D&B Data Enrichment for Informatica MDM

Automatically enrich mastered records with valuable business information from Dun & Bradstreet

Cleanse & Standardize

Accurate and Current

Extend with Detailed Profiles
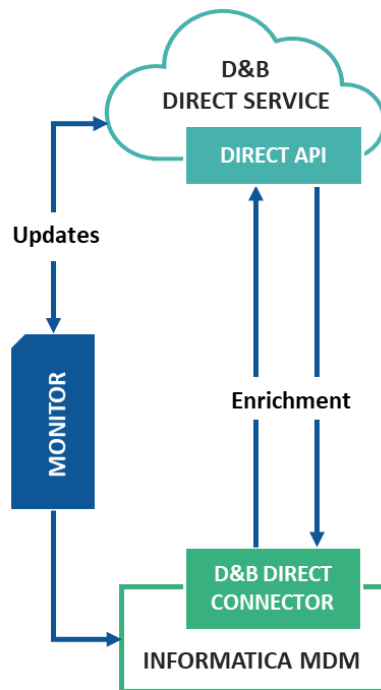
Organizational Relationships

Salesforce Integration

Data Enrichment: Diving Deeper into Your Business Relationships

Data enrichment is the process of combining first party data from internal sources with third party data from external sources. Dun & Bradstreet (D&B) is a leading provider of 3rd party data with a database of over 350 million global organizations. This data includes an identification number to uniquely identify an organization and location, along with broad and detailed business information about the organization; company profile, legal and financial data, organizational relationships, risk, diversity indicators, etc.

Modern API Access

This data is now available via *D&B Direct for Informatica MDM*, a pre-built Data enrichment solution from Globalsoft allowing for instantaneous access, faster and more efficient than the old file-based delivery and provides;

- **Access to cleanse and standardized data** - giving you a complete picture of who you are dealing with and represent that data in a standard consistent method.

- **Additional data** - to augment and enrich your internal data for more complete, accurate, and up-to-date information.

- **Define relationships with other organizations in the business family -** D&B offers the largest and most accurate database of corporate family trees.

- **Real-Time Monitoring** - Business identity, corporate hierarchy views, and critical business change monitoring are readily available.

- **Match records in CRM** – Coordinate MDM and Salesforce activities by creating new records and matching them with D&B data in SFDC, while following the governance in MDM

D&B Direct for Informatica

Globalsoft has teamed up with Informatica and D&B to create a solution for easily and quickly adding data enrichment to your Informatica MDM application with purpose-built solutions. Designed for both automatic data loads and manual account creation these solutions are tightly integrated with Informatica MDM for the quickest possible implementation.

Customer 360	Supplier 360	Informatica MDM MDE
D&B Direct data enrichment solution for Customer 360 • Uniquely identify a customer • Enrich w/ Company Profile • Enrich w/ Linkage • Updates via Monitoring service • SBC for SFDC for integration w/ Salesforce *Pre-built for Customer 360*	D&B Direct data enrichment solution for Supplier 360 • Uniquely identify a supplier • Enrich w/ Supplier Profile • Enrich w/ Supplier Risk • Updates via Monitoring service *Pre-built for Supplier 360*	D&B Direct data enrichment solution for Informatica MDM • Uniquely identify a party • Enrich w/ Company Profile • Enrich w/ Linkage • Enrich w/ Supplier Risk • Updates via Monitoring service *Designed for MDM Platform. Available for Customer or Supplier data*

Globalsoft's *D&B Direct for Informatica MDM* solutions are comprised of five essential components:

- **D&B Direct Connectors** designed for specific solutions **–** An application to provide integration between Informatica MDM and the D&B Direct service:
    - *Manual*, UI-initiated integration executed by data stewards when creating new accounts, and/or
    - *Automated*, background integration executed during data loads from source systems

- **D&B Direct Monitor** – An application providing real-time updates whenever D&B updates the registered records.

- **SBC for SFDC** – An Extension providing coordination between Salesforce CRM and Informatica MDM, allowing SFDC to be the system of creation while following the governance of MDM

Implementation

Globalsoft has been helping clients get the most out of their MDM solution by providing implementation services for D&B Data Enrichment to get solutions up and running quickly. Globalsoft offers two services to help clients implement in this solution in the most efficient and effective manner.

- **D&B Direct QuickStart** - Fixed price implementation services for D&B Data Enrichment. Available in two packages; *QuickStart Match & Enrich*, and *QuickStart Monitoring*

- **D&B Direct KickStart** - Workshop to help client with their in-house implementation of D&B Data Enrichment

About Globalsoft

Globalsoft is an MDM-focused global software consultancy with over twenty years of experience helping customers and vendors solve challenges with Data Management and Integration. For customers of Informatica MDM, Globalsoft has developed products and solutions to maximize the return from MDM, and its extensive experience makes Globalsoft a preferred provider of MDM services.

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