Information Is Your Competitive Advantage
Business Process Is Business Parity

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VP of IT

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IT Priorities vs. IT Value
Uptime Still Matters

Improve to reinvest

Innovation

Run Rate
99.9+% Uptime

IT Ops | IT Apps
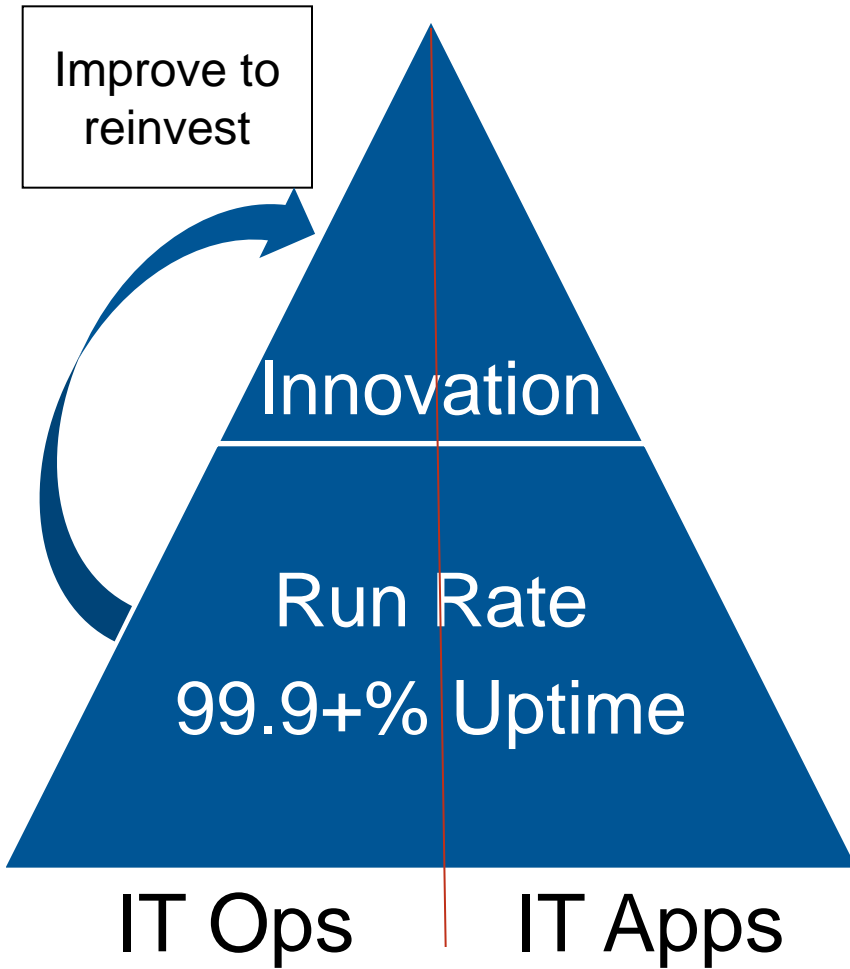
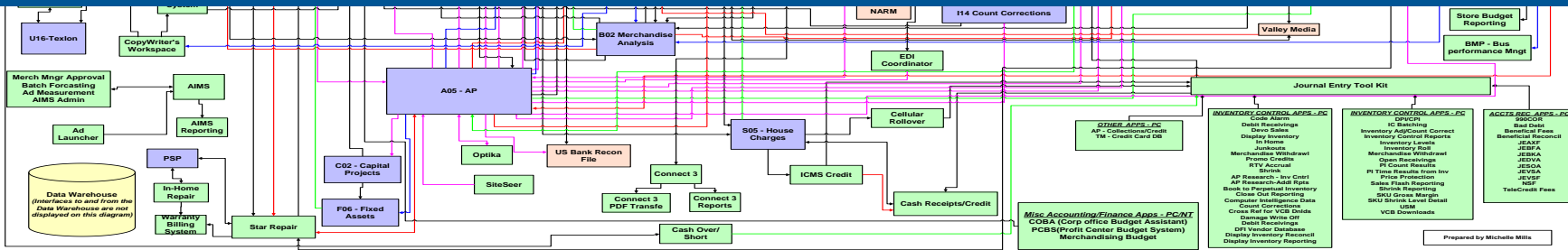| Informatica IT		
2008	2009	2010
53%	60%	
47%	40%	

Prioritization Rule

1) KTLO @ 99.9
2) Innovate to decrease Run Rate and increase Innovation
3) Innovate for growth
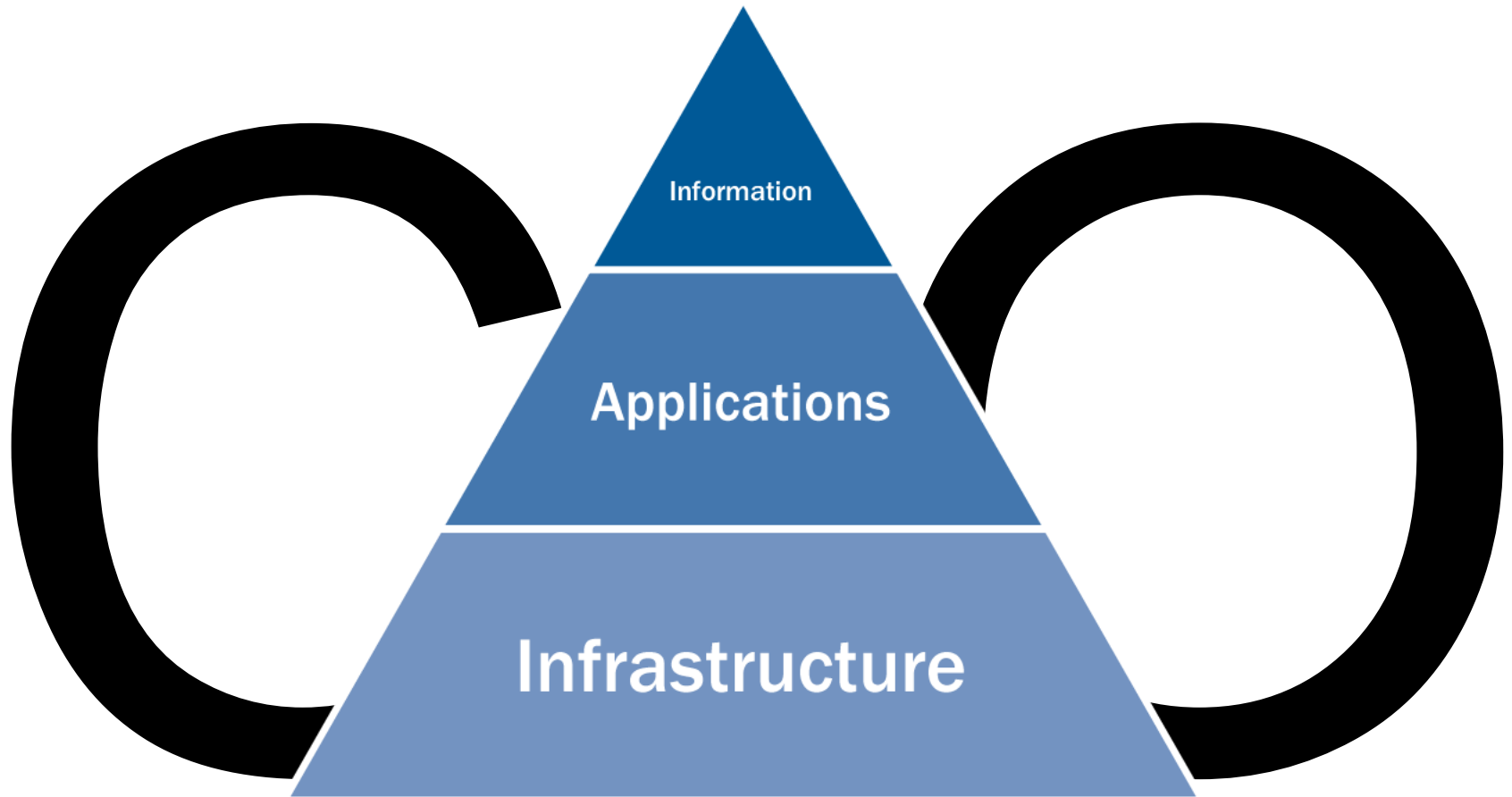4) Innovate for productivity

Interfaces Abound
Applications are silo'd – bad data flows freely
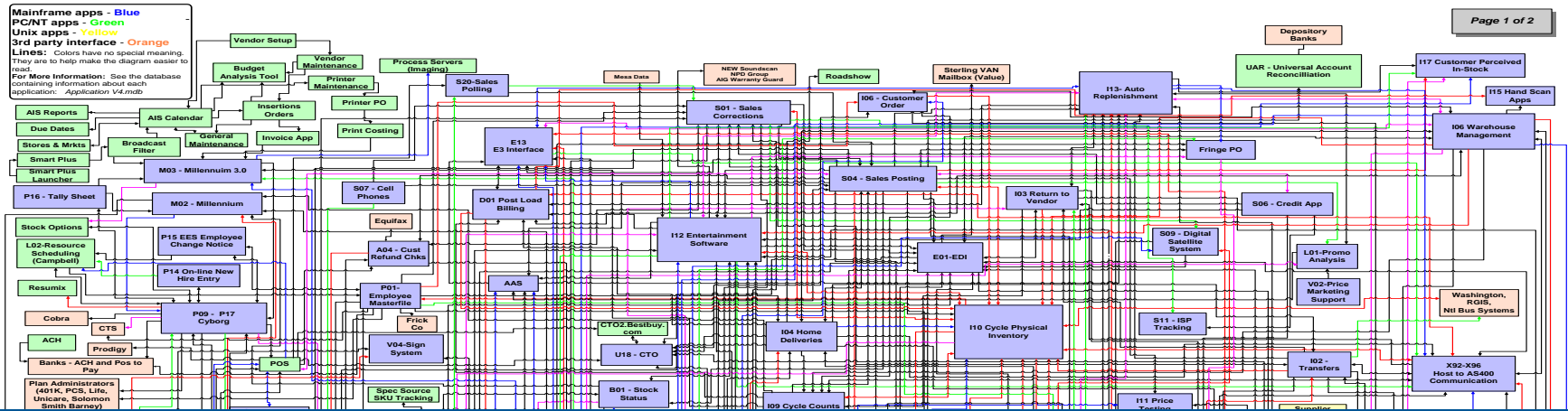
30%-40% of Applications Run Rate is Spent Managing Interfaces
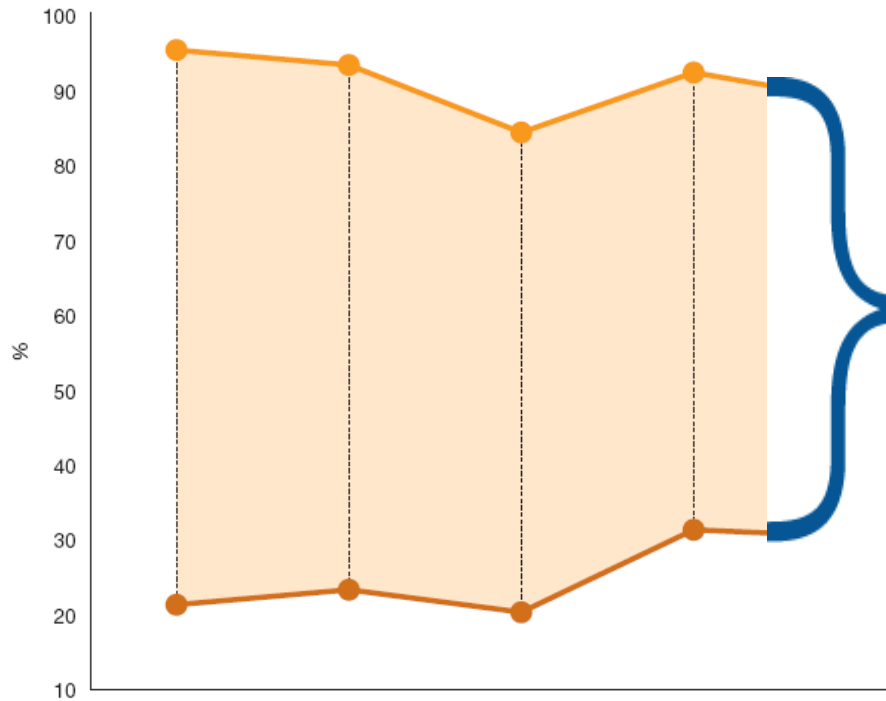
The Promise of the C I O

The Information Economy
Data Matters!

3.2.2

A huge gap in information about all the critical drivers of business

The Value Gap

Consistency of the data

Accessibility of the data

Timeliness of the data

Protection of the data

Accuracy of the data

Chart Y-axis (%): 100, 90, 80, 70, 60, 50, 40, 30, 20, 10

Chart X-axis categories:
- Information about your customers' and clients' preferences and needs?
- Information about the risks to which the business is exposed?
- Benchmarking information on the performance of your industry peers?
- Information about your brand and reputation?
- Information about your employees' views and needs?
- Financial forecasts and projections?
- Information about the effectiveness of your R&D processes?
- Information about your supply chain?
- Information about the impact of climate change on the business?

12th Annual Global CEO Survey, Redefining success

PricewaterhouseCoopers, January 2009

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6

Why haven't we solved our information challenge yet?

- **Organizations exist as functions or silos, lack enterprise mindset**

- **The pressure on IT to deliver**

- **The politics of information**

- **Data Architecture and Data Governance and are relatively new concepts and poorly understood**

It's Not Due to Lack of Trying

BI as a Top IT Priority(2002-2009)
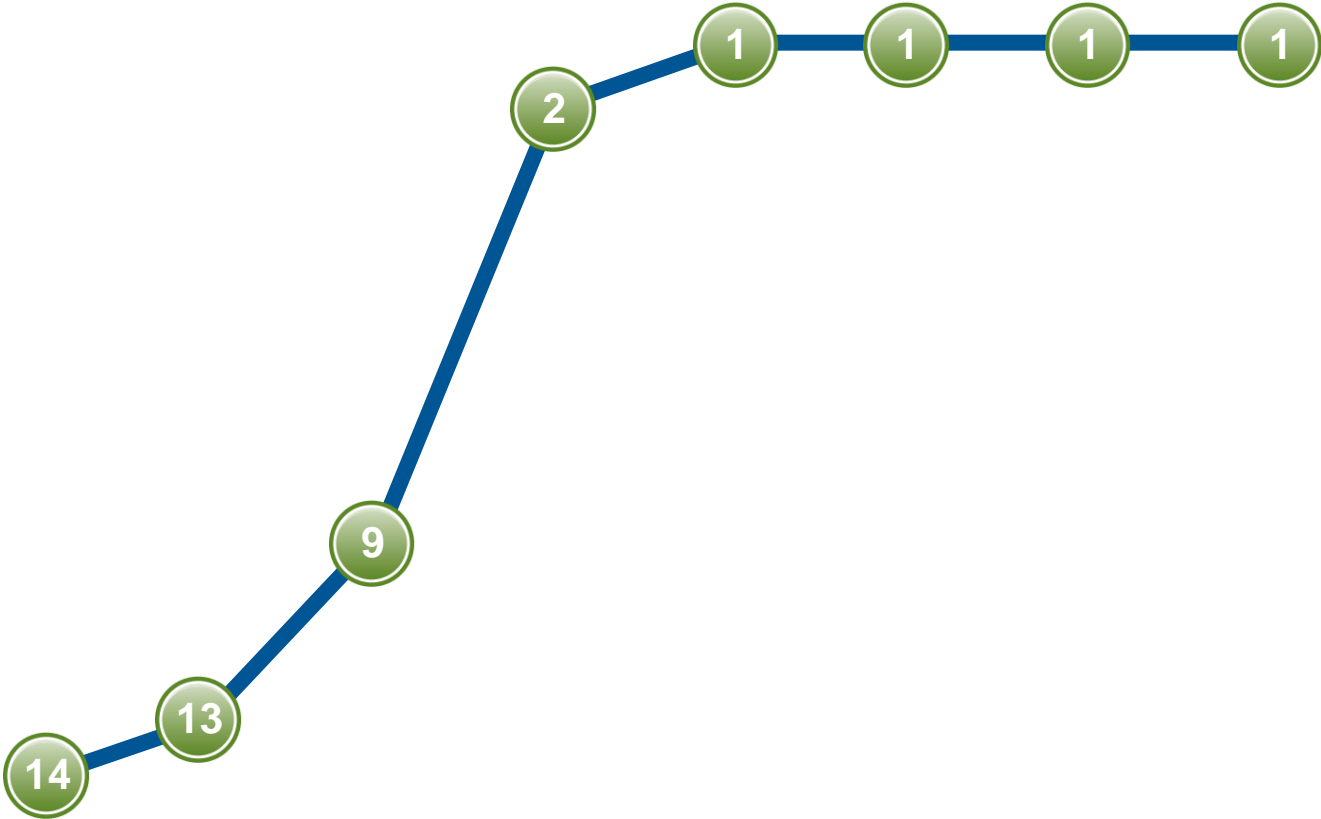
| 1980 | 1990 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |

| DSS, ESS/EIS | DW - OLAP | BI, "What if," Knowledge-driven |

Does competing with information only mean analytics?

NO

Analytics is one of the vehicles that enables organizations to compete on information.

- **Improve customer experience =** higher retention rates and greater up-sell/cross-sell opportunities

- **Reduce the number of invoices sent to incorrect customer addresses =** a lower days sales outstanding (DSO).

- **Reduce risk of making bad decisions in extending credit to customers =** reducing the chance of associated revenue loss.

- **Reduce resources required to convert marketing leads to orders =** improve the conversion rate

What information drives your business?

Data Governance and Enterprise Data Management
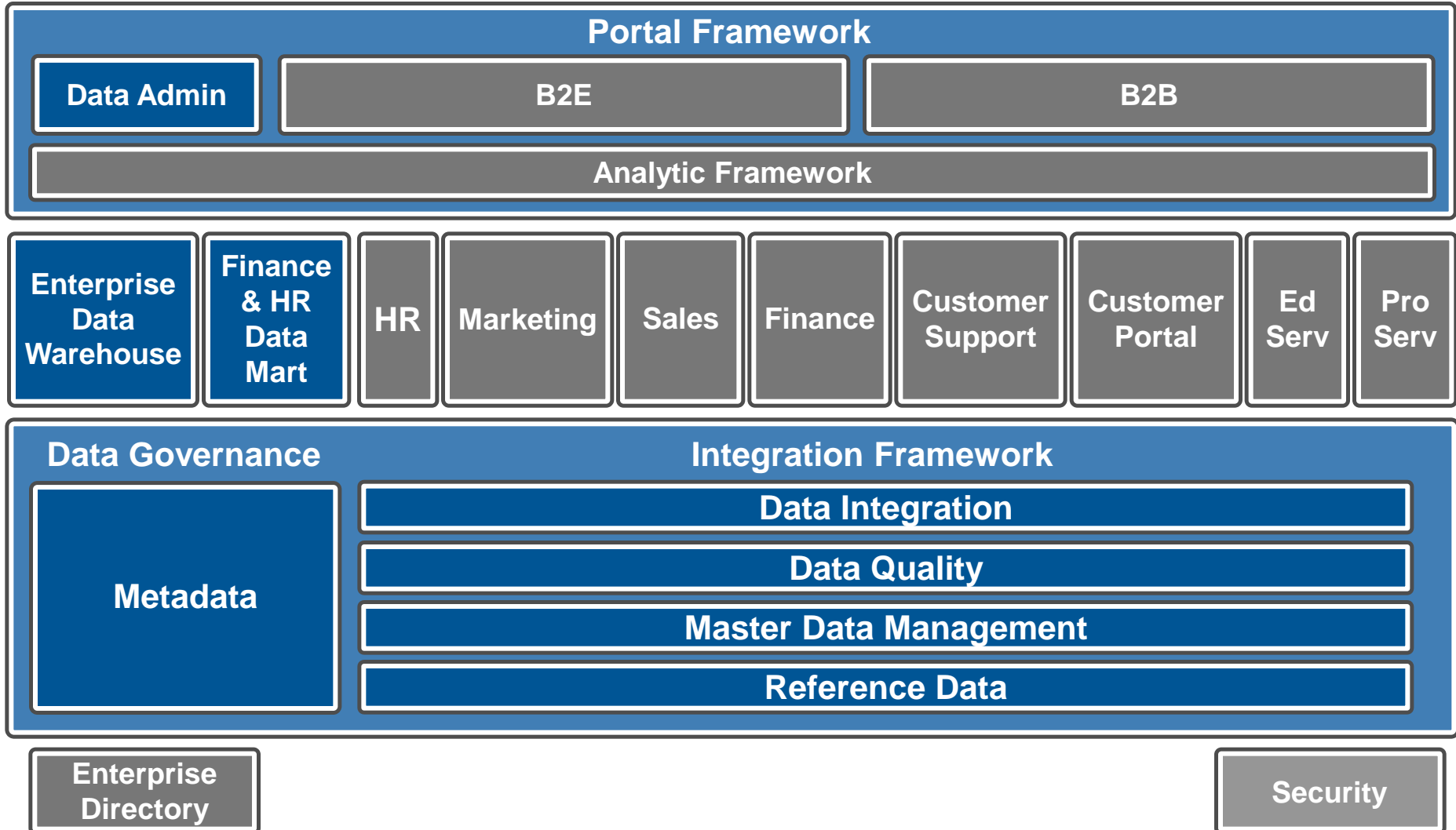
Company	Contact	Product	Contract	Person

Simplify your run-rate by harnessing your most important subjects

Informatica IT Application Architecture

Portal Framework

| Data Admin | B2E | B2B |

Analytic Framework

| Enterprise Data Warehouse | Finance & HR Data Mart | HR | Marketing | Sales | Finance | Customer Support | Customer Portal | Ed Serv | Pro Serv |

Data Governance | **Integration Framework**

Metadata

- Data Integration
- Data Quality
- Master Data Management
- Reference Data

Enterprise Directory

Security

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What's Next?

- **The Customer Success Engineer**

- **Advanced Lead Scoring and Routing**

Get Aligned with Data Governance

Data governance encompasses the people, processes, and information technology required to create a consistent and proper handling of an organization's data across the business enterprise, including the goals of:

Maximizing the income generation potential of data by improving data quality

Increasing consistency and confidence in decision making

Satisfying regulatory compliance

Designating accountability for information quality

TDWI - 2007

Where do I start?

1. **Start small, go for the quick win**

2. **Choose one subject that's broken and the business feels pain**

3. **Get the business to champion the cause**

4. **Design the architecture / Profile your data**

5. **Build the infrastructure as you go, conforming to the architecture**

Q&A

Contact Information

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