



F5 achieves a single consolidated view of customer data with Informatica MDM

Challenge

Scattered customer and contact data across several key systems including Salesforce, Oracle E-business, and marketing apps

Disconnected legacy systems

Poor data visibility into customer data

Solution

- ✓ Created consolidation-style MDM hub
- ✓ Standardized data models to master accounts, addresses, and contact
- ✓ Modeled corporate hierarchies to account relationships
- ✓ Published master data to downstream data warehouses to fuel analytics and reporting
- ✓ Worked with third-party data provider D&B to enrich the data with company profiles and corporate hierarchies

Outcome

Unified company-wide hierarchy

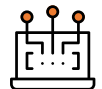
Assets, support entitlement, and contacts roll up to each level in the customer hierarchy

Gained the view of different contact types like renewal contacts, authorized support contacts, and cloud contact

Our Services



Cloud Modernization



Data Strategy & Business Value Assessment



Data Analytics & Engineering

Our Recognitions



150+ Customers

