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# INFORMATICA ANNOUNCES NEW 360 SAAS SOLUTIONS

## ANALYSTS

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## THE BOTTOM LINE

Informatica announced new additions to the 360 SaaS solutions portfolio with new, cloud-native, MDM 360 SaaS solutions to support customer and finance master data management. Customer 360 and Finance 360 aim to help complex organizations manage increasing data growth through elastic scalability and AI-powered automation. As has been the trend with Informatica in recent years, the additions will support simplified deployments that adapt quickly to changing business needs to increase productivity and accelerate return on investment.

## THE ANNOUNCEMENT

On January 11<sup>th</sup>, 2021, Informatica announced two additional, cloud-native, MDM 360 SaaS solutions to support the management of customer and finance master data. With the 360 SaaS portfolio additions, Informatica is taking an all-in-one approach through its existing data management portfolio to support customer workloads with modern tools for Dev Ops and infrastructure. Informatica aimed to address enterprise demands with distributed workloads for improved scalability, agility, and time to value with cloud adoption continuing to grow.

The modern all-in-one 360 SaaS solutions help fully understand customer and finance data with embedded data discovery, data ingestion, data quality, data governance, data insights, business process orchestration, pre-built connectors, and reference data management in a single SaaS environment. The environment is supported with a guided no-code configuration built on Informatica's Intelligent Cloud Services Platform (IICS). IICS is a comprehensive iPaaS using a zero-code environment consisting of the CLAIRE engine for AI, data integration, application integration, data quality, API management, and data management services on the Intelligent Data Platform for multi-cloud environments. IICS capabilities bring a unified solution to support any integration pattern covering all users, data, and endpoints—including mobile, Internet of Things (IoT), business-to-business (B2B), and more.

The 360 SaaS solutions also see further support for a microservices architecture, allowing for single components to be deployed, updated, or scaled independently from each other at runtime without any downtime. Informatica has taken a modular approach to enable customers and partners to configure their own applications on the Informatica foundation. With Informatica, developing applications using a microservices method is done horizontally, triggered by requests. This automated elastic scalability is essential for a fully cloud-native MDM application. Informatica's cloud provides elastic service scaling and tenant-specific scaling to handle increases in demand, which helps buffer tenants against data conflicts in a multitenant deployment. MDM also provides the packaged content for solutions such as Customer 360 and Reference 360. Packaged content includes data models, rules, connectors, and pre-built integrations, data flow definitions, user interfaces, and solution-specific UI components. Runtime execution for many of the processes is handled in Spark for large scale data processing. Furthermore, Docker is used for microservice packaging and distribution, and Kubernetes is used for container orchestration and elastic scaling.

**70%**

Reduction in ETL  
process time

Informatica Finance 360 enables users to manage reference data sets, hierarchies, and crosswalks through a 360-degree view of finance and reference data within an enterprise. The new Finance 360 functionalities aim to support the user experience with an intuitive UI and drag-and-drop visual data management screens. Additionally, Finance 360 removes finance and reference data inconsistencies in enterprise applications enabling users to create, import, and export crosswalk mappings and view side-by-side comparisons of hierarchy changes. For versioning, audit, lineage, and workflow-based approval, Finance 360 is fully SOX compliant as the solution can handle change management, relationships, associated attributes, and mappings. AI-powered automation built into Finance 360 helps ensure accurate reporting through the reconciliation and validation of financial data across enterprise systems to support the reporting process. With Finance 360 operating on IICS, the solution integrates well with enterprise applications and systems while making available REST APIs enabling systems to consume finance data.

**55%**

Reduction in job  
setup time

## **BENEFIT TO CUSTOMERS**

When speaking with Informatica customers throughout 2020, a wide range of benefits was realized regarding time spent on quality assurance tasks, application integration, job setup time, and ETL processes. By analyzing more complex functions, many customers also found the Informatica increased the scale of data management without added cost along with decreasing personnel costs associated with integration and data management. (Nucleus Research u72 – ROI Guidebook: Informatica – August 2020). Key benefit areas seen as a result of an Informatica deployment include:

- 70 percent reduction in ETL process time, enabling developers to focus resources on creating a full view of applications, databases, datasets, and workflows.
- 55 percent reduction in job setup time with an increase in returns as the data and application landscape expands and becomes more complex. This translates to bringing new products to market faster, leading to a quicker realization of revenue.
- 35 percent reduction in quality assurance processes as Informatica Cloud Data Quality uses business rule definitions and AI-driven processes to reduce the amount of time spent coding manually.

Informatica's continued vision of 360 solutions will further increase the benefits realized for existing and new customers. By enabling a 360-degree view of company operations, enterprises can support critical pillars in the current work environment surrounding customer retention, e-commerce, supply chain resiliency, and financial management. The areas are essential points of growth under a standard business environment. Informatica's updates to enterprise cloud data management capabilities are doing more than just improving efficiency and promoting growth as these features will help businesses survive over the coming year. Informatica can assist companies with more precise and granular customer segmentation and personalization, along with more in-depth views of customer behavior and patterns. Multi-dimensional hierarchies will expand reference and finance data capabilities to support visibility across the business structure.




With new 360 SaaS solutions and a portfolio of solutions to support data management workloads, Informatica customers can manage data under a single company. Customers no longer need to deploy multiple systems and solutions for data management, data governance, data discovery, data ingestion, data quality, data insights, and business process orchestration. Informatica is the leading provider for various data management areas, including cloud-native data quality capabilities that include profiling, parsing, standardization, validation, and enrichment to support the quality of master data.

Customers deploying 360 SaaS solutions and other Informatica products can expect seamless integration between internal and external systems and solutions. The all-inclusive integration capabilities stem from IICS as the foundation for configuring data and system integrations within Informatica solutions and third-party software. Unlike other MDM vendors, Informatica provides more than bulk/batch data integration with advanced streaming, elastic, and serverless approaches that scale with variable workloads. Additionally, Informatica enables more than simple API enabled access to master data as users can publish and subscribe messaging that supports the delivery of master data in real-time across processes, applications, channels, and interaction touchpoints.

## CONCLUSION

With many on-premises IT environments unable to handle massive fluctuations in demand, users are left with an inefficient and costly solution that requires continued maintenance over time. Legacy MDM solutions utilize old architectures that promote inefficiencies and future upgrade requirements. As companies continue to amass larger amounts of data,



Informatica's capabilities, such as flexible workload scalability and AI and ML techniques, will be essential to support the decision-making process and improve IT productivity.

Organizations also face data consolidation challenges with many data management infrastructures weakened by incomplete, inconsistent, duplicated, and fragmented customer data. Organizations will manage data across different departments and siloed systems, leading to a reduction in data quality and driving down process efficiencies. Complex data structures also run the risk of not meeting regulatory requirements as many companies operate across global regulations. With the additions of new 360 SaaS solutions, Informatica solidifies its position as an all-in-one data management platform. As in previous years and throughout 2021, Informatica will continue to address the challenges faced by complex organizations by supporting efforts to consolidate silos, create a single version of truth within a company, streamline mergers and acquisitions, promote data quality, and meet regulatory requirements.