

TRANSFORMING DIGITAL CUSTOMER EXPERIENCES

Informatica and Cloudera

Industry

Data Mangement

Website

www.informatica.com

Company Overview

Digital transformation is changing our world. As the leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Solution Highlights

- _ Best-of-breed platforms, for any deployment type: on-premises, hybrid or multi-cloud
- _ Any data source, any format, any size, into Cloudera
- _ Batch or real-time processing
- _ Engine-agnostic execution on Cloudera
- _ Intelligent Metadata-Driven approach powered by CLAIRE

The Challenges with Data

Organizations worldwide are experiencing a paradigm shift in how they run their operations and how they interact with their customers, partners, patients, suppliers, and other constituents. Businesses have collected and continue to capture data at high volume/velocity. To put this into perspective, 90% of data in the world today has been collected in just the last two years, and we generate 2.5 quintillion bytes of data each day at our current pace.¹ Organizations cannot keep pace.

To gain competitive advantage, businesses need a solution to drive customer engagement with insights, and deliver the right offer at the right time, make informed decisions, and generate incremental growth.

Delivering a 360-Degree Customer View with Informatica and Cloudera

Organizations need a holistic 360-degree view provided by a strong foundational and scalable data management solution that delivers actionable insights to operational teams. Access to comprehensive, trusted, timely information is instrumental in empowering users to be more effective in their specific business function.

Informatica complements the Cloudera X360 solution to maximize the value of business data. By combining structured and unstructured, traditional and big data, our joint solution platforms help deliver tangible business value while providing enterprise-grade scalability. With our deep technical integration, complemented by subject matter expertise across industries, we deliver the best-of-breed platforms that help facilitate educated decision-making that leads to business efficiencies and growth.

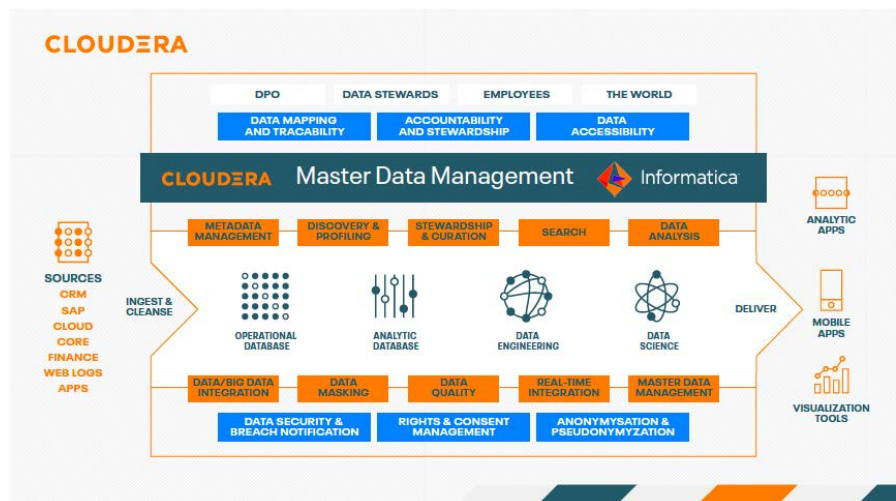


Figure 1. The X 360 Data Hub by Informatica and Cloudera

1:Forbes, How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read

Key Benefits

- _ Real-time discovery and search
- _ Faster segmentation
- _ Relationship and influencer analysis
- _ Graph representation of relationships
- _ Secure web and real-time API interfaces

Key Features

- _ Reveal hidden value in your data
- _ Visually explore data relationships.
- _ Improve big data analytics
- _ Optimize big data management

About Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. Cloudera delivers an enterprise data cloud for any data, anywhere, from the Edge to AI. Powered by the relentless innovation of the open source community, Cloudera advances digital transformation for the world's largest enterprises.

[Learn more at cloudera.com](https://www.cloudera.com)

Leverage Best-of-Breed Data Management Platform

Informatica's Customer 360 Insights allows organizations to link business-critical data about customers to their behavioral, transactional, and interaction data. By layering demographic, geographic, and psychographic data on top of those associations, organizations can build a complete 360-degree view of customers and their relationships. Such a view serves as the foundation to drive new insights and addresses the most complicated questions businesses ask today.

Customer 360 Insights can help enhance marketing and analytics performance by providing powerful, actionable, next-gen customer views at any scale. Marketers and other business users can uncover the true worth of existing relationships with customers and predict next best action or offer.

Designed to run natively on Cloudera Data Platforms, Informatica Customer 360 Insights combined with the Cloudera Enterprise Hub allows users to explore big data relationships instantly, combine all data sources, as well as process transactional data that is incrementally updated. In addition, users can leverage the real-time search capability of all the data within the Cloudera Enterprise Hub.

Customer Story: Dell

Dell, a computer technology company that develops, sells, repairs, and supports computers and related products and services had vast amounts of data across disparate systems. To embark on a digital transformation, Dell chose Informatica as their central hub for customer data. By stitching together over 4B records from 40+ different sources, Dell built an intelligent C360 that is leveraged by global marketing teams and 22,000 B2B and B2C sellers to better support customers.

Sales Operations

To support cross-sell opportunities and increase service levels, Dell needed to enhance customer data in their CRM. They wanted to expand beyond departmental data and identify insights by connecting all data from individuals within organizations that it did business with. With Informatica Customer 360 Insights, Dell is able to embed an enriched Customer 360 within their Salesforce application. Sellers and customer service can recognize interactions with individuals from high value accounts and offer the same level of support and service.

Global Marketing

To support a digital marketing transformation and a significant business opportunity, Dell needed to unify across global systems. After several acquisitions, they ended up with disparate marketing systems and lacked a true understanding of their customers. With Customer 360 Insights, Dell is able to synthesize customer, interaction and transactional data for sophisticated modeling and segmentation with an ultimate goal of 1:1 personalized marketing campaigns across all business segments.

Informatica Customer 360 Insights was chosen as Dell's customer intelligence platform, deployed on Cloudera's Enterprise Data Cloud platform to easily store and match massive amounts of both structured and unstructured data sets.

Learn more

To learn more about our joint solution, visit:

<https://www.cloudera.com/partners/solutions/informatica.html>