Informatica MDM

What it does

Informatica, a leader in data integration, has strong offerings for master data management. Its flagship product was originally based on the Siperian customer data integration technology, but is now a full multi-domain MDM product. Informatica has strengthened its product data capability through the acquisition of Heiler, a specialist in the mastering of product data.

Informatica MDM is noted for its high performance and scalability for high volume customer data implementations in particular, but it has a broad range of functionality, including support for data governance. It has for, some years, had some of the leading data quality technology on the market, a key element of any successful master data implementation. The company offers a broad platform, covering data integration and data quality as well as MDM.

Markets and Channels

Informatica focuses on large enterprises and public sector bodies. Known for its strong penetration for MDM in the pharmaceutical market, it now has a wide range of master data implementations across a range of industries. Its strong US presence is now complemented by growing customer deployments in Europe and Asia.

Users

Informatica has some very large master data implementations, with customers including Thomson Reuters, UBS and Harrods. It has a large presence in the healthcare industry, particularly in North America, with customers such as Blue Shield.

Technology

The Informatica MDM technology has three distinct editions. Its flagship product has a high performance master data hub that is based on relational database technology. Its product data hub currently has a separate database but able to share data with the core product, and there is another technology for their cloud offering, which focuses on Salesforce CRM. These products can co-exist and work together.

Informatica has its own, highly functional, data quality technology. This allows master data records to be validated at source, enriched where needed and avoid data duplication between different customer source systems. Their technology has support for data governance, providing

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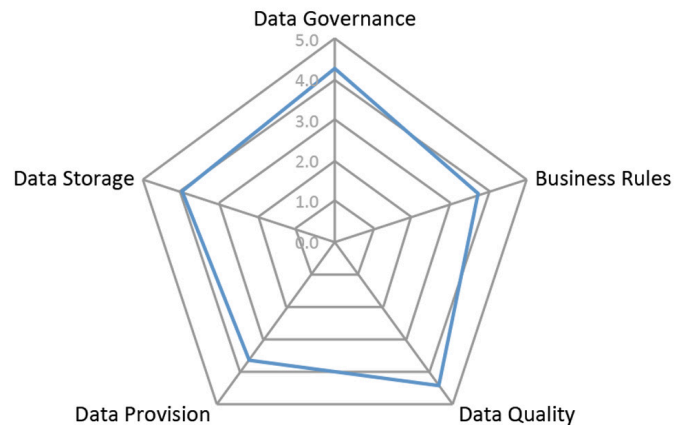**Email:** info@informatica.com

Figure 1: Requirements (scale 0 to 5)

workflow and reports for data stewards. The flagship MDM technology is noted for its high scalability, and has some of the largest production implementations in the market of high-volume customer master data.

Services

Informatica has a substantial services organisation, which for example has an offering to assist customers with building a quantified business case for MDM. They also partner with a wide range of systems integrators, both global and local, in order to ensure that customer implementations are successful.

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A Bloor Product/Solution overview paper