



# Multidomain MDM SaaS on Google Cloud

## Digital Business Requires Multidomain Master Data Management

Businesses in every industry feel today's pressure to stay competitive in a digital-first world. So, they innovate their products and services. They look for ways to transform their business models and operations. And they strive to improve customer experience. Yet the critical data necessary to improve business outcomes is fragmented. Some of it resides in line-of-business applications. Other data is stored in analytical data stores on-premises or in multiple cloud ecosystems.

**Master data management** helps you ensure the consistency and quality for multiple domains of master data. This includes customer, product, supplier, cost centers, locations and more. With multidomain MDM, you can build a 360-degree view across the business to get insights into how activities and relationships in different functional areas of the business impact overall business performance.

To achieve strategic business objectives such as customer experience, digital commerce, supply chain optimization and finance transformation, your ability to manage multiple domains of master data is critical. Building a 360-degree view across your business value chain can help you improve key metrics such as:

- **Revenue Growth.** Drive growth by managing customer, product and channel data to improve marketing analytics and commerce operations
- **Cost Optimization.** Control costs by managing material, supplier and purchase order data to improve procurement analytics and logistics management

## Key Benefits

- Improve customer retention, loyalty and profitability
- Optimize supply chain resiliency, flexibility and continuity
- Increase product conversion rates, basket size and profitability
- Accelerate financial consolidation and reporting
- Gain greater accuracy from forecasting, planning and analysis

- **Business Innovation.** Adapt to changing market conditions by managing sales, operations and finance data to improve scenario analysis and the introduction of new products and services

## Key Capabilities

Informatica® Intelligent Master Data Management is the only offering that manages all domains of master data in a single SaaS solution, supported by the Informatica Intelligent Data Management Cloud (IDMC). We provide market-leading capabilities built on a modern microservices architecture and make extensive use of AI to automate and scale the practice of mastering data. Preconfigured domain and industry content and low-/no-code configuration simplify administration and stewardship tasks, speeding deployment and streamlining ongoing management. AI-powered automation and modern user interfaces increase productivity and efficiency, and the ability to manage multiple domains ensures long-term return on investment.

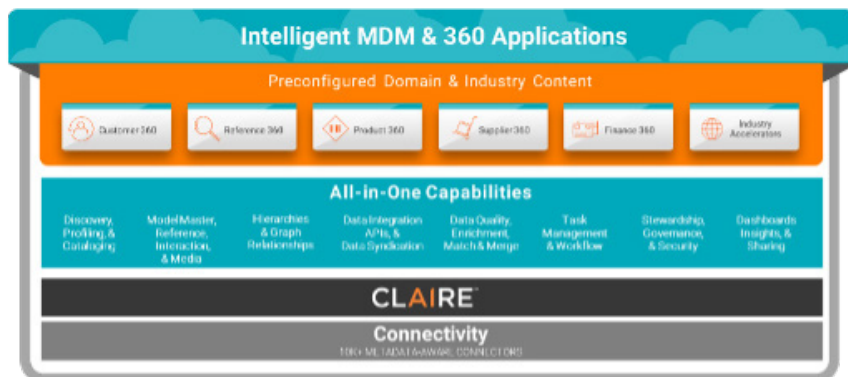


Figure 1. Virtually everything you need to modernize the practice of master data management.

## Connectivity

Connectivity is important for master data discovery, third-party enrichment, replication across applications, syndication to data pools, and sharing across cloud, on-premises, mobile, and social processes. With Multidomain MDM SaaS on the Informatica Intelligent Data Management Cloud, you can choose from an extensive list of prebuilt connectors or join hundreds of customers who have configured thousands of custom connectors using low/no code development to integrate and share your master data anywhere it's needed.

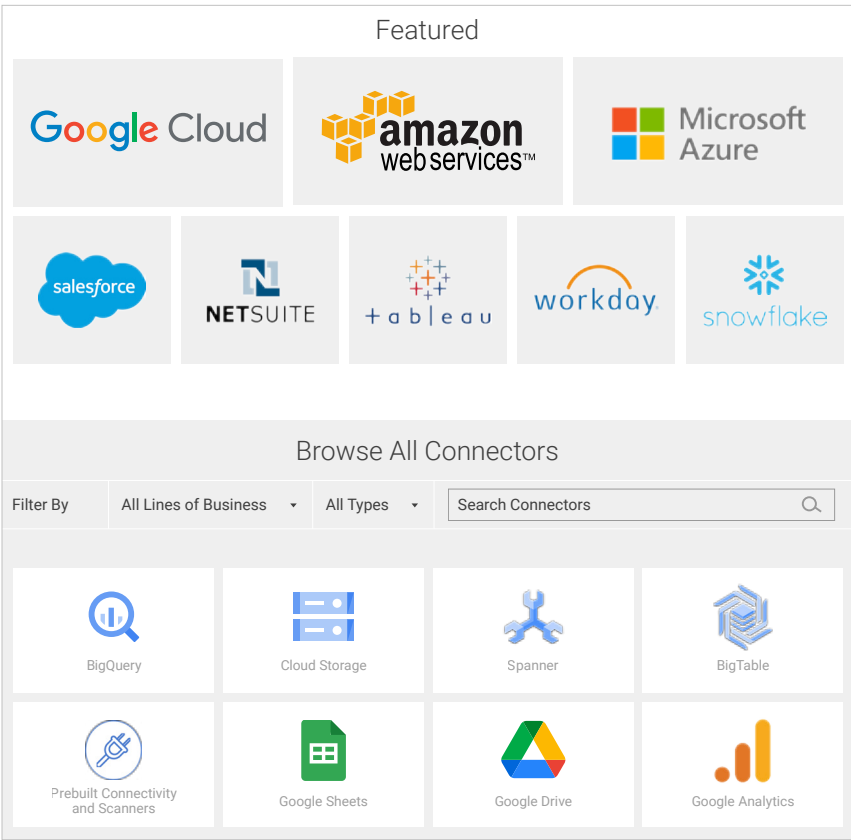


Figure 2. Informatica Intelligent MDM SaaS out-of-the-box connector examples.

## Data Discovery, Profiling and Cataloging

Google Cloud provides a scalable and secure cloud computing platform that supports the deployment of the Informatica CLAIRE® AI (Artificial Intelligence) engine. This allows you to discover, classify and catalog your master data assets across on-premises and multiple cloud environments. This ability to leverage the strengths of Informatica AI-powered data discovery together with Google Cloud and analytics tools allow you to manage your data assets and drive business value more effectively.

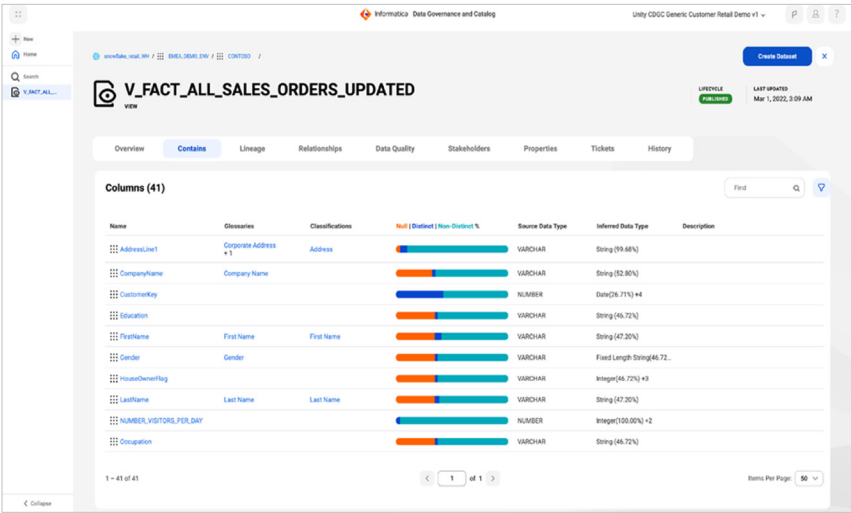


Figure 3. Discover, profile and catalog master data across the enterprise.

## Data Modeling

Informatica Intelligent Multidomain MDM SaaS on Google Cloud is a true multidomain solution. It provides prebuilt, extensible and customizable data models for any type of master data. This includes (but is not limited to) customer, material, supplier, employee, product, location, asset and cost centers, along with verticalized variations of those domains. We've also created "Smart Fields." These Smart Fields leverage the CLAIRE AI engine and allow you to quickly add and map new data sources for common data types such as addresses, phone numbers and emails. And you can easily manage all aspects of data modeling from a single pane of glass.

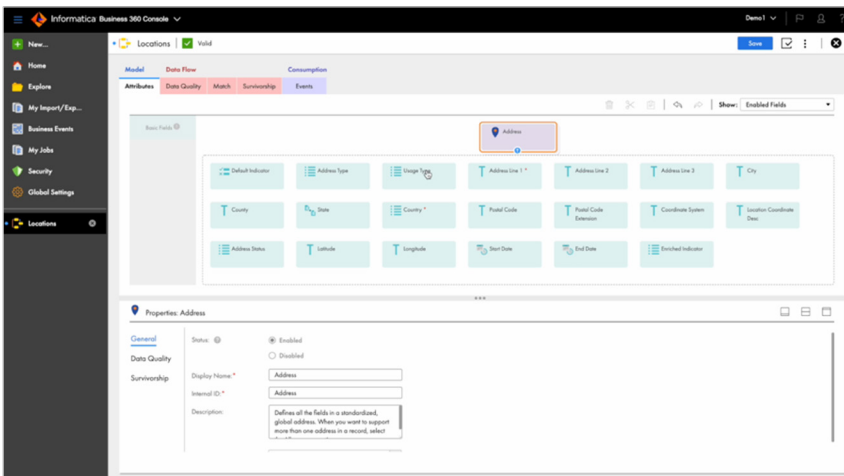


Figure 4. Informatica MDM SaaS offers an intuitive low/no code model configuration interface.

## Hierarchies and Graph Relationships

Organizing master data into hierarchies is an essential aspect of supporting multiple operational and analytical use cases. Informatica supports virtually all types of hierarchies – balanced, unbalanced, ragged, recursive and more – allowing you to define parent-child relationships between business entities. The CLAIRE AI engine also automates the creation of a master data knowledge graph. It infers relationships between master data entities, as well as the relationships between master data and other types of data such as activity data.

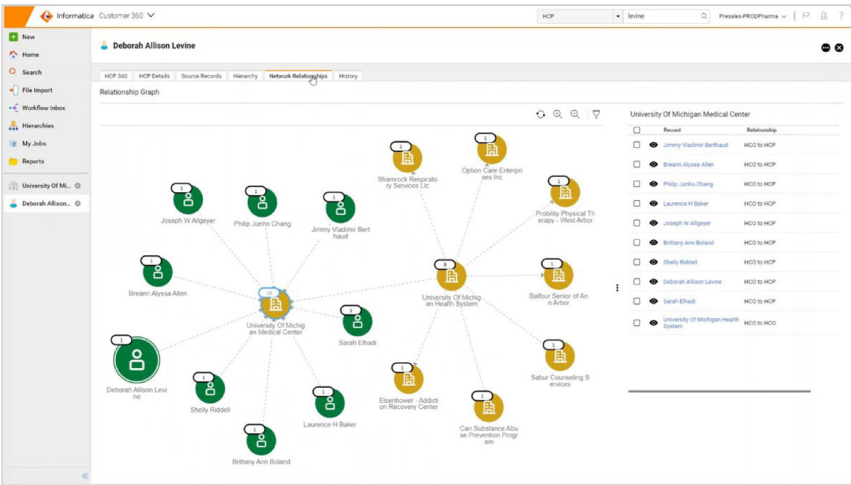


Figure 5. Informatica Intelligent MDM SaaS master data knowledge graph.

## Data Integration, APIs and Synchronization

Once you've defined data models, hierarchies and relationships, you'll need to onboard data. Informatica Intelligent Multidomain MDM SaaS on Google Cloud leverages the integration services of the Intelligent Data Management Cloud™ (IDMC) to support multiple patterns for both ingress and egress of master data such as bulk, batch, and real-time ETL, SOAP, EJB and REST APIs, and message queues. This messaging, API and event-based publishing capabilities help you seamlessly orchestrate the exchange of master data used in business processes at virtually any latency across cloud, mobile and on-premises applications.

You can simplify data integration mappings using a canonical staging model. The “Smart Field Mapping” functionality uses the CLAIRE AI engine to automate the onboarding of master data by identifying source fields and mapping them to master data models.

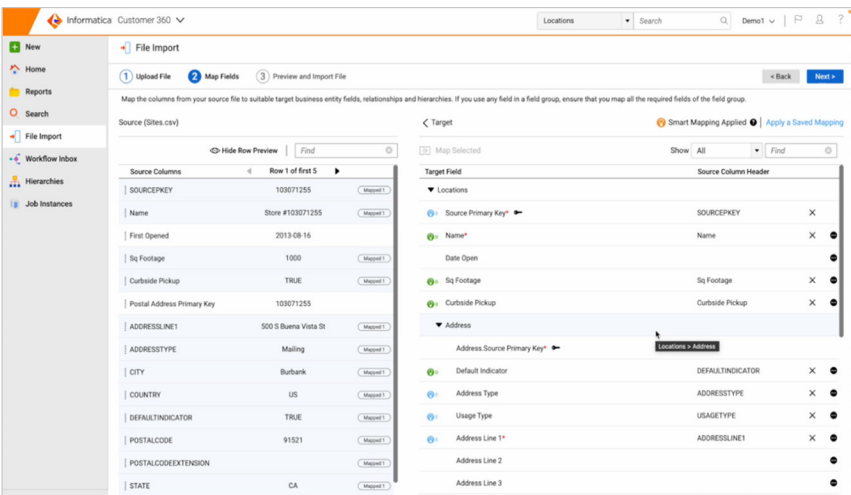


Figure 6. Accelerate master data onboarding with AI-powered “Smart Field Mapping.”

## Data Quality and Enrichment

The primary goal of master data management is accurate, complete and consistent data about the core business entities used to run your business. Through embedded **Cloud Data Quality services**, Informatica Intelligent Multidomain MDM SaaS on Google Cloud supports batch and real-time modes of profiling, parsing, standardization, validation and enrichment. Additionally, reference data management capabilities let you embed validation rules and reference data lookups into operational processes and allow API calls to be made to external data providers like Dun & Bradstreet and Acxiom.

You can use blended machine learning techniques such as deterministic, heuristic and probabilistic to automate profiling, cleansing and standardization. The CLAIRE AI engine can also recommend and associate **data quality** rules with master data fields and automate the execution of those rules across all the master data sources in an enterprise.

Another benefit of “Smart Field” capabilities: context aware fields within the data model. This means the system automatically knows how to standardize and verify address, phone number and email data. With **Informatica Data as a Service**, a simple click of a checkbox allows you to automatically validate this information against authoritative sources such as a national postal database.

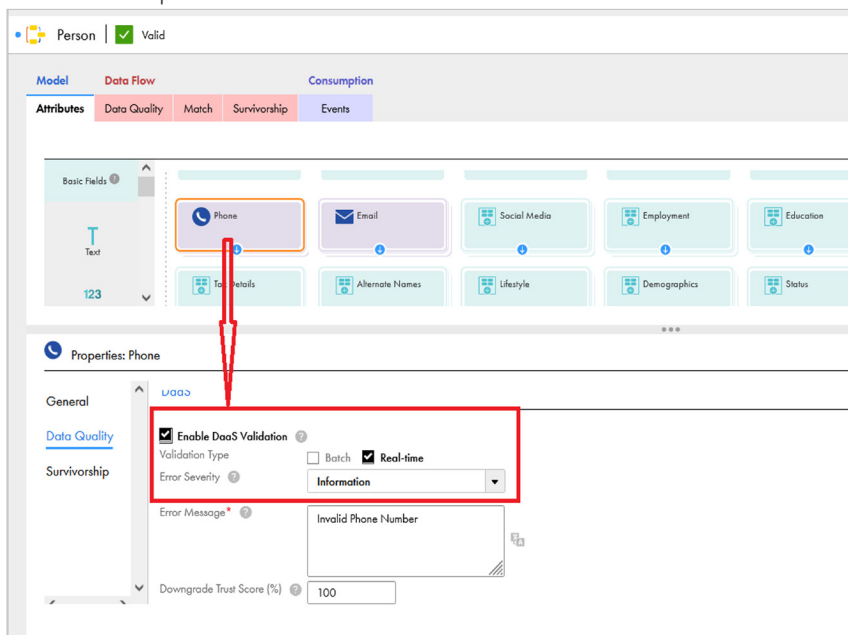


Figure 7. Informatica Intelligent MDM SaaS “Smart Fields” automate data validation.



## Match, Merge and Survivorship

One unique advantage of MDM is that it allows you to consolidate multiple records of a domain accurately and precisely into the best version of the truth. Consistent master data is much easier to maintain once you have deduplicated and consolidated records in a single golden record. Informatica uses a combination of declarative rules and AI algorithms to improve data-matching accuracy. The Intelligent Match feature of the CLAIRE AI engine allows business subject matter experts to use machine learning to train the match engine simply by going through a few founds of matching records. Intelligent Match provides full transparency into the calculation behind the match score for any given match pair.

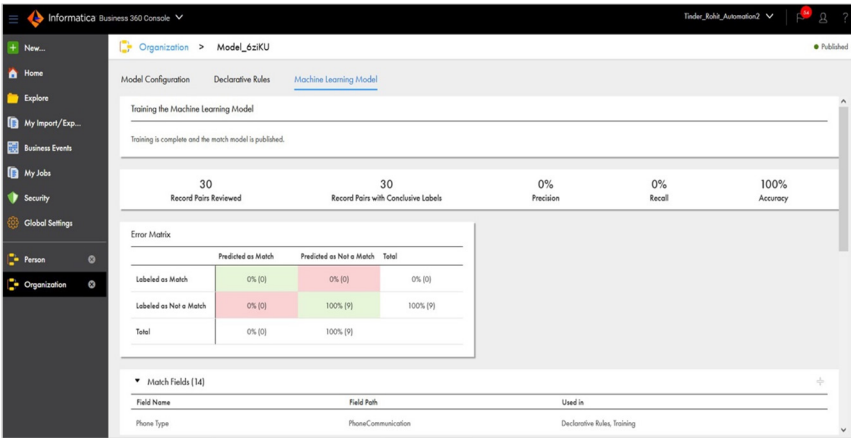


Figure 8. Train match algorithms in hours instead of days with the “Intelligent Match” feature.

The patented trust framework defines survivorship rules and calculates trust scores at the attribute level. This lets you pick the most recent, correct and trusted source for each field. For example, CRM is usually a good source for phone numbers and email addresses, but a shipping system is usually a better source for address fields. Trust rules are applied automatically when two records are merged, when you update any source record and when you unmerge records.

## Process Management and Workflow

Embedded **Cloud Application Integration** services within IDMC provide a full BPM engine within MDM that implements WS-BPEL 2.0 and BEPEL4People-compliant process models. These services encompass event processing, service orchestration and process management. The product covers all applicable business functions internal to MDM, such as task management and conditional routing. It also integrates MDM into large business processes, such as delivering personalize

The product also provides out-of-the-box workflows with the preconfigured multi-step approval process, “Save the Draft” functionality within workflows, and an out-of-the-box dashboard measuring workflow progress. Prebuilt functions include create and update, as well as domain-specific workflows. Workflows are easily customized with a user-friendly, low- / no-code interface.

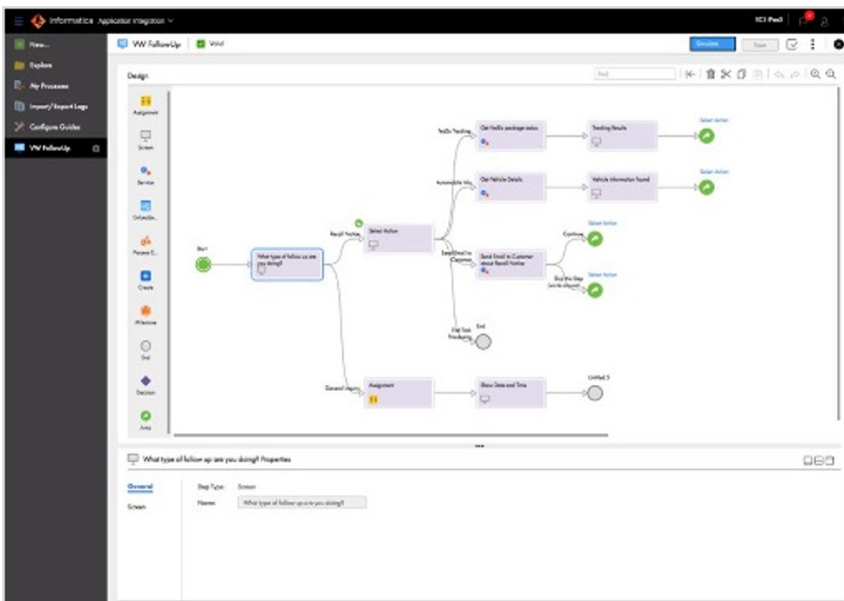


Figure 9. Integrate master data into larger business processes like order tracking.

## Stewardship and Task Management

A configurable task inbox shows data stewards their list of current tasks and the status of each task, with drill down to the underlying subtasks. Data stewards (or a task administrator) can reassign tasks to other users to complete. Conditional notification and routing capabilities speed identification and remediation of issues.

Workflow Inbox

Quick Filters

Open Tasks (3)

Task ID	Title	Task	Priority	Status
683690390687477760	Prospects for 2021 Summer Campaign	Final Review	Medium	Unassigned
683690470089846784	CRM Customers	Final Review	Medium	In Progress
683690537114824704	NSE Customer	Final Review	Medium	In Progress
...				
Final Review   Prospects for 2021 Summer Campaign				
Task: Final Review				
Status: Unassigned				
Priority: Medium				
Assigned To:				
Created By: kavinashmanageranalyst1				
Modified By: kavinashsteward1				
Due By:				
Created On:				
Modified On:				
Description				

Figure 10. Informatica Intelligent MDM SaaS features a configurable task inbox.

The CLAIRE AI engine helps data stewards and business users improve data quality at the point of entry. When you're trying to enter records that are like existing records, a "Similar Records" recommendation panel slides onto the screen. This helps prevent data duplication and the need to match and merge records later.

Business Entity Services APIs allow you to embed master data stewardship into business applications and processes. You can make REST calls to create, update, delete and search for base object records and related child records in a business entity. You can also create, update and delete attachments to tasks and records.

## Data Governance

Informatica Intelligent MDM SaaS on the Google Cloud maintains a highly governed set of core attributes. These attributes are the basis of a common definition of master data entities to ensure completeness and consistency across the enterprise. Master data policies are enforced to stay compliant with both internal standards and external regulations.

For example, we can execute internal controls for separation of duties by enforcing a rule that the creator and approver of changes must be different people. The product keeps a complete audit trail of changes, including who, what and when. This audit trail includes a timeline capability to search for, view and compare effective dates.

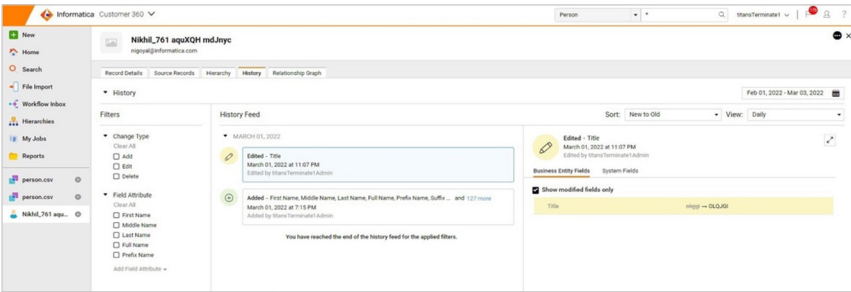


Figure 11. Easily track and audit changes to master data.

## Data Privacy

Master data may also contain sensitive data about customers, employees and partners that are subject to a variety of data privacy regulations. As part of the master data discovery process, the CLAIRE AI engine can identify and classify personal data, allowing you to associate privacy policies and map rules for enforcement. You can also master consent — including where the consent was given, when consent has been revoked, and what types of data can be used for which purpose — as an attribute of the master data record, to better understand how you should use the data.

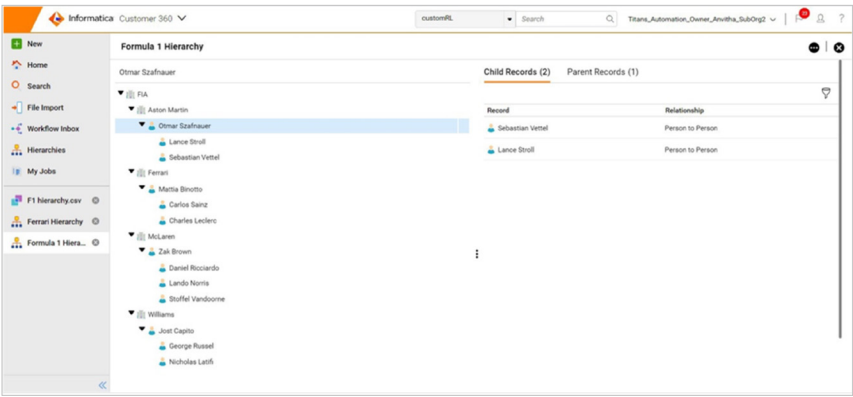


Figure 12. Examples of privacy policies that apply to personal data.

You can use your own policies and user authorizations to set and enforce access controls and can dynamically mask master data at query time. Multidomain MDM SaaS on Google Cloud provides real-time monitoring and protection as part of API-based master data exchange in business processes. You can audit, record and block sensitive data leakage in API requests and responses. You can also select the type of information to protect — such as credit card numbers, personally identifiable information (PII) and tax identification numbers — and set the level of protection of each information type for requests, responses or both.

## Security

With increased global connectivity and cyberattacks on the rise, protecting your master data is critical. That is why we build products with security as a primary design principle and follow the Informatica Secure Development Lifecycle to eliminate security defects as we develop products.

We maintain the most stringent cloud security certificates. Data at rest is encrypted using an AES-128 key, while data in transit use TLS-1.2 or greater protocol. Our cloud security program focuses efforts and resources across the following areas:

- Application security
- Identity and access management
- Vulnerability management
- Security incident response
- Training and awareness
- Business continuity and disaster recovery
- Governance, risk management, and compliance

Informatica Multidomain MDM SaaS on Google Cloud supports cell-level, role-based security. Roles are highly granular and flexible, which allows administrators to implement safeguards that align with the security policies of their organization.

A user account inherits the privileges configured for any role to which the user account is assigned. Multiple authentication options are available, including password-based, SSO-based, certificate-based or token based, and master data can be dynamically masked at query time.

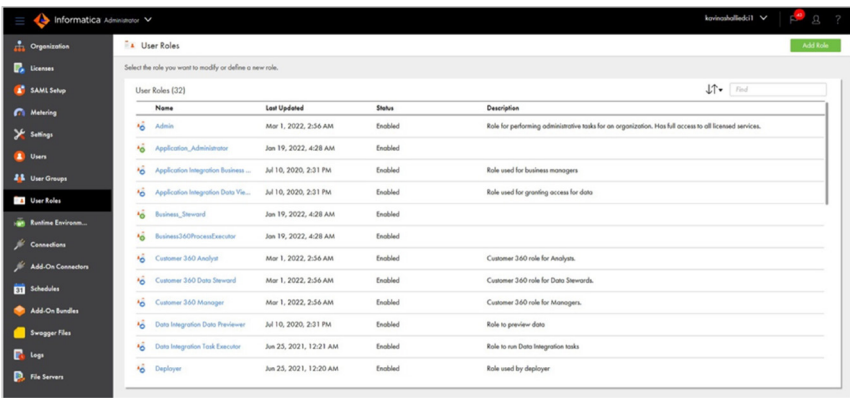


Figure 13. User account management is done centrally for all services.

## Dashboards and Insights

The business user's experience is critical to the success of master data management programs. After studying the context in which different people — such as business users, data stewards, application administrators, and analytics teams — use master data management solutions (including their end-to-end interaction processes) we were able to design intuitive interfaces, guided workflows, and machine learning recommendations that increase adoption, productivity, and agility.

Configurable, role-based dashboards summarize information and present an easily digestible view that is contextualized for the person who is using it. And in addition to ensuring the core master data is correct, you can enrich it and link it with other information, such as activity data, to enable drill down for detailed analysis and insights. Alerts highlight changes, and recommendations from the CLAIRE AI engine help guide user actions. Additionally, calculated fields, such as churn scores, and data from non-mastered and other external sources, such as social media, can be inserted into the dashboards for a comprehensive, single view of a record.

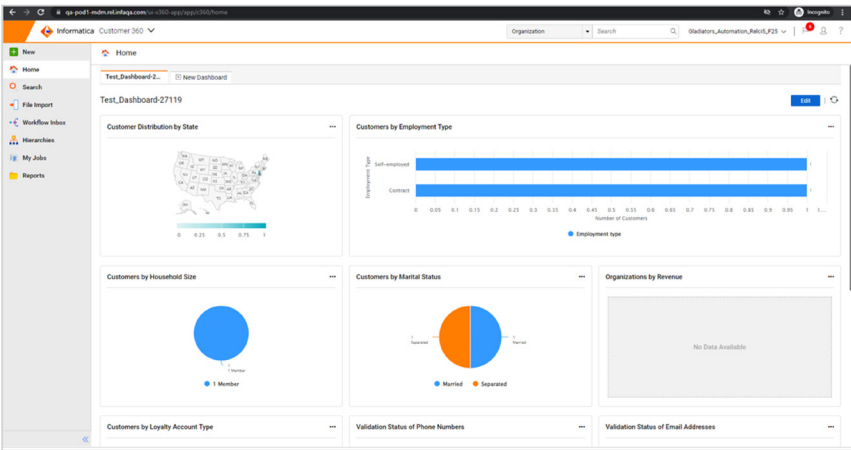


Figure 14. A modern cloud experience that increases adoption, productivity and agility.

## Data Sharing and Marketplace

Broad and consistent use of master data throughout the organization improves analytics, operations and decision making. We enable self-service access to master data through a **data marketplace** that provides create and publish, search and shop, and fulfill and track capabilities to help you build a data-driven organization. The CLAIRE AI engine uses content-based filtering, user ranking and data similarity to make recommendations about master data to use.

Data usage terms and conditions are applied based on the type of master data being accessed, to provide guidance to data consumers regarding how to use sensitive and personal information compliantly and ethically. Once usage policies have been accepted, users can automate provisioning (for example, into cloud data lakes for AI projects) of master data.

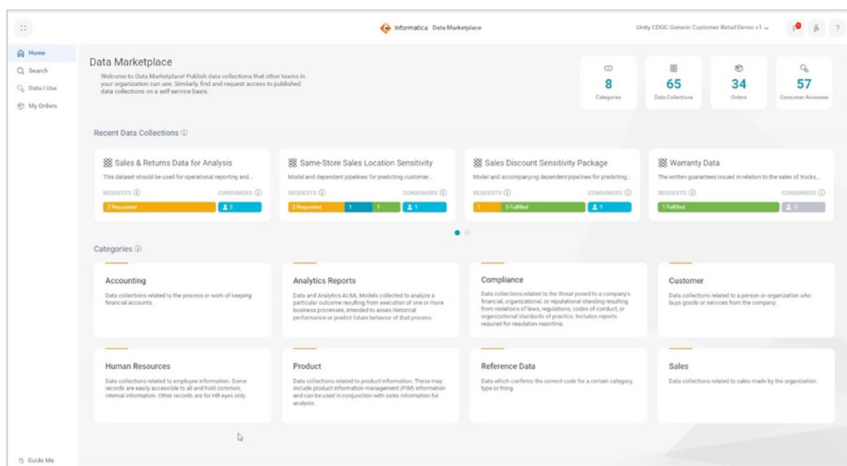


Figure 15. Easily find and access master data through the data marketplace.

## Summary

With Multidomain MDM SaaS on Google Cloud, you can experience a modern and all-in-one MDM solution using a cloud-native microservices architecture delivered through the Intelligent Data Management Cloud, user-centric design principles, and AI-powered automation of the CLAIRE AI engine. Like all technology-enabled business disciplines, the capabilities required for the practice of master data management are constantly evolving to address changing business needs. Multidomain MDM SaaS on Google Cloud provides a solution that can help you meet these evolving requirements.



You'll benefit from features such as:

- **A modern cloud experience that increases adoption, productivity and agility.** We looked at how different people — such as data stewards, application administrators, business analysts, and analytics teams — use master data management solutions (including their end-to-end interaction processes). The result? Intuitive interfaces, guided workflows, and machine learning recommendations that will make it easier for you to discover, curate, and consume master data for analytical and operational use.
- **An easy-to-manage solution that speeds deployment and reduces the cost of ownership.** Integrating all the data management capabilities required for the practice of master data management — such as data and process integration, API management, data quality, data modeling, hierarchy and graph relationship management, workflow and task management, and security — in a single solution with pre-configured domain and industry content, simplifying implementation and administration of multidomain master data management.
- **A comprehensive solution that accelerates business outcomes.** An ability to manage multiple domains of master data and the relationships between domains such as customer to product and product to supplier, as well as connecting master data and other types of data like transactions and interactions supports a broad range of digital transformation use cases such as customer experience, digital commerce, supply chain optimization, and finance transformation. This ability to scale across functional areas of the business ensures long-term value.

## For More Information

Learn more about Informatica AI-powered Master Data Management on our [solutions page](#). Discover more about the Informatica and Google Cloud strategic partnership [here](#).

Informatica (NYSE: INFA) brings data to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Informatica. Where data comes to life.

