



## Gartner – Informatica is named a leader and positioned highest for “Ability to Execute” and furthest in “Completeness of Vision” in Master Data Management (MDM).<sup>1</sup>

Informatica MDM is robust master data management (MDM) software that provides access to consolidated and reliable business-critical data—also known as master data—across the enterprise. The software uniquely identifies all master data, as well as the relationships within it, stored in different formats and multiple systems. It reconciles inconsistent, duplicate, and conflicting data into the single best version of the truth—a golden record for the enterprise.

MDM is not just about match and merge. Your success relies heavily on comprehensiveness of the solution

- Storing all your data domains in one place
- Eliminate unnecessary costs due to redundant technologies or conflicting processes
- Ensure regulation compliance
- Capture “big picture” business insights
- Providing a positive customer experience by having a 360 degree view with each customer

### **Customer successes:**

*“Data quality is the key to the success of Fannie Mae’s mission: getting the right people into the right homes. Now all our systems look at the same data – that one source of truth – which gives us great comfort.”—Tracy Stephan, IT Director, Fannie Mae*

*“The drug development process rests on the high quality data being used to make informed decisions during the evolution of a product or treatment. Quintiles’ Infosario clinical data management platform gives researchers and drug developers the knowledge needed to improve decision-making and ultimately increases the probability of success at every step in a product’s lifecycle.”— Richard Thomas, Chief Information Officer, Quintiles*

*“Data is the fuel of our organization and our differentiator in the marketplace. Empowering clients, building managers, and revenue-producing partners to paint a picture or tell a story with information has been the biggest and most important change Informatica has helped us make.”— Mike Hart, Director, Research - VP, Data Management & Operations, JLL Inc.*

*Software Information Resource Corporation (SIRC) Established in 1994, SIRC provides the Federal Government and commercial clients with Information Technology Infrastructure Services, including software development, database management, system and network administration, information assurance, technical support and systems integration. Over the past decade, SIRC has perfected intelligent application of appropriate technologies, flexible and proven methodologies and deployment of highly skilled technology professionals. SIRC supports small, medium and large enterprises including select Fortune 500 companies.*

<sup>1</sup>“Magic Quadrant for Master Data Management Solutions” -

<https://www.gartner.com/doc/3575817/magic-quadrant-master-data-management>

### KEY POINTS

- Achieve GDPR Compliance
- Reduce Resource Time and Expense
- Simplified onboarding & management
- Improve Customer Experience
- Minimize risk of data errors and loss of revenue
- Relationship visualization
- Faster time to value
- Verified customer data