Streamlining Customer Communications:

Using Master Data to Extend the Brand Experience Across Customer Touchpoints

Informatica solutions master data to create a richer omnichannel customer experience for BMW Group

Goals—Informatica's solution to:	Solution	Results
Empower master data-fueled product information management to deliver engaging omnichannel experiences	Informatica MDM – Product 360 provides a trusted view of product information	Increased efficiency and time to market for product content
Manage complex product content and provide a next-generation customer experience	MDM – Product 360 helps to consolidate information silos to create a unified platform for global product data	Enhanced flexibility and speed in change management
Enable business users to more efficiently acquire, author, and publish product information	MDM – Product 360 helps streamline the delivery of timely product information worldwide	Improved accuracy and quality of customer-facing information

Business Requirements:

- Deliver consistent communication across global communication channels

- Underpin product and technology announcements with the availability of critical business data

- Enrich the online shopping experience with up-to-date, complete product information

Promoting vehicle diversity through brand channels

Informatica learned that the BMW Group uses an ever-expanding number of channels to connect with existing and prospective customers. To communicate effectively, it is important to access product-related data assets, which can be spread across different internal and external IT systems and locally-hosted files. Product information must be presented accurately and consistently across customer touch points, including web sites, social media feeds, brochures, customer service call centers, e-shops, and dealerships.

Managing the interdependency among data sources can be just as complex as managing the total volume of data. Companies can benefit from a single version of data truth for marketing and communications to reduce the possibility of conflicting or incomplete product information across channels.

In addition, if companies routinely use printed catalogs and brochures to transpose product information onto web sites, that can add to the complexity of presenting automotive purchasing options to consumers.

Requirement for master data around the world

Informatica delivers a single view of business-critical data to fuel communications channels and support product announcements. Additionally, master data can better support after-sales marketing efforts.

Without a common database of product information, there is the risk that an update or change made to one communications asset wouldn't be captured in other assets. To address this challenge, companies can develop a master data management strategy to streamline the creation of communications assets and make it easier for employees to work together.

Informatica partner Arvato Systems worked with the team to deploy Informatica Master Data Management (MDM), leveraging its legacy digital asset management system. This allowed departments to save and share product data to a common global platform. Stakeholders could create and store basic channel content and broadcast it uniformly over group communication channels. System management was facilitated using intuitively designed web interfaces, one for stakeholders, and another for administrators, delivering flexibility and control.

Informatica

Streamlining content creation and delivery

Informatica has observed that a single version of data truth helped to streamline operations and reduce costs with a more transparent content creation process. As a result, the accuracy of published product information has improved, media asset quality has been enhanced, and the company has achieved shorter time to market for global product assets.

The change management capabilities enabled by Informatica MDM – Product 360 provide the ability to respond to customer needs and market demands faster.

Inside The Solution:

- Informatica MDM – Product 360

- Informatica Data Quality

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.

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