

Master Data Management Solution for Manufacturing and Consumer Packaged Goods



Improve Global Business Operations with Master Data

Global manufacturing and consumer packaged goods (CPG) companies are subject to a wide range of local regulations and market demands, from labeling requirements to supply chain and safety standards. To maintain regulatory compliance without sacrificing operational efficiency, they need consistent information on materials and products as well as their lineage from suppliers. Often, however, this critical data is trapped in siloed systems, leading to the following problems:

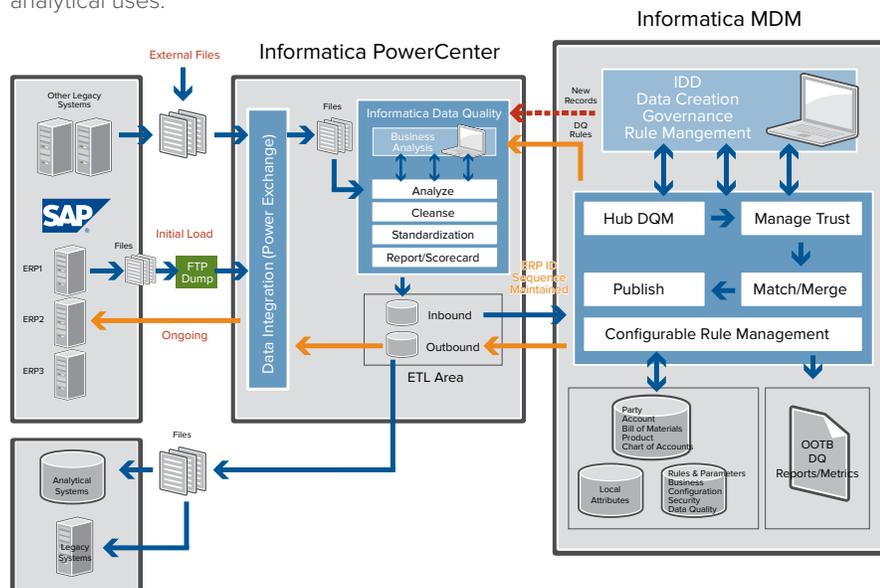
BENEFITS

- Accelerate customer and supplier onboarding
- Improve inventory management
- Increase procurement arbitrage and efficiency
- Deliver global consistency

- Delays in onboarding suppliers and slow procurement processes
- Higher costs caused by a lack of supplier visibility and purchase arbitrage
- Poor inventory control due to inaccurate or duplicate product and material records
- Untrustworthy product lineage information resulting from errors in the bill of materials
- Difficulties ensuring reliability of information provided to consumers and regulators
- Forecasting and production problems caused by lack of visibility into product lifecycles

Informatica and Capgemini have teamed up to create the **Master Data Management Solution for Manufacturing and Consumer Packaged Goods**. This joint solution provides multinational businesses with a globally consistent view of manufacturing and distribution information while delivering the regional tailoring required by regulators and consumers. Powered by Informatica® MDM, the leading multidomain master data management (MDM) software, this joint solution provides authoritative master data for operational and analytical uses.

Informatica MDM works with the Capgemini Global Process Model to share authoritative, trustworthy master data across global business systems.



Key Features

Proven MDM Practices

This joint solution is based on Capgemini's proven Global Process Model® for operational MDM processes. Capgemini has a global network of MDM business process outsourcing experts who advise some of the world's largest companies in MDM challenges—from strategy and implementation to operations.

Proven MDM Technology

This joint solution is based on **Informatica MDM**, which empowers business subject matter experts to manage reference data directly, without help from IT. Informatica MDM uses a flexible business model-driven MDM approach to address CPG and manufacturing companies' unique MDM business requirements. The solution also includes **Informatica Data Quality** for parsing, cleansing, and matching all master data types; eliminating duplications, and measuring, remediating, and monitoring data quality enterprise-wide, and **Informatica PowerCenter®** for converting, transforming, and reconciling all data and for migrating data to the right place, in the right format, and at the right time—batch and real time.

Integration With Multiple Data Sources

A broad range of prebuilt connectors provide simple, rapid integration with other systems. It works with all major enterprise resource planning (ERP) solutions, including SAP, Oracle, Sage, and Microsoft Dynamics, as well as social media and many legacy systems.

Prebuilt Approval and Management Workflows

Approval and management workflows are designed to empower clients to adopt matching, merging, synchronization, hierarchy management, and distribution more effectively.

Key Benefits

Accelerate Customer and Supplier Onboarding

This joint solution streamlines the process of onboarding customers and suppliers by delivering a more consistent, complete, unified view of their data to internal systems.

Improve Inventory Management

By enforcing information accuracy and product and material substitution, this solution enables demand planning and ERP solutions to understand the full impact of current inventory levels and demand. It creates cleaner master data, which improves analysis and leads to better performance.

Increase Procurement Arbitrage and Efficiency

This solution drives down procurement costs. It enforces control over vendor catalogues, strengthens distribution channels, and increases procurement arbitrage between vendors.

Deliver Global Consistency

This solution turns federated organizations into global companies. It provides deeper and more accurate visibility into business operations by giving you more control over data about your customers, suppliers, materials, products, and the relationships among them. Your company can provide a consistent, global view of information on a more regular basis to customers, regulators, and the business itself.

LEARN MORE

For more information, please contact your Capgemini or Informatica sales representative, or visit:

- www.capgemini.com/master-data-management
- www.capgemini.com/bpo
- www.informatica.com/mdm

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.

ABOUT CAPGEMINI

Capgemini is one of the world's leading providers of MDM business process outsourcing, with a robust set of operational processes proven at some of the world's largest and most complex companies. Capgemini's global network of consultants cover the full range of MDM challenges, from strategy and implementation to operations.



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