



# Informatica MDM

## Review From A Customer



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## Review by a Real User

Verified by IT Central Station



**Monirul Islam**

Associate at a tech services company with 10,001+ employees

### **WHAT IS MOST VALUABLE?**

Valuable features include: 360 degree view of customer data Data quality improvement through better decision making with respect to BI Analytics and reporting Improvement in the customer experience with better services provided to the application users Consistent support to the business through process standardization supported by effective Change Management and Data Governance

### **HOW HAS IT HELPED MY ORGANIZATION?**

We had implemented it across leading Life Science domain. Clients looked to implement a MDM solution for Customer data, which will create a Golden Record from multiple source systems. Single and consistent view of Customer Data arising from a centralized data set with unique customer records. Customer data is a critical asset that must be managed within the enterprise. An integrated Master Data Management solution is needed to enable a 360-degree view of its Customers and provide accurate and timely Customer information. The ability to link customer information across HCPs (Healthcare Providers), managed markets, hospitals and institutional accounts enables an enhanced view of the customer.

### **WHAT NEEDS IMPROVEMENT?**

I am looking forward to integration with leading data providers, such as DaaS in the Life Science domain.

### **FOR HOW LONG HAVE I USED THE SOLUTION?**

I'm using Informatica MDM since 2012 in various version XUSP2,9.1,9.5.1,10.1 and 10.2

### **WHAT DO I THINK ABOUT THE STABILITY OF THE SOLUTION?**

There were a few stability issues, but overall it is a stable product.



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**WHAT DO I THINK ABOUT THE SCALABILITY OF THE SOLUTION?**

When it comes to scalability, it is the best product in the market.

**HOW IS CUSTOMER SERVICE AND TECHNICAL SUPPORT?**

I would give technical support a rating of 9/10.

**WHICH SOLUTIONS DID WE USE PREVIOUSLY?**

I looked into other products in this segment, but we never implemented them.

**HOW WAS THE INITIAL SETUP?**

The setup was pretty simple.

**WHAT OTHER ADVICE DO I HAVE?**

I would suggest to just go for it. It is the best MDM solution in the market.

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