LUMENDATA

Modernize Data. Maximize Insights.

F5

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

Great Place To Work® Certified AUG 2023-AUG 2024 USA

databricks

Informatica Platinum Partner

AICPA SOC aicpa.org/soc4so SOC for Service Organizations

150+ Customers

Recognized By Gartner®

snowflake SERVICES PARTNER PREMIER