



FINANCIAL SERVICES

Transformative solutions to data challenges

There has always been a critical need for reliable data in Finance. That need is becoming more acute as challengers keep disrupting the status quo, and heritage businesses innovate for the digital economy.

However, across all segments in the financial sector, cross-department data can obscure or fragment the picture of the customer, which creates some common struggles.

- Struggling to stay relevant in a digital financial world
- Lacking the foundation for future innovation
- Mistrusting the accuracy and reliability of your data
- Operating with data and records that are not ready for AI
- Undermining data quality in priority projects like compliance

That is where Master Data Management makes a transformative difference.



How does Master Data Management work in the Financial services world?

How Agile Solutions and Informatica used Master Data Management (MDM) to help one credit management business:

Improve the customer experience

Extract maximum value from their data

Protect vulnerable people in their database

The goal

One of Europe's largest credit management companies wanted to use data to get the best outcomes for both their 9.5 million+ customers and their investors. They needed reliable data, a single view of their customers, and a flexible, scalable infrastructure.

The company needed to build a solid data foundation to underpin their ambitious plans with data and achieve that elusive single customer view. They embarked on a two-year program with Agile Solutions and Informatica, laying groundwork that would enable them to democratise their data, extract value from it, connect with customers, enhance governance, and launch future innovations with confidence.

The challenge

The business's lack of stable data foundations presented a serious risk. Critical aspects like data governance, data quality, data ownership, and



data lineage hadn't been properly planned or implemented. This made it impossible to make informed business decisions based on data with confidence: how could the company know if their data insights were correct if they didn't know where that data had come from, or what process it had been through?

The solution

The client chose to implement Informatica's on-premise data management platform. Over 12 months, Agile Solutions worked with the team to develop and build a robust platform that incorporated data governance, data lineage and data quality. This included the creation of a unique and game-changing business glossary that allowed teams to collaborate using a common data language. Armed with accurate and reliable data, the business was then able to work with Agile Solutions again to introduce Informatica's MDM platform, bringing the organisation a step closer to a single customer view.

The result

By introducing Informatica's data management and MDM platform, the business was able to:



Trust their data's accuracy and reliability



Gain a single view of every customer



Improve understanding of data across the business



Streamline compliance dashboards



Build a solid foundation for future innovation



Identify £18m+ in unallocated accounts



The Agile and Informatica **MDM partnership**

Financial Services need to be able to manage, secure and trust their data. Standing in the way of that are multiple data sources, with multiple systems and frameworks, which make the management and maintenance of high-quality data seem almost impossible.

MDM involves creating a single view of the Master Data points, reconciling disparate data into a single 'golden record'.

MDM ingests, then cleanses, standardises, enriches, and matches data, and once it has created the golden record, that record serves as the trusted view of business-critical data that can be managed and distributed across the business. The golden record promotes accurate reporting, reduces data errors, removes redundancy, and helps data consumers make better-informed business decisions.

As the world leader in enterprise cloud data management, Informatica provides the software to make that possible through:

- multidomain MDM, data integration, quality, enrichment and governance in one cloud-native solution.
- advanced, AI-powered match tuning and rule recommendations to address data variations with high accuracy.
- contextual 360-degree view of business-critical data, including customer, product, supplier or reference data.

How do you harness the power of Informatica for your financial organisation? That's where Agile comes in. We work with banks, financial institutions, and insurers to plan and implement Informatica's platform, with the most strategic approach for your specific goals and circumstances.



Is fragmented data holding back your decision-making?

Speak to your team to find out if MDM could deliver maximum value from your data, improve the customer experience, and drive the best outcomes for your business and your investors.

Contact Agile Solutions on 01908 010618 or email info@agilesolutions.co.uk and Informatica on 01628 511311 or email clawlor@informatica.com