

Informatica Customer 360 Insights

Benefits

- Bridge the gap between data, analytics, and action with dynamic insights and perspectives
- Link fragments of data from all sources to add context to a 360-degree customer view
- Gain visibility into the complex, multi-dimensional relationships you have with your customers

AI-Powered Intelligence for Relevant, Contextual Customer Engagement at Scale

Companies of all sizes are under enormous pressure to compete on the experiences they provide. Sweeping changes to marketing strategies, new business models, and digital capabilities are making it easier for you to gain the insights you need. The influx of data requires a solution that helps you intelligently gain insights at scale for customer engagement with relevance and context.

As the industry's first artificial intelligence (AI)-powered customer intelligence solution that synthesizes customer data at the enterprise level, Informatica® Customer 360 Insights enables more customer-centric, personalized interactions. By creating a customer record that encompasses all structured and unstructured data, Customer 360 Insights delivers greater visibility into your company's relationships with customers, enabling improved service, increased cross-sell revenue, and reduced overall IT system costs.

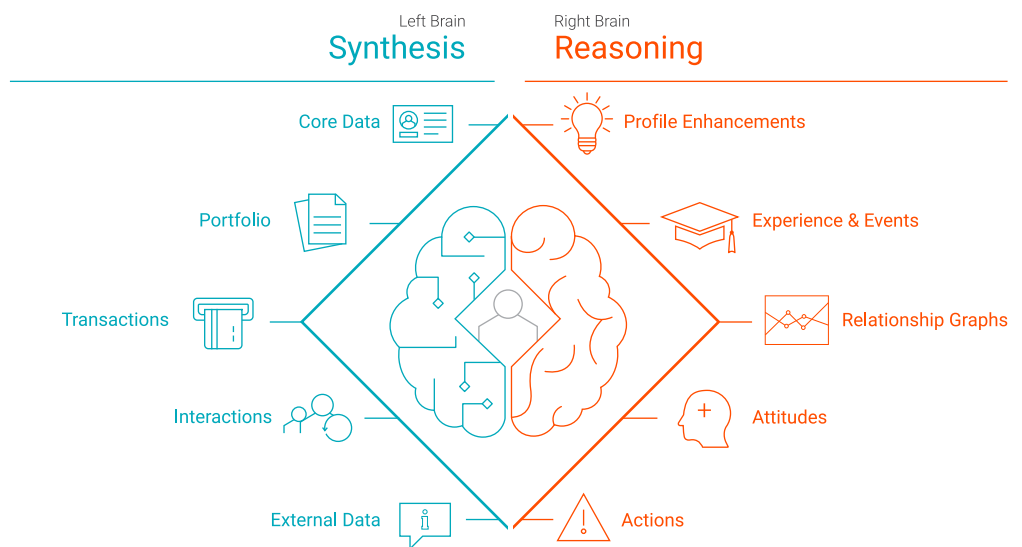


Figure 1. Create a customer-centric view, enrich it with intelligence and insights, and make it actionable by business users and data scientists.

By synthesizing data and matching customer records, and then linking and relating atomic data sources, Customer 360 Insights creates richer customer profiles, which organizations can use to develop individualized marketing campaigns, improved customer experience, and personalized sales offers.

The microservices architecture and SaaS deployment model of Customer 360 Insights is fueled by state-of-the-art technology that includes AI, machine learning, and graph data stores, which simplifies and accelerates the process of turning data into insights that drive action.

Key Features

Synthesis

Synthesis links customer records and extracts context from unstructured data with Natural Language Processing (NLP). Key elements include:

- **Flexible Automated Data Ingestion**—Ingests structured, unstructured and semi-structured data in its native format (including 3rd party data like social data, SEC filings, survey responses etc.). No prior extract-transform-load processing is required.
- **Extensive Data Standardization and Normalization Functions**—Provides advanced data standardization and normalization functions, including language transliteration, address standardization and title/job description normalization among others.
- **Advanced Synthesis and Data Matching**—Utilizes natural language processing and advanced probabilistic matching techniques to synthesize a complete 360-customer view from disparate and sparse data. It utilizes a genetics machine learning algorithm to optimize match configurations for a client's specific data profile.

Reasoning

Reasoning capabilities automatically infer intelligent attributes such as personality, occupation, sentiment, life events, product/competitor mentions, location-based events (such as travel and patterns) and customer journeys. It can also infer next best experience/interaction predictions.

Customer 360 Insights continuously applies machine learning and expert rules-based enrichments to synthesized data to help discover non-obvious relationships, measure sentiment, infer life events, and apply segmentation.

Data Stewardship at Scale

Customer 360 Insights offers data stewardship through batch and automated matching for scalability. Based on a big data stack, Customer 360 Insights leverages the innate scalability of modern technologies to make sense of extremely high volumes of customer and transaction data. It utilizes Apache Hadoop, Spark, graph, columnar, and in-memory data stores with AI, Natural Language Processing and machine learning, combining data management and analytics technology within a data lake architecture. To aid stewards in decision making, a data quality dashboard provides details on the completeness and accuracy of data elements such as email address or phone number by source system.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Key Benefits

As an AI-powered customer intelligence solution, Customer 360 Insights delivers connected data at scale for actionable, contextual, and relevant customer engagement.

Action

Customer 360 Insights infers and detects intelligent attributes about customers and persists them within the customer record, bridging the gaps between data, analytics, and action. It uses pre-built analytical functions designed to enrich the customer record and prepares the data for advanced analytics.

- **Indicators:** It determines customer patterns like churn indicators and retention actions derived from transactions and service interactions
- **Journey:** It blends all interactions, transactions, and events into a comprehensive Customer Journey to analyze and personalize customer experiences
- **Predictions:** It uses the individual customer journeys and applies machine learning algorithm to predict the next likely interaction for each customer

Context

To provide context for external analytics and visualization, Customer 360 Insights links fragments of data from all sources and integrates with other advanced analytic tools, such as SAS, Python, R, Tableau.

Analytical models can also be integrated into the solution's Reasoning framework to be executed as part of processing, in real-time or batch. It also provides the ability to deploy machine learning classifiers and expert rules to "reason upon" and enrich customer data on an ongoing basis.

Enriched customer data can then be used to fuel advanced customer analytics (i.e., micro segmentation, RFM analysis, market basket analysis, etc.) and to increase campaign effectiveness.

Relevance

Customer 360 Insights allows delivery of multiple perspectives from the same trusted version, depicts the connections (including complex hierarchical structures) between customers, and enables performance of real-time graph analytics against customer and associated hierarchy data.

As customer records are created to form a single version of truth, multiple views of a customer can be parsed into the perspective that's most relevant to marketing, sales, finance, operations, and other teams—so they can focus on what's most important to them.

Utilizing the capabilities graph database provides also means that organization records can be created. These may include, for example, suppliers, vendors, partners, institutions, agents, brokers and complete hierarchy information for service and sales. And, complex B2B hierarchies can be identified to support account planning and marketing.



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IN06_3664_0319