



Informatica®

# Unleashing the Power of Data

Success stories showcasing data-driven  
innovation in Cloud Data Warehousing and  
Cloud Data Lakes

# You are the Intelligent Disruptors. Informatica is Your Champion.

You are outmaneuvering your competition by unleashing the power of data in new and intelligent ways, driving data-driven digital transformation, and reaping the benefits for your organization. We partner with our customers to ensure you achieve your goals with our data management solutions and services, and help you to showcase and promote your accomplishments.

In this eBook, you will see examples of success from organizations—large and small—spanning the world across a variety of industries and use cases. These organizations shared their stories in order to help others learn from their experiences, to promote their innovation and efforts to a wider audience, and to encourage peer-to-peer collaboration across organizations.

If you'd like to share how your organization is innovating and driving a data-driven digital transformation with the support of Informatica, we'd love to help. Submit your nomination by [reaching out to us here](#).

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This icon recognizes Informatica Innovation Award Winners and Honorees. Learn More about Informatica's Innovation Award Program at: [informatica.com/about-us/customers.html](https://informatica.com/about-us/customers.html)



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### Delivered breakthrough therapies

faster with valuable research data analytics



# 650,000 vehicles

connected as part of a global initiative that optimized its vehicle rental business

## avis budget group



We envision a world where our fleet is completely connected, integrated, and on-demand. With Informatica and AWS, we're leading the way in terms of how we can use data to drive success for the company and respond quickly as demands change.

— Christopher Cerruto  
VP of Global Enterprise Architecture and Analytics, Avis Budget Group.

# Avis Budget Group

- **Objective:** Optimize fleet management
- **Industry:** Transportation
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

### Goals:

- Connect a massive fleet of 650,000 vehicles in real time and with a complete global view to enhance efficiency, reduce costs, and drive revenue
- Reduce business risk by profiling and govern telematics data from vehicle GPS and navigation systems and uncover any data quality issues early
- Document core assets such as fleet and telematics data while capturing business context from subject matter experts

### Solution:

- Deploy Informatica solutions on **AWS** to operationalize data and perform real-time analytics as part of a next-generation platform
- Leverage Informatica Data Engineering Integration to enable faster, flexible, and repeatable big data ingestion and integration
- Organize fleet and telematics data using Informatica Enterprise Data Catalog to provide visibility into data location, lineage, and business context

### Results:

- Supports global vehicle analytics with an end-to-end data pipeline, giving fleet managers X-fold faster access to track vehicles in real time
- Mitigates risk by improving data quality and governance, helping to ensure that fleet data is complete and in the right format
- Increases productivity by enabling business users to search for, locate, and understand data assets on their own, with a line of sight into data lineage

  
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## Helped increase shareholder value

by enabling complex activities such as cross-selling and upselling of insurance policies through brokers and managing general agents



Informatica and Microsoft Azure, they work well together, they support one another, and we ended up with what we wanted: a single cloud footprint that goes across technologies and functions.

— John Mulvaney

Senior CoE Lead - Data Analytics Workbench, AXA XL

## AXA XL

- **Objective:** Using big data to streamline customer product offering
- **Industry:** Insurance
- **Country HQ:** United States
- **Cloud Platform:** Microsoft Azure

### Goals:

- Reduce the complexity and cost of managing and cleansing big data across business units to gain insights into policyholder, broker, and product performance
- Attain profitable growth by identifying cross-sell and upsell opportunities for brokers and partners to sell more insurance products to existing customer base
- Democratize data discovery and preparation to allow data scientists, analysts, and actuaries to prepare and operationalize data for trusted insights

### Solution:

- Use Informatica Data Engineering Integration and Informatica Data Engineering Quality to integrate, govern, and cleanse data from on-premises and cloud sources to **Microsoft Azure**
- Scan and catalog insured and policy data across the enterprise using Informatica Enterprise Data Catalog, making data actionable and easy to find
- Enable data scientists, actuaries, and analysts to prepare data for analysis via self-service using Informatica Enterprise Data Preparation

### Results:

- Simplifies advanced analytics with a Data Ecosystem & Engagement Platform (DEEP), helping AXA XL build innovative data assets faster and at a lower cost
- Helps increase shareholder value by enabling complex activities such as cross-selling and upselling of insurance policies through brokers and managing general agents
- Allows for faster, deeper insights to support new policy introductions while improving investment returns and lowering expense ratios



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## 18% YoY growth

through improved automation, IT integration, and business processes, making the company better able to channel resources into transforming how clinical trials are conducted



Our partnership with Informatica helped us focus on what's important: to become more agile and innovation-driven.

— Senior Director

Business Innovation, Clinical Software Company

# Clinical Software Company

- **Objective:** Making the most of enterprise data to speed innovation
- **Industry:** Business Services
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

### Goals:

- Replace legacy infrastructure with cloud systems and SaaS applications to increase operational efficiency
- Unify IT systems to create a single source of research data truth
- Standardize approach to data integration and eliminate reliance on third parties

### Solution:

- Link SaaS applications using Informatica Cloud Application Integration on **AWS**
- Manage the flow of clinical research data in and out of applications with Informatica SaaS plugins
- Consolidate data into a central warehouse on **Amazon Redshift**, and create a holistic enterprise view with Informatica Intelligent Cloud Services and **AWS**

### Results:

- Strengthened corporate agility and innovation, propelling 18% year-over-year growth
- Increased time saved during integrations by 40%, allowing IT team to focus on other priorities
- Reduced the cost of major IT implementations by 50%



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## Homelessness rate decreased by 75%

over three years by using data from the HOME app to quickly assess for need, then referring individuals or families to the appropriate agency for assistance



Behind every statistic is a human story. We're using Informatica Intelligent Cloud Services to merge systems and help people faster.

— Bob Russell  
CEO, Community Technology Alliance

# Community Technology Alliance

- **Objective:** A mission to help the homeless
- **Industry:** Nonprofit
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

### Goals:

- Collect and integrate data from multiple government and nonprofit agencies to match people in need with available housing and human services
- Empower housing providers and human services agencies to coordinate and exchange data so their clients don't have to contact multiple providers
- Help communities comply with the Homeless Emergency Assistance and Rapid Transition to Housing (HEARTH) Act of 2009 to retain HUD grant funding

### Solution:

- Use Informatica Intelligent Cloud Services iPaaS to connect silos of data, enabling agencies to access and enter data via the HOME mobile app
- Feed information about clients, housing, and services into a data lake hosted on **AWS (using Amazon EC2, S3, and RDS)**, where it can be used for analytics and reporting
- Provide trusted data to serve as the basis for coordinated, centralized assessment and placement systems to prioritize access to housing and services

### Results:

- Helps communities reduce return to homelessness rates up to 75% and offer services to people who may otherwise slip through cracks
- Expedites access to housing and human services through coordinated entry while pre-screening clients for eligibility
- Simplifies HEARTH compliance, helping communities qualify for homeless assistance grants and promote commitment to the goal of ending homelessness



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30x faster ship inspections  
enabled by the creation of new  
digital services

# DNV GL

- **Objective:** Managing data engineering and big data workloads both on-premises and in the cloud
- **Industry:** Public Safety
- **Country HQ:** Norway
- **Cloud Platform:** Microsoft Azure



Informatica Data Engineering Integration [formerly known as Big Data Management] was the best fit for us. It offered pre-built connectors to Azure and Hadoop HDFS, and also made it easy to connect to on-premises data sources.

— Jørgen Stang  
Data Scientist, DNV GL

### Goals:

- Create new digital processes and revenue streams based on digital assets and Internet of Things (IoT) sensors on energy infrastructure and maritime vessels
- Compress development cycles and scale digital services up and down as needed to satisfy fluctuating customer demand while controlling costs
- Ensure that data from any source can be trusted, verified, and compliant with the ISO 8000-8 international data quality standard

### Solution:

- Connect a **Microsoft Azure**-based data platform, on premises data centers, a Cloudera Hadoop ecosystem, and IoT devices with Informatica Data Engineering Integration (DEI, formerly known as Big Data Management or BDM)
- Automate the deployment and management of Apache Hadoop clusters with Databricks Unified Analytics Platform, which integrates with Informatica DEI
- Verify data from databases, APIs, email, flat files, and event hubs with Informatica Data Engineering Quality [formerly known as Big Data Quality] before processing

### Results:

- Enables the creation of new digital services to increase energy efficiency, reduce emissions, improve grid stability, accelerate ship inspections up to 30x and reduce the inspection process for a fleet of vessels from 30 days to 1 day
- Accelerates developer and data engineering productivity and reduces costs by scaling clusters up and down automatically
- Allows DNV GL to treat data as an asset, a prerequisite for success in a data-driven future, while remaining compliant with international standards



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## Established a data-driven culture

with a single data analytics platform as the company pursued digital transformation



Informatica was invaluable in helping us migrate and consolidate our systems on Google Cloud Platform. In combination with utilizing Equinix's interconnection products to migrate "on-prem" data to cloud, we are now in a better position to improve our own platform and the service we provide customers using more integrated data and an agile production environment powered by Google BigQuery.

— Mohan Navaratna  
Senior Manager, Data Science, Equinix

## Equinix

- **Objective:** Consolidate analytics to improve decision making
- **Industry:** Technology
- **Country HQ:** North America
- **Cloud Platform:** Google Cloud Platform

### Goals:

- Bring together all IT data elements that impact analytics and insights
- Needed an expert partner to help

### Solution:

- Consolidates all data-related systems into a centralized data platform for better access
- Creates a unified analytics environment by utilizing Equinix's ECX Fabric products along with Informatica and **Google Cloud Platform** products

### Results:

- Establishes faster and better methods to roll out additional solutions and features to customers
- Prepares the business for a digital transformation built on insights from machine learning





# Flagship State University

- **Objective:** More data, more grants
- **Industry:** University
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

## Flagship State University

### 75% reduction in transfer time

in daily database processes, giving data architects more hours per year to work on more strategic and valuable tasks



Informatica Intelligent Cloud Services saves us an incredible amount of time. Without it, modernizing our systems would take much longer.

— *Data Architect*  
Flagship State University

#### Goals:

- Give analysts faster access to research data stored in the university's transactional systems while saving time for data architects
- Empower analysts to identify opportunities for grant funding more quickly to give the university a competitive edge
- Prepare to modernize and consolidate core university systems and transition to cloud-based solutions while keeping research data consistent and up-to-date

#### Solution:

- Use Informatica Intelligent Cloud Services to bring data together and provide a better user experience for reporting and analysis
- Bring data from Oracle and SQL Server into **Amazon Redshift** and **Salesforce** with Informatica Cloud Data Integration
- Move toward real-time automation and data integration with Salesforce using Informatica Cloud Application Integration

#### Results:

- Reduces daily database transfer time by 75%
- Accelerates the application process for competitive research grants, putting the university in a better position to receive funding
- Enables the university to replace legacy and homegrown research applications to reduce cost and complexity while offering new functionality



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Identified duplicate records with 99.99% accuracy

gained a more complete view of job candidates and opportunities to mine and integrate data from customer and partner systems



Informatica and Microsoft each invest considerably in their platforms and technologies, and that benefits me as a customer. They integrate their products in a way that creates the flexibility and agility we need.

— Ravi Ginjupalli  
Senior Director, BI Analytics, Kelly Services

# Kelly Services

- **Objective:** Manage talent effectively by building a modern data architecture
- **Industry:** Business Services
- **Country HQ:** United States
- **Cloud Platform:** Microsoft Azure

### Goals:

- Manage talent effectively by migrating legacy data warehouses to **Microsoft Azure** Synapse
- Drive job placements by increasing data volume and velocity
- Gain a complete view of job candidates and opportunities to mine and integrate data from customer and partner systems

### Solution:

- Deliver a modern and connected talent platform for multi-cloud architectures with Informatica Intelligent Cloud Services and **Microsoft Azure**
- Leverage Informatica and Microsoft synergies for faster application development to support job placements
- Build Customer MDM with Informatica MDM and achieved 99.99% accuracy in identifying duplicates

### Results:

- Create timely and targeted placement opportunities through talent-related data
- Streamline job placements through unified organizational, customer, employee, and partner information
- Expedite talent selection process by offering the right opportunity to the right talent — with an architecture that supports the company's future growth



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## Leading Biotechnology Company

### Hours of work saved

on a daily basis by eliminating  
manual workflows and processes



Informatica provides us with a foundation for business intelligence that will help us make a difference for patients and change the course of medicine.

— Senior Data Warehouse Architect  
Leading Biotechnology Company

## Leading Biotechnology Company

- **Objective:** Power research with data
- **Industry:** Manufacturing - Pharma & Medical
- **Country HQ:** United States

### Goals:

- Gain greater visibility into large volumes of research and business data across sources
- Power faster research in a rapidly moving healthcare industry
- Infuse culture of analytics across the growing medical research organization

### Solution:

- Use Informatica Cloud Data Integration to integrate immunosequencing and business data with both a cloud data lake and cloud data warehouse
- Leverage Informatica pre-built native connectivity to public cloud and other sources for an agile, cost-effective, and scalable solution
- Enable self-service analytics powered by Informatica and **Tableau**, supporting agile, ad hoc analytics with cloud data lake alongside operationalized reporting using a cloud data warehouse

### Results:

- Validating diagnostic claims and payments and recovering revenue with automatic research and business data integration
- Saving hours of work on a daily basis by eliminating manual workflows and processes
- Growing number of analytics power users accelerates collaboration between research, finance and IT



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## 360-degree view of members

that correlates subscription information with fitness routines



With Informatica and Microsoft, we can take data from anywhere and easily put it at our fingertips when we need it. This enables us to better understand our members' behaviors and partner the right programs and services to help them meet their fitness goals and athletic aspirations.

— Brian Fisher

Director of Business Intelligence and Data Warehouse, Life Time

## Life Time

- **Objective:** Optimize fleet management
- **Industry:** Transportation
- **Country HQ:** United States
- **Cloud Platform:** Microsoft Azure

### Goals:

- Integrate and cleanse customer data from a variety of cloud and on-premises applications, data warehouses, and data marts
- Make the data readily accessible to employees for self- service analysis
- Create a data management architecture with the scalability to address operational demands and the flexibility to meet evolving business requirements

### Solution:

- Informatica Cloud® and Informatica PowerCenter® bring information together from Microsoft data warehouse environments, including **Microsoft Azure** and **Workday**, as well as a variety of applications and point of sale (POS) systems

### Results:

- Expected to save money, reduce inefficiencies, ease access to relevant data, and generally power Life Time's core Customer Intimacy initiative, resulting in a planned two percent revenue increase
- Leads to better-targeted CRM activity and increased loyalty and advocacy among members





Employees need only minutes instead of weeks

to locate information from sales and service systems



What once took days or weeks is now possible in a fraction of the time thanks to the automation and integration we've achieved with Informatica.

— Paul Luc

Application Supervisor, National Interstate Insurance

## National Interstate Insurance Company

- **Objective:** Data-driven improvements to customer service
- **Industry:** Insurance
- **Country HQ:** United States
- **Cloud Platform:** Microsoft Azure

### Goals:

- Improve application processing efficiency, from potential new insureds all the way through to policy issuance
- Enable employees to easily locate and act upon pertinent customer and policy data in real time or near real time
- Turn data into actionable insights to improve business pricing and underwriting decision-making

### Solution:

- Automate application processes and integrate data sources (**Salesforce** and **Microsoft Azure**) using Informatica Intelligent Cloud Services
- Use Informatica Cloud Application Integration to synchronize Salesforce data in real time with onpremises underwriting platform
- Automatically update a centralized data warehouse each night using Informatica Cloud Data Integration

### Results:

- Increases organizational effectiveness and insurance application processing efficiency up to 9x
- Allows employees to locate information from sales and service systems in minutes instead of days or weeks
- Helps improve customer service and profitability by enabling fast, intelligent underwriting decisions





30% reduction in help desk ticket volume

due to the secured integration of data from UltiPro into ServiceNow



The capabilities Informatica brings to our organization are unprecedented. Informatica Intelligent Cloud Services are unlocking the future when it comes to enhancing the lives of those we serve.

— Arik Hill  
CIO, The New York Foundling

# The New York Foundling

- **Objective:** Enhance social services interactions with community-based organizations
- **Industry:** Nonprofit
- **Country HQ:** United States
- **Cloud Platform:** Microsoft Azure

### Goals:

- Enhance social services interactions with community-based organizations and reduce costs by automating processes
- Provide more collaborative care by securely sharing patient records, prescriptions, and other data across sites and among care providers
- Enable staff to access client information and care plans from mobile devices and electronic health records on-the-go

### Solution:

- Deliver data to social workers using Informatica Intelligent Cloud Services
- Use Informatica Cloud Data Integration to share data from Netsmart, Office Practicum, UltiPro, ServiceNow, and Microsoft SQL Server
- Exchange data in real time between Netsmart myEvolv EHR and a **Microsoft Azure**-based Human Services Bots ("CareBots") using Informatica Cloud Application Integration coupled with UiPath robotic process automations

### Results:

- Helps improve social services outcomes by directing more staff time and budget toward research-backed programs and services
- Removes obstacles to wellbeing by establishing collaborative relationships with community-based organizations and care providers
- Allows highly mobile community-based team members to spend more time face-to-face with children, adults, and families and less time on administrative and data-entry tasks



30 billion emails

sent per month on behalf of more than 50,000 paying customers



Business leaders are excited about the new analytics capabilities we're enabling with Informatica and AWS. What used to be a dream is now reality.

— Ken Apple

VP of Support and Business Operations, SendGrid

## SendGrid

- **Objective:** Better data for better customer experiences
- **Industry:** Business Services
- **Country HQ:** United States
- **Cloud Platform:** Amazon Web Services (AWS)

### Goals:

- Improve business decision-making and become truly data-driven with modern analytics
- Empower business users to find and use the data they need to provide the best customer experiences
- Meet evolving and growing business needs by replacing legacy data warehouse that was MySQL-based, with **Amazon Redshift** and integrate data from multiple sources from cloud and on-premises systems

### Solution:

- Paired Informatica with **Amazon Redshift** and **Looker** for Cloud Analytics and data warehouse architecture
- Enables agile, cost-effective business intelligence on a large scale
- Data integration solution from Informatica supporting cloud data warehousing with **Amazon Redshift** enabling SendGrid to integrate SaaS endpoints like **Salesforce** and **Zuora** into Amazon Redshift, with simple data integrations

### Results:

- Allows a small team to deliver accurate and reliable analytics
- Gives sales and executives easy access to customer information
- Empowers non-technical business users with self-service data access







Delivered  
breakthrough therapies  
faster with valuable research  
data analytics



Speed is everything in our sector. Through Informatica, we're accelerating product development and reducing time to market for our therapies, which helps to enrich the lives of people around the world.

— Shyam Dadala  
Enterprise Analytics Architecture; Engineer, Shire Pharmaceuticals

# Shire Pharmaceuticals

- **Objective:** Enable quick, easy access to analytics tools to speed research and development
- **Industry:** Pharmaceuticals
- **Country HQ:** United States
- **Cloud Platform:** Microsoft Azure

### Goals:

- Use research data to fight rare diseases and specialized conditions, and to deliver breakthrough therapies faster
- Create an integrated, central repository for enterprise data
- Enable quick, easy access to analytics tools to speed research and development

### Solution:

- Use Informatica Cloud Data Integration, Informatica Data Engineering Integration and **Microsoft Azure** to consolidate disparate data sources and create a single version of the truth
- Bring together data ingestion, integration, and visualization tools to support analytics
- Leverage Informatica synergies with **Microsoft Azure** for faster deployment

### Results:

- Speeds product research and development time
- Allows more value to be extracted from enterprise data
- Reduces data acquisition, data integration, and IT support costs

  
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# Informatica®

## About Informatica

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

To learn more, click here or visit us at: [informatica.com/about-us/customers.html](https://www.informatica.com/about-us/customers.html)