

## World Bank Group

The **World Bank Group (WBG)** is a family of five international organizations that make leveraged loans to developing countries. It fosters relationships with partners (international institutions and donors) around the globe in the funding and delivery of these loans, hence WBG needs to ensure they have most accurate information on who they are partnering with. As part of their initiative to create a single, correct view of their partner, WBG implemented a MDM system using Informatica MDM, and then looked to enrich this data to make it more complete.

*“Globalsoft was essential for the success of the D&B Data Enrichment project at World Bank. Using their prebuilt components (Adapter and Monitor) combined with their expert knowledge of Informatica MDM and the D&B Direct API allowed WBG to implement on-time and on-budget.”*

- Director, Data Management

### Objectives

WBG has a network of over 16,000 partners for which they need **complete, accurate, and up-to date** information. They turned to Dun & Bradstreet to provide profiles about their partners, including organization affiliations, which they will use to enrich their internally generated and mastered data, thereby keeping WBG “in-the-know” about their partners.

### Use Case

WBG and D&B defined a data enrichment solution using D&B Direct 2 data services. D&B relies upon Globalsoft for key software integration components and for their deep MDM expertise so brought them into WBG to implement this data enrichment solution.

#### Data Enrichment Services:

- **Cleanse Match** – provides cleansed and standardized name and address for a business, and the DUNS, which can be used for additional requests.
- **Detailed Company Profile** – curated information about businesses worldwide providing a comprehensive view for each location
- **Corporate Linkage** - Identifies relationships of each business location within a corporate family tree. Linkage occurs when one business entity has financial and legal responsibility for another business.

#### Packaged Software Components:

- **D&B Direct Adapter** – a plug-in to Informatica MDM providing real-time access to D&B Direct 2 API
- **D&B Direct Monitor** – stand-alone application providing DUNS registration and retrieval and processing of change notices issued by D&B with updated information about partners

The enrichment solution was implemented in two phases:

#### Phase 1: Cleanse Match and Detailed Company Profile

- Installation and configuration of Adapter and Monitor
- Extension of MDM Data Model
- Mapping of inputs and outputs for Adapter using MDM development environment

#### Phase 2: Corporate Linkage

- Additional configuration of Adapter and Monitor
- Extension of MDM Data Model
- Additional mappings for Corporate Linkage function

### Results

WBG now has the most **complete, accurate, and up-to-date** information to access when making decisions about their partners, thereby utilizing the best partnerships for their investments.

### Company Profile



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<http://www.worldbank.org>

Sector: **Non-Profit**

Industry: **Monetary International  
Financial Organization**

Full Time Employees: **5000+**

### About Globalsoft

Globalsoft, Inc. delivers cutting-edge technology products and consulting services to users of MDM software. We have the industry's deepest expertise in Informatica MDM and Reltio Cloud, based on years of outstanding client service and a proven track record of successfully helping software vendors across a wide range of industry segments meet their customer's needs.

Globalsoft is unique in its ability to deliver exceptional value to both solution-owners and solution-providers. Our experience working with clients to solve their challenges provides us with customer insight when working with vendors and their products. And our intimate knowledge of a vendor's technology allows us to assist clients with greater breadth and depth.

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