Informatica brings master data management to big data, social, cloud and mobile computing

Release 9.5 enables the social customer master and master data time-line for effective date versioning

May 17, 2012 Informatica Corporation (NASDAQ: INFA), the worlds number one independent provider of data integration software, has announced Informatica MDM 9.5 which provides breakthrough capabilities in master data management (MDM) for social media, cloud computing, mobile and big data. Key elements include delivering on the vision of the social customer master and introducing master data timeline for effective date versioning.

Informatica MDM 9.5 aligns industry-leading master data management technology with all four megatrends that are redefining the industry and propelling growth: big data, social computing, cloud computing and mobile computing, said Dennis Moore, senior vice president and general manager, MDM, Informatica. With Informatica MDM 9.5, the door is open for organisations to engage in effective social ecommerce, take MDM to the cloud, enable the mobile workforce and scale MDM for todays big data realities.

MDM for the cloud

The proliferation of cloud applications is dis-aggregating data in the cloud and in danger of driving significant data issues across enterprises due to this accelerating fragmentation. MDM is the critical technology required by all enterprises to ensure point of data entry de-duplication and cleansing; data consolidation across cloud and internal applications; and supporting trusted 360 degree views of customer relationships and business processes. Without MDM enterprises will fail to deliver on the value of cloud applications since multiple CRM or customer service clouds will fail to align customer data across the hybrid enterprise.

Informatica MDM powers a complete and trusted view of customer interactions and master data relationships across all application instances and systems, cloud or on-premise. Consequently, organisations gain a cost-effective and low risk way to:

* ensure trustworthy consolidated customer data for use in Salesforce CRM, Microsoft Dynamics and other CRM applications
* enable the use of master data in cloud analytic and operational applications.

As customers modernise their IT portfolio with software that enables cloud, social media, mobile, and big data, they are requiring that MDM adopt these mega trends as well to propel their competitive advantage for faster time-to-value, social customer understanding and ubiquitous mobility, said Steve Jones, Global Head of MDM, Capgemini. Informatica and Capgemini are vanguards in bringing cutting-edge technologies to our mutual customers. The combination of Informatica MDM 9.5 cloud social media, mobile, and big data capabilities and Capgeminis implementation excellence in these areas will ensure customer success.

Social MDM: enabling social ecommerce

Informatica MDM 9.5 lets organisations move far beyond the traditional customer-MDM paradigm of reconciling an individuals identity across multiple internal systems to create a new organisational imperative of building a common customer profile. With Informatica MDM 9.5, organisations are able to:

* reconcile a customers identity across multiple social mediums to create a common customer social profile, and then marry that social customer master with the customers corporate profile to drive better customer insights
* integrate customers corporate profile information into their social networking applications to drive closer, more profitable customer relationships.

As a result, with opt-in permission from individual consumers, Informatica MDM 9.5 empowers retailers, manufacturers, service providers and other companies to:

* improve target marketing with social information about customer preferences
* leverage trusted 360-degree view of the customer and their friends from the social site to determine the network of customers influence
* deliver authoritative, trusted data into the consumers Facebook applications, such as purchase histories
* engage in enhanced e-commerce within Facebook using authoritative and trusted data.

MDM is about delivering benefits to the business. Mega trends such as cloud, mobile, social media play a key role in enhancing business value," said R "Ray" Wang, Principal Analyst and CEO of Constellation Research, Inc. "Vendors who provide MDM technology to embrace these mega trends will increase the benefits and business value to their customers.

Data timeline: effective date versioning

Informatica MDM 9.5 introduces a unique data timeline capability to track changes to data records and provide visibility into precisely what a version of a record looked like at any point in time. Organisations can use the new capability to:

* support compliance, risk management and auditing, answering such questions as, We know something happened, but when did we know that it was going to happen.

Mobile MDM: iPad App

Informatica MDM 9.5 also takes MDM to the streets and into customer locations. A new Informatica MDM iPad App lets mobile users view trusted master data residing in Informatica MDM. The iPad App:

* provides anytime, anywhere visibility into customer transaction, social and master data
* marries single, trusted customer views with iPad location-based services to deliver location-specific customer information to sales and service reps
* simplifies the managing of customers in a specific geography.

Big data: high velocity master data resolution

The big data volumes and complexities unleashed by social, cloud and mobile computing place enormous pressures on MDM implementations. Virtual/online entity resolution across email, Twitter and social networks is now added to traditional entity resolution across internal systems. IP addresses, timings, access modes and word usage are now part of the entity resolution equation; while todays high volume/high velocity data has a multiplying effect on everything to do with MDM.

Informatica MDM 9.5 comprehensively supports master data resolution for big data, letting organisations leverage high performance, low cost computing infrastructures to:

* quickly resolve entities such as customer identities in big data
* efficiently engage in large batch data de-duplication when dataset partitioning is not possible
* cost-effectively power social media analysis, linking/correlating fragments of entities into complete entities for meaningful interaction analysis.

AvailabilityInformatica MDM 9.5, as part of the Informatica 9.5 platform, is available at the end of June 2012.

###

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organisations around the world rely on Informatica for maximising return on data to drive their top business imperatives. Worldwide, nearly 5,000 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com. Connect with Informatica at http://www.facebook.com/InformaticaCorporation, http://www.linkedin.com/company/informatica and http://twitter.com/InformaticaCorp.

Note: Informatica, PowerCenter, Informatica Platform and Informatica MDM are trademarks or registered trademarks of Informatica Corporation in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks of their respective owners.