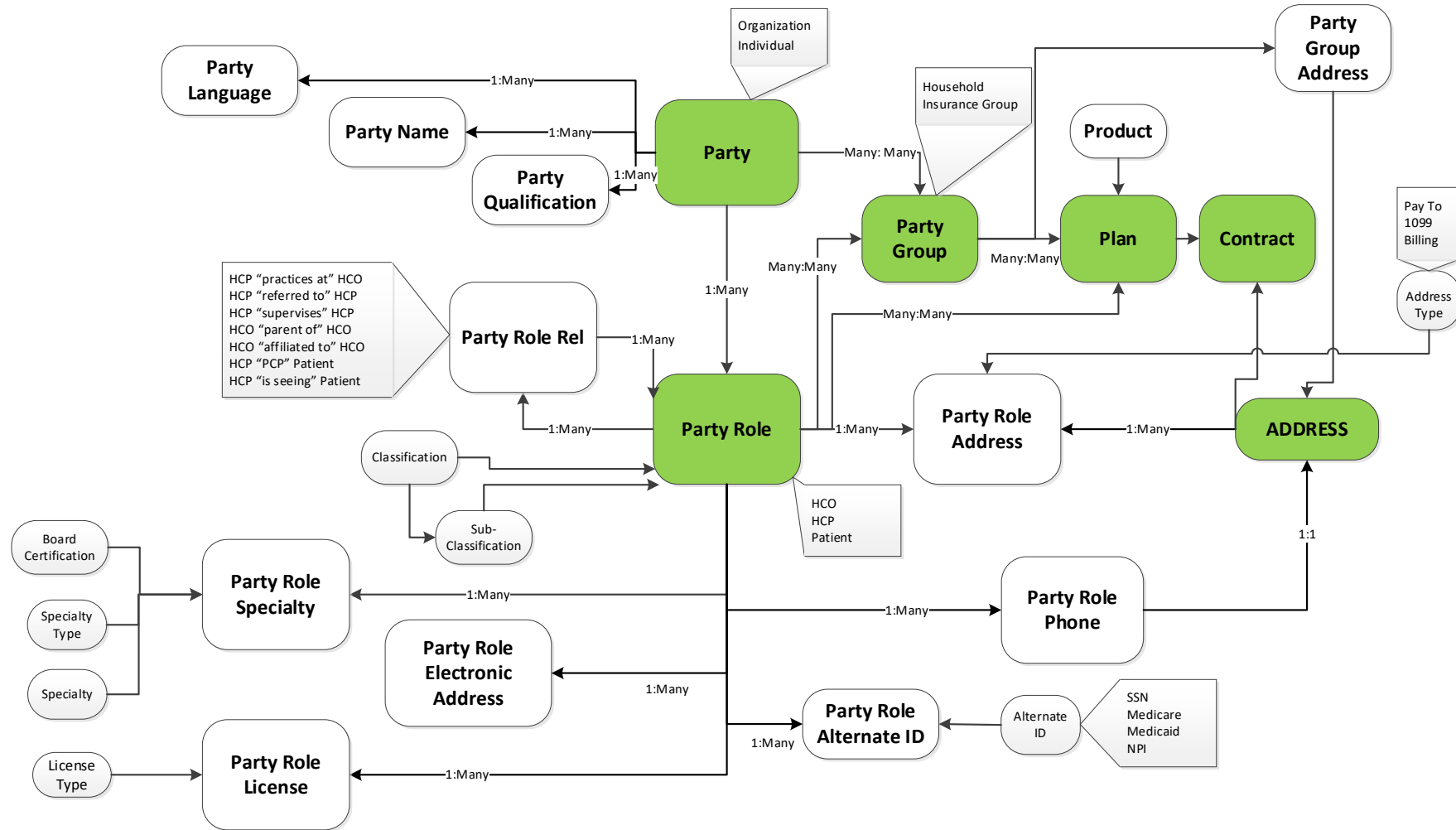
- Life Sciences
- Healthcare
- Oil & Gas
- Shipping and Logistics
- Infrastructure Services
- Consumer Banking, etc...

Why:



Customer 360

Provider Conceptual Data Model



Customer 360

The screenshot displays the Informatica Customer 360 interface. The top navigation bar shows the user is logged in as 'admin'. The main content area is titled 'Jon Jones' and includes tabs for Dashboard, Business Entity, Matching Records, Cross-reference Records, History, Hierarchy, and Network. The 'Network' tab is active, showing a central node for 'The Walt Disney Co.' connected to various other entities like 'Cable and Other S...', 'Amusement and Th...', 'Motion picture and ...', 'Resort hotel', 'Book Publishers', 'Sue Jones', '50 Mill St Unit C', 'Books, publishing o...', '30 S Buena Vista St', 'Motion picture/vide...', 'Television Broadca...', and 'Cable/pay televisio...'. An 'Effective Date' of 'February 2, 2021' is set. To the right, a table lists related business entities for 'The Walt Disney Co.' with 38 active records.

| The Walt Disney Co. | | |
|--------------------------|--------------------------|--|
| Active (38) | Inactive (0) | Quick View |
| <input type="checkbox"/> | <input type="checkbox"/> | Business Entity Record Relationship |
| <input type="checkbox"/> | <input type="checkbox"/> | 500 S Buena Vista St Org Address |
| <input type="checkbox"/> | <input type="checkbox"/> | Cable and Other Subscriptio... Classified As |
| <input type="checkbox"/> | <input type="checkbox"/> | Motion picture/video produ... Classified As |
| <input type="checkbox"/> | <input type="checkbox"/> | Resort hotel Classified As |
| <input type="checkbox"/> | <input type="checkbox"/> | Amusement and Theme Parks Classified As |
| <input type="checkbox"/> | <input type="checkbox"/> | Television Broadcasting Classified As |
| <input type="checkbox"/> | <input type="checkbox"/> | Cable/pay television service Classified As |
| <input type="checkbox"/> | <input type="checkbox"/> | Books, publishing only Classified As |

Supplier 360

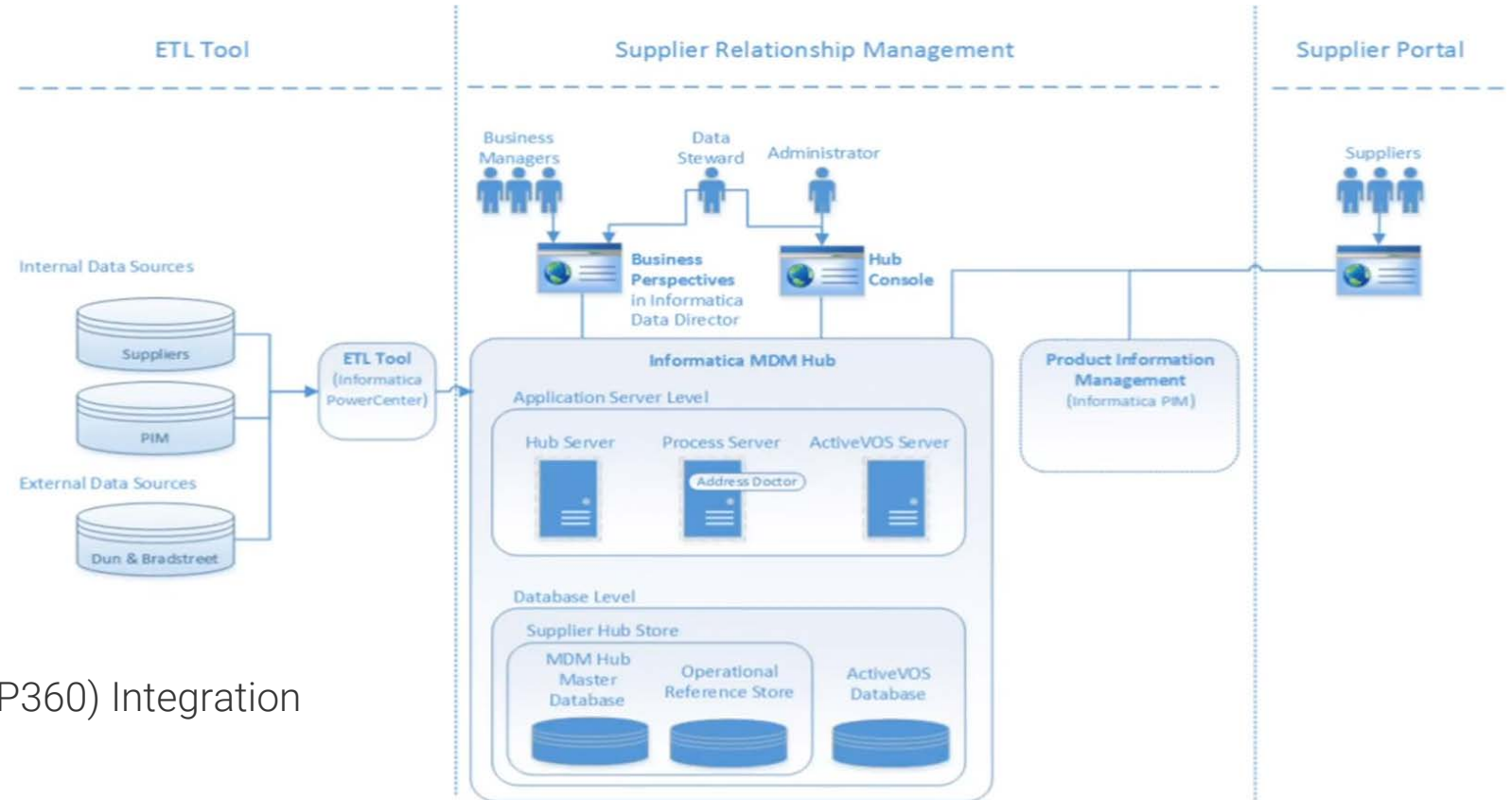
High Level Architecture

Who:

- Manufacturing
 - eCommerce
 - Retail
- Etc...

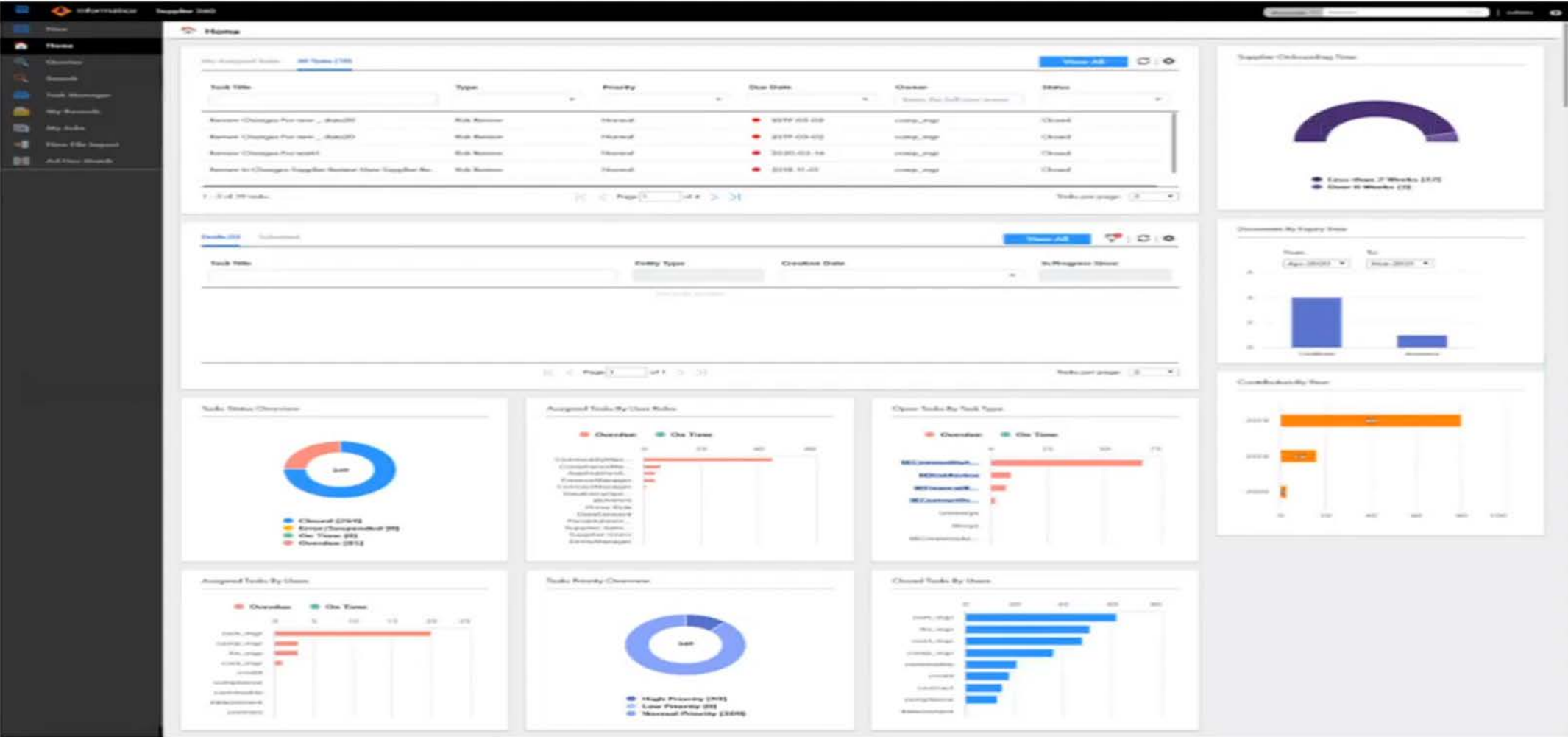
Why:

- Supplier Relationship Management
- Supplier Portal
- Product Information Management (P360) Integration



Supplier 360

Supplier Portal



Product 360

Who:

- Life Sciences
- Manufacturing
- eCommerce
- Retail

Etc...



Designed for the Business

- User-friendly and result-driven
- Intuitive task- and role-based user interface
- Flexible Data Model



Engaging Omnichannel CX

- Publishes consistent and high-quality product data across all channels
- Fuels any channels with rich product data



Operational Efficiencies

- Increased performance for handling complex and XXL-volume product data and media assets
- Increased sales & marketing efficiencies, cross and upsell



Faster Time to Value

- More efficient collaboration internally and externally
- 4x faster time to market
- Automated digital processes



Data Quality & Compliance

- Embedded Industry-Leading Data Quality and governance features
- Automated data validation rules
- DQ dashboards
- Certified for data pools

Product 360

Product 360 Architecture



Product 360

Enhanced Metrics and Application Monitoring

Host Metrics

Disk Free
76.6GB

CPU Cores
16

Disk Total
87.5GB

Uptime
5 hours

Threads



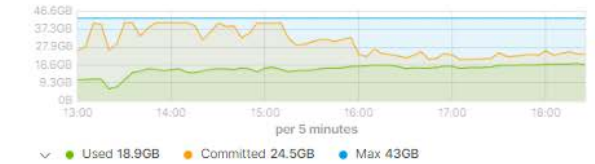
Eden Space (heap)



Survivor Space (heap)



Old Gen (heap)

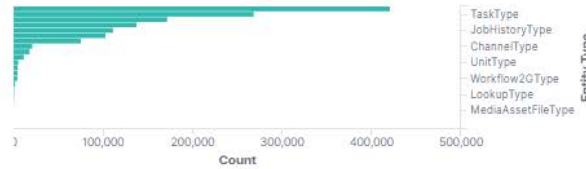


Persistence Metrics

Detail Model - Load

Count
120,799

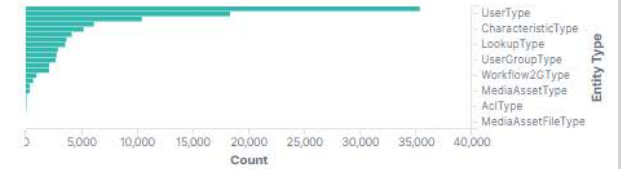
Detail Model - Load



PersistenceManager - Load

Count
86,722

PersistenceManager - Load



Database Table Metrics

JobHistory
679

ProblemLogEntry
8,546

Status
1,154,239

Workflow2G
14

Report
413

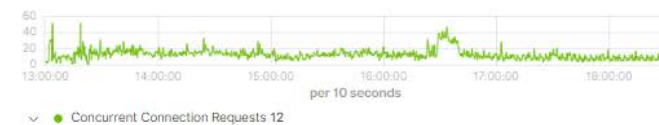
Task
92

Connection Pool Metrics

Connections Open (Avg.)

84

Concurrent Connection Requests



Connection Creation Time (ms)



Product 360

The screenshot displays the Informatica Product 360 interface. At the top, the Informatica logo is on the left, and user information 'Amy Eight' and navigation options 'View', 'Help', and 'Log out' are on the right. Below the header, a sidebar on the left contains navigation icons for Dashboard, Structures, Catalogs, Media, Tasks, Queries, Search, Lookups, and Characteristic. The main content area is titled 'Electronics Catalog (17)' and features a 'Filter by' dropdown set to 'Multimedia document'. A 'Library' section on the left lists various categories, with 'Electronics Inc.' expanded to show 'Electronics Catalog'. Below this is a 'Media Search' section with a search input and a 'Search' button. The main area shows a list of files, with 'OLED.jpg' selected and highlighted by a red border. Below the file list, a detailed view for 'OLED.jpg' is shown, including a thumbnail and a metadata table.

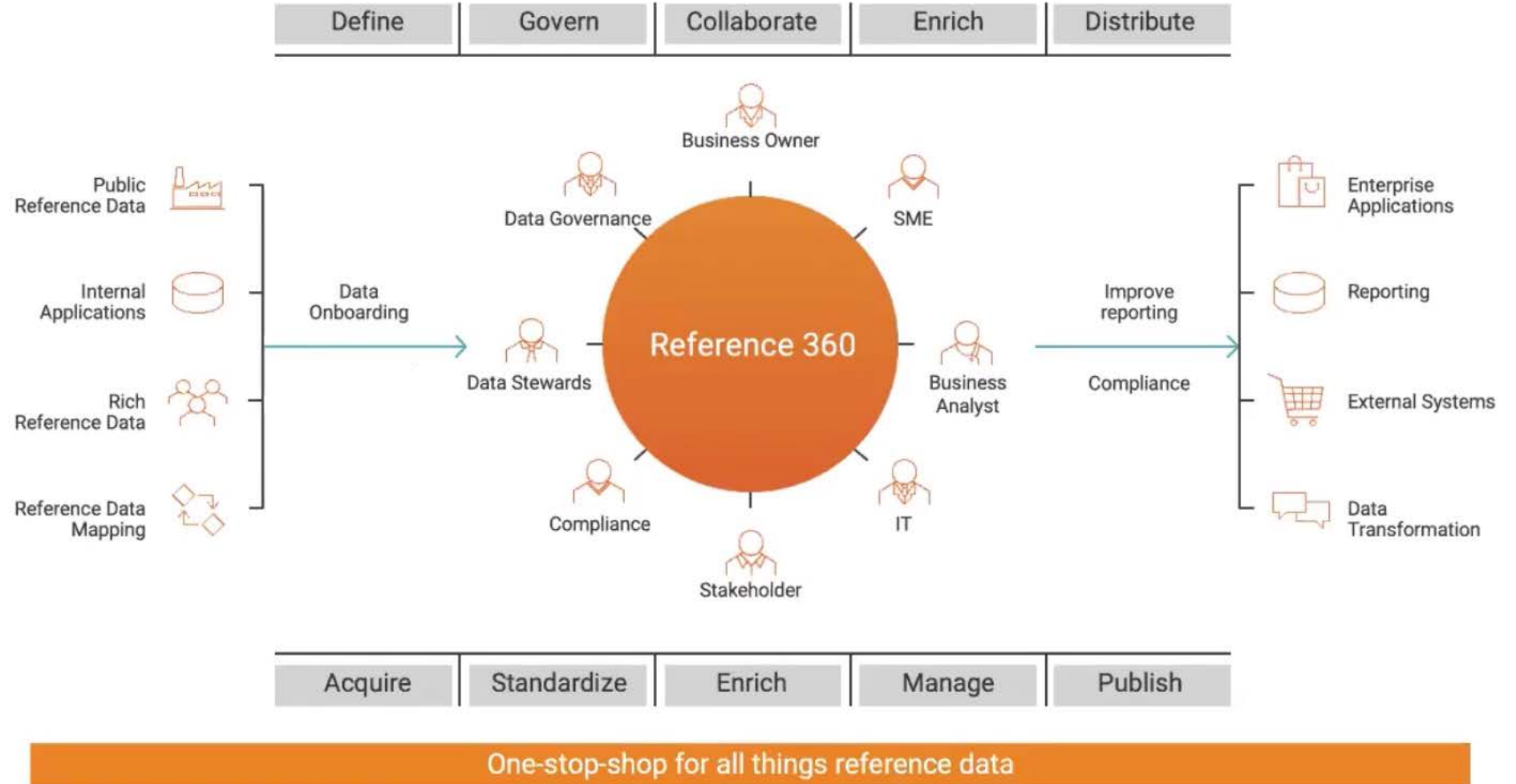
| File name | Type |
|-----------|------|
| OLED.jpg | JPEG |

Reference 360

Who:

- Any Organization that needs Reference data to be managed.

Why:



Types of reference data



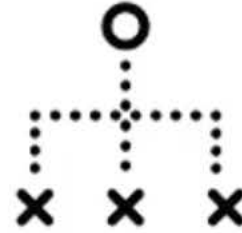
Simple Lookup

Simple codes and associated attributes at a single record level. Examples are country codes, prefix codes, region codes, etc.



Relationship Lookup

Relationships that define the nature of the connection between two simple or hierarchical lookups, such as person A works for company B or the sales hierarchy for USA Branch



Hierarchical Lookup

The context of a hierarchy brings simple relationships between the instances of entities in the same domain. For examples, products can be organized into a product hierarchy



Complex Lookup

Parent-child relationships between instances of entities in two different domains. For example, people could roll up into branches and branches can be rolled up into regions and regions then rolled up into operating companies

Reference 360 Screenshots

Filters

- Confidentiality**
 - All
 - confidential (15)
 - internal (13)
 - public (3)
- Domain**
 - All
 - finance (26)
 - geography (4)
 - social (1)
- Effective Date**
 - All
 - 2019-01-01 (9)
 - 2019-01-11 (8)
 - 2019-01-10 (7)
 - 2019-03-30 only (2)
 - 2019-03-07 (2)
- Priority**
 - All
 - critical (20)
 - high (10)
 - medium (1)
- Status**
 - All (29)
 - active

Search Results (1-25 of 37)

| Item | Status | Type | Domain |
|--|--------|--------------------|-----------|
| <input type="checkbox"/> Customer classification | Active | Reference Data Set | Finance |
| <input type="checkbox"/> Product status | Active | Reference Data Set | Finance |
| <input type="checkbox"/> Address type | Active | Reference Data Set | Geography |
| <input type="checkbox"/> Transaction Codes | Active | Reference Data Set | Finance |
| <input type="checkbox"/> Chorfields | Active | Reference Data Set | Finance |
| <input type="checkbox"/> Industry Classification | Active | Reference Data Set | Finance |
| <input type="checkbox"/> Customer Type | Active | Reference Data Set | Finance |
| <input type="checkbox"/> Gender | Active | Reference Data Set | Social |
| <input type="checkbox"/> Location types | Active | Reference Data Set | Geography |
| <input type="checkbox"/> Account Type | Active | Reference Data Set | Finance |
| <input type="checkbox"/> Ford PFX | Active | Reference Data Set | Finance |
| <input type="checkbox"/> Cost Category | Active | Reference Data Set | Finance |
| <input type="checkbox"/> State Code | Active | Reference Data Set | Geography |
| <input type="checkbox"/> Supply Category | Active | Reference Data Set | Finance |

Finance 360

Who:

- Finance
- Healthcare
- Oil & Gas
- Shipping and Logistics
- Infrastructure Services
- Consumer Banking, etc...

Why:

- Create, Manage, and standardize finance data sets for the enterprise
- Configurable and easy-to-use solution built as a cloud service helps business users unlock the true value of finance data across their enterprise
- Remove operational overhead of managing finance data, while aligning mappings and crosswalks to save money and time.



Finance 360

Key Features:

- Cloud-Based Finance Data Management
- Business Self-Service
- Hierarchies
- Data Relationships

The screenshot displays the Informatika Finance 360 interface. On the left, a table lists various financial accounts with columns for Name, Code, SubFund, and CurrentAsset. The 'Interest Income on Loans' account is highlighted. On the right, a network diagram illustrates the relationships between different account types and codes, such as Enterprise Fund Codes, Enterprise Program Code, Enterprise Department Code, Enterprise Account Class, and Enterprise Chart of accounts.

| Name | Code | SubFund | CurrentAsset |
|-----------------------------|----------------|--------------------|-------------------------------------|
| Finance 360 | 3710-2929-2892 | Financial Services | <input type="checkbox"/> |
| Financial | 3710-2929-2892 | Cash | <input type="checkbox"/> |
| Operating Income Accounts | 3710-2929-3848 | Financial Services | <input type="checkbox"/> |
| Interest Income on Loans | 3710-38732892 | Financial Services | <input type="checkbox"/> |
| Interest Income on Loans | 3710-2929-2892 | Cash | <input type="checkbox"/> |
| Liability Accounts | 3710-2929-2892 | Academic Support | <input type="checkbox"/> |
| Liability Accounts | 3710-2929-2897 | Cash | <input type="checkbox"/> |
| External Credits/ Borrw... | 3710-9999-2391 | Financial Services | <input type="checkbox"/> |
| Other Liability | 3710-2929-2892 | Academic Support | <input type="checkbox"/> |
| Customers/Members | 3710-2929-3893 | Financial Services | <input type="checkbox"/> |
| Non-Operating Income and... | 3710-3838-2892 | Cash | <input type="checkbox"/> |
| Grant Income/Amoritisat... | 3710-2929-2892 | Financial Services | <input checked="" type="checkbox"/> |
| Cash, Cheques and others | 3838-2929-2892 | Academic Support | <input type="checkbox"/> |
| Capital Accounts | 3710-2929-2892 | Financial Services | <input checked="" type="checkbox"/> |
| Retained Earnings | 3838-2929-2892 | Cash | <input type="checkbox"/> |
| Donated Capital | 3710-2929-2892 | Academic Support | <input type="checkbox"/> |
| Revaluation Surplus | 5895-2929-2892 | Financial Services | <input type="checkbox"/> |
| Additional Reserve for... | 3710-2929-2892 | Cash | <input type="checkbox"/> |
| Statutory Reserve | 3710-3838-2892 | Academic Support | <input type="checkbox"/> |
| Other Special Purpose | 3710-2922-2892 | Financial Services | <input type="checkbox"/> |

Customer 360 for Salesforce

Who:

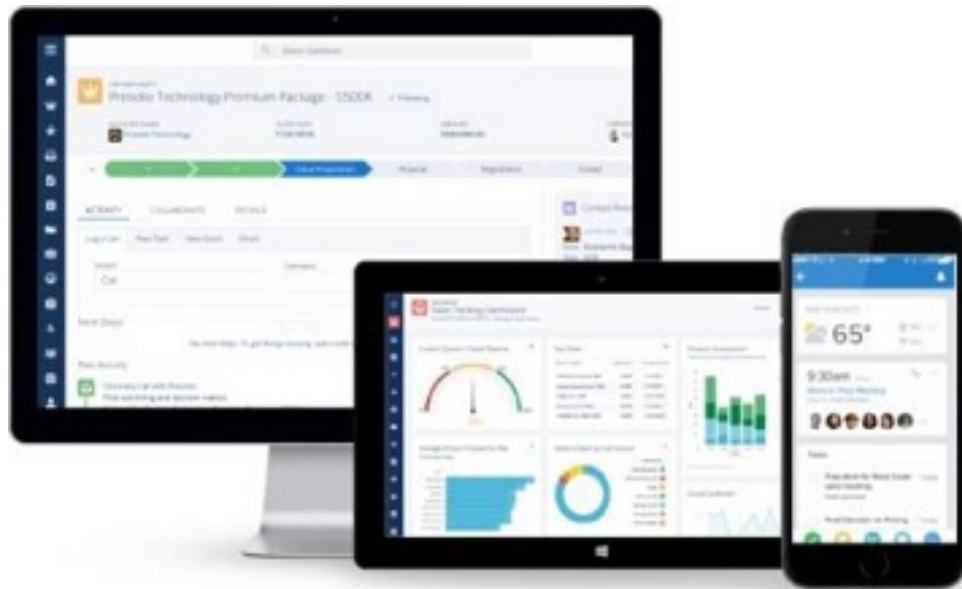
Any organization that is interested in mastering Customers on their Salesforce Platform.

Why:

Engage productively with global account visibility in Salesforce to accelerate sales performance, understand complex business relationships, and maximize your Salesforce investment.

Key Benefits:

- Natively integrated into Force.com
- It can Cleanse/ Standardize data in Accounts, Contacts, Leads in Salesforce UI.
- It can not only be used on existing data of Salesforce but also on the new data that is being created.
- It can enrich Salesforce data with external sources like DNB, data.com, IMS and more...
- It can provide additional Hierarchies within salesforce UI.



Customer 360 for Salesforce

The screenshot shows the Salesforce Customer 360 interface for an account named 'Acme Brick'. The top navigation bar includes 'Cloud MDM', 'Home', 'CC360 Admin', and a dropdown menu for 'Accounts'. The main header displays the account name 'Acme Brick' and action buttons: '+ Follow', 'Edit', 'Change Owner', and 'Change Record Type'. Below this, a table lists account details: Type (Prospect), Phone ((510) 919-9397), Website (http://www.brick.net), Account Owner (Simon McVe...), Industry, and Billing Address (3024 ACME BRICK PLZ, FORT WORTH, TX 76109-4104 United States). The 'RELATED' tab is active, showing a message: 'We found no potential duplicates of this account. No duplicate rules are activated. Activate duplicate rules to identify potential duplicate records.' Below this, a 'Contacts (6+)' section lists six contacts: Dillon Abbott, Michael Hammond, John Johnson, Will Andersen, Patricia Jackson, and Dennis Knautz (President and CEO). The 'ACTIVITY' and 'CHATTER' tabs are also visible, showing a 'Send Em...' activity and a 'Next Steps' list with tasks like 'Another sample task' and 'UK tasks'.

Customer 360 Insights

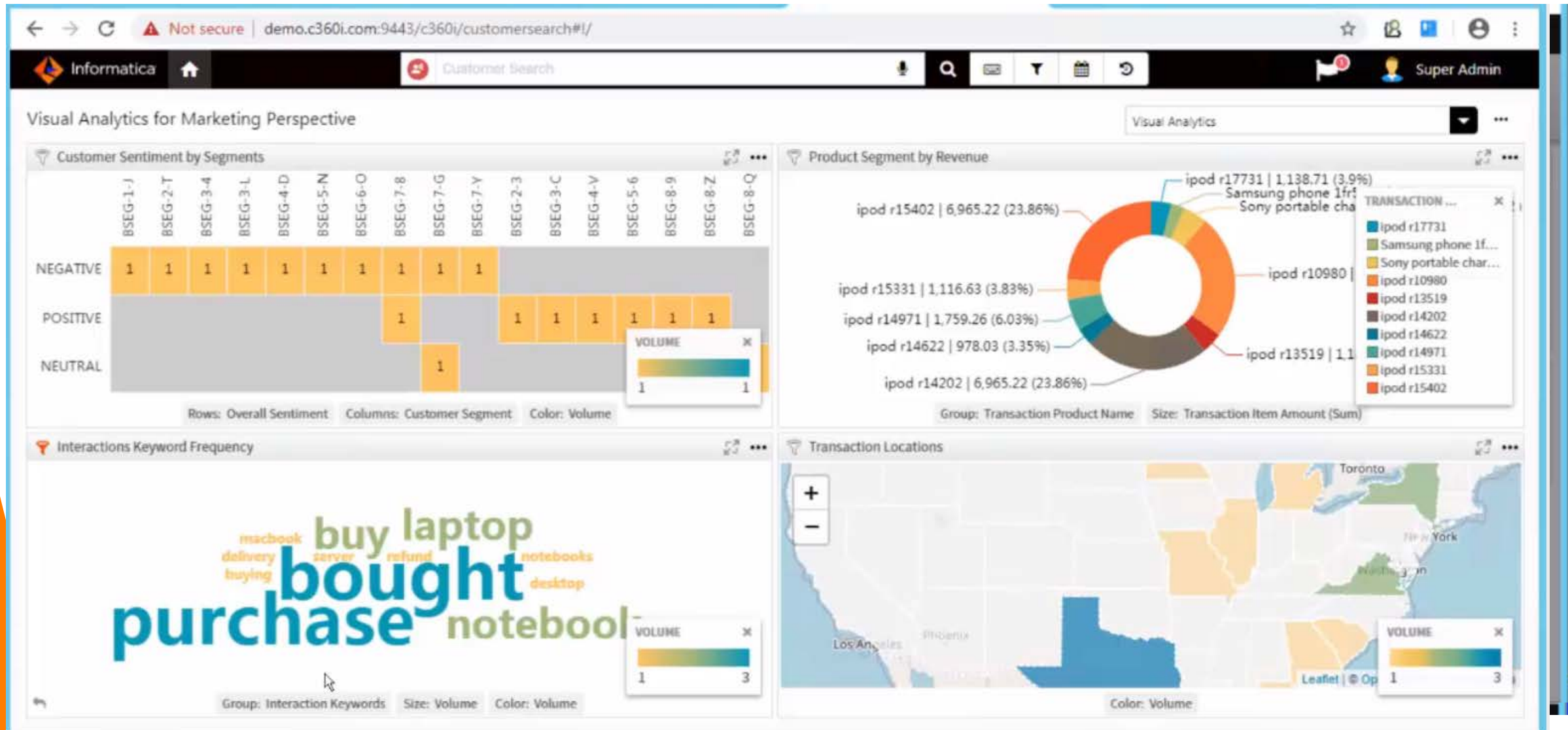
Who:

- Any Organization that would like to engage with their customers using not only Master Profile data, Relationship data but also the transaction data to provide the next best action or experience or offer.
- C360i uses AI & ML technologies to tie their customer's interactions, transactions and predict the customer sentiment.

Why:



Customer 360 Insights



Q&A

Speaker: Dilip Yeluguri

Panelists: Kamal Abrol,
Hemraj Singh

Thank You