

# Informatica MDM Cloud Edition

## Drive Quick Return on Investment with Industry-Leading MDM as a Hosted Subscription Service.

### Solution Benefits

Informatica MDM Cloud Edition combines the market-leading capabilities of Informatica MDM with the agility of Amazon Web Services

- Focus on business value, leave IT management to experts
- De-risk management of complex MDM installations for low monthly fee
- Best-in-class MDM with auto-upgrade to leverage latest features
- Best-in-class service from the #1 company in customer loyalty
- Get better insights from more data without the risk

Fragmented data creates significant data problems and has interrupted business processes for years. Master Data Management (MDM) delivers a single, trusted, and complete view of business-critical data. It empowers companies by delivering reliable data about customers, products, suppliers, locations, and more, as well as a 360-degree view of their relationships.

### The challenge

Many MDM programs struggle to achieve and sustain business engagement and measurable business value. While some of these MDM challenges can be attributed to the absence of executive sponsorship and cultural transformation required, a key concern is the lack of agility and infrastructure support required by IT to support the speed of business innovation.

Executive sponsorship for MDM can be addressed with a strong, outcome-focused business case, however acquiring the skills and supporting infrastructure required for an MDM implementation remains a challenge for many. To address this, business leaders look for ways to streamline, or bypass entirely, the infrastructure provisioning process so they can focus their MDM resources on turning their data into tangible value. MDM leaders also struggle to get much-needed maintenance and upgrade support so they can leverage the latest and greatest features offered by their MDM solution.

### The solution

Successful MDM projects focus on driving business value by creating a trusted source of reliable information. The IT leaders driving the MDM implementation should focus their energy on integrating data, ensuring data quality, operationalizing data governance, and securely delivering the insights to operational and analytical systems. Automating the provisioning of the MDM infrastructure based on the needs of the project, and cost-effectively managing and maintaining the MDM environment, will effectively free up IT to focus on driving business value from master data.

Informatica MDM Cloud Edition empowers companies by providing reliable business-critical data about customers, products, suppliers, and locations, as well as a 360-degree view of all relationships, in the cloud. The widely recognized capabilities of Informatica's platform approach coupled with the agility of Amazon Web Services (AWS) can address organizations' unique MDM challenges. Informatica MDM Cloud Edition includes embedded data integration, data quality, and business process management options. It enables organizations to:

- Eliminate infrastructure costs and reduce maintenance costs
- De-risk the management of complex MDM installations
- Automatically leverage the latest features and enhancements of Informatica's leading MDM solution, and
- Reap the benefits of Informatica MDM combined with award-winning data security to ensure business-critical data is safe in the Cloud.

Leading organizations in financial services, healthcare, retail, government, and other industries use Informatica MDM to cut costs, increase revenue by improving operations, and make more informed decisions across the enterprise.

## About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

## Key Features

### Combine the power of Informatica MDM with the speed and agility of Amazon Web Services

Informatica MDM Cloud Edition accelerates the speed of deployment of MDM and leverages the simple, pay-as-you-go pricing approach of AWS, thus removing an up-front investment in infrastructure. Whether you are an enterprise, small or medium business, this pricing model will help you access all the benefits of Informatica MDM. Additionally, AWS provides a massive global cloud infrastructure that allows you to be agile, innovative, and still pay only for the capacity you use.

### Auto-upgrade to leverage latest features

With Informatica MDM Cloud Edition, organizations get all the features of Informatica MDM along with automated upgrades and fixes. This means you will no longer have to worry about upgrading Informatica MDM—security updates included—thus freeing up your time so you can focus on other important aspects of the MDM implementation. This also lets you leverage the latest and greatest enhancements, features, and functionality Informatica delivers with each release.

### Lower maintenance costs and IT expenses

With Informatica MDM Cloud Edition, IT management is now Informatica's responsibility. Eliminate infrastructure staffing expenses for a small monthly fee. This is the most cost-efficient method to use, maintain, and upgrade your MDM system, significantly lowering the company's IT expenses.

### Enjoy full MDM capabilities

Informatica MDM Cloud Edition offers all the capabilities that an Informatica MDM on-premises installation offers. It embeds Informatica's market-leading Data Quality, Data Integration, and Business Process Management solutions to support the delivery of a complete view of customer, product, supplier, and other business-critical master data. Informatica's award-winning data security combined with Amazon's multi-layer operational and physical security ensure the integrity and safety of your data in the cloud.



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