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informatica

# 5 Secrets to Real-Time Cloud Data Access.

How to liberate your data, automate for productivity,  
and embrace mobility.



# Introduction

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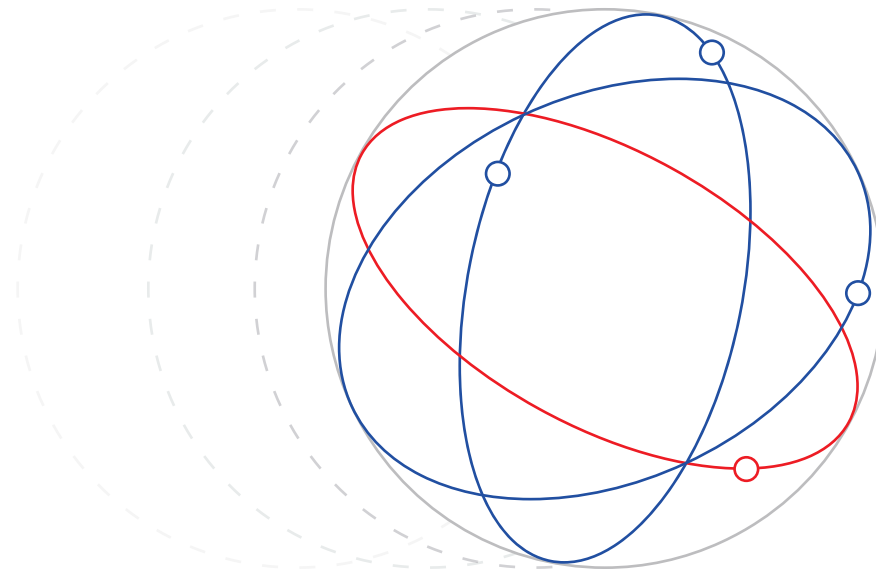
Cloud computing has crossed the chasm, mobile devices are ubiquitous, and social networks constantly stream masses of data into the ether.


Meanwhile sensor technology continues to advance and heralds a new “The Internet of Things” era.

With each new technological innovation, we redefine the velocity of business and change our expectations for what speed is acceptable. We want instant answers to our questions and we want our problems resolved in minutes, not hours.

However if companies are expected to survive in this new age they must be able to answer the following questions. “How do we transform our enterprises to deliver answers in real time?” and “How do we do it without additional IT complexity or overhead?”

The companies that can quickly harness the explosion of applications, data, customers, and partners will not only survive but will also grow and prosper. Those that can't will get left behind.

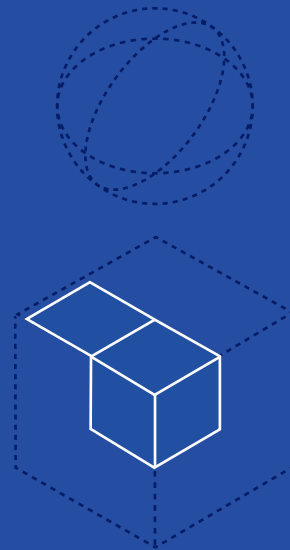




In this eBook we'll provide five secrets to help you deliver actionable data in real time to exceed your customers' expectations by providing instant data, driving efficient business processes, and improving your customer experience.

Secret #1:

# Liberate Your Data

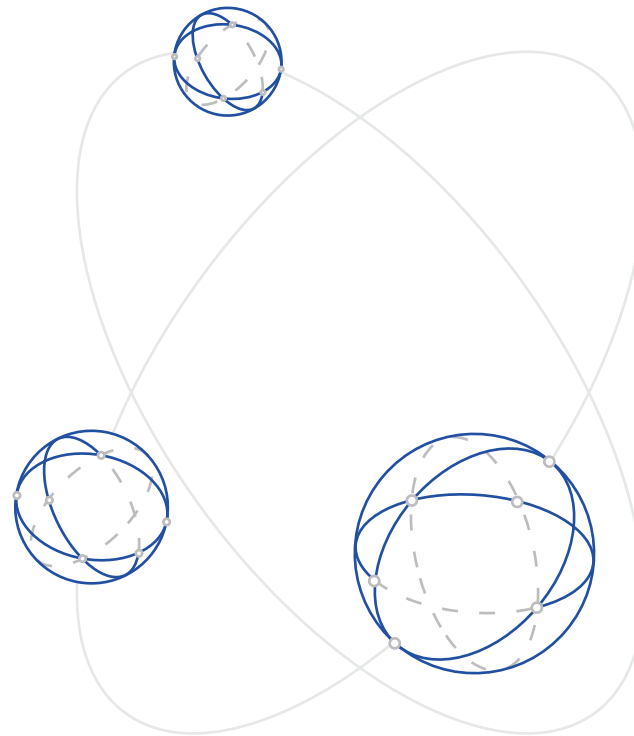


Secret #1:

# Driving Business Success in Real Time.

IT departments across the globe are discovering that many cloud applications are failing to meet expectations, despite the rapid time to market and easy adoption. As a result many IT practitioners struggle to realize the return on their cloud application investments, and many don't know why.

The reason is simple. Although each cloud application works well in isolation, it operates in a vacuum that creates a walled garden of inaccessible data. So whenever situations arise that need data from multiple applications or systems, there's just no clean way to get answers. That's just unacceptable in today's hyper-connected enterprises and all but wipes out the benefits of moving to cloud.

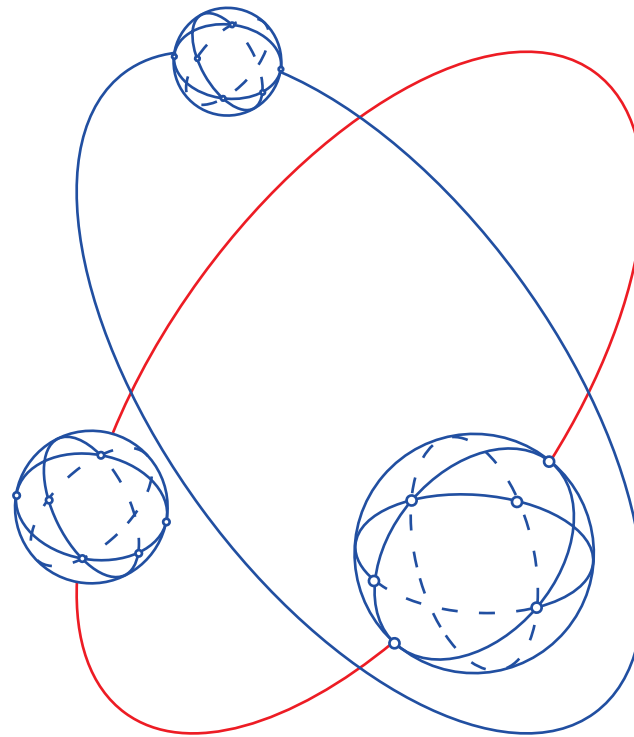


**Secret #1:**

# Set your data free.

Our first secret is to liberate your data in real time. In addition, be sure to free your data with a solution that can bridge both cloud and on-premise worlds, and can deliver critical information to the right users wherever they happen to be—whenever they need it.

Whether you need insurance rate information from several cloud applications, or inventory data from legacy ERP applications, you must build real-time application integrations that liberate data, unify applications, and provide data services across all of your enterprise boundaries.



Secret #2:

# Empower Your People



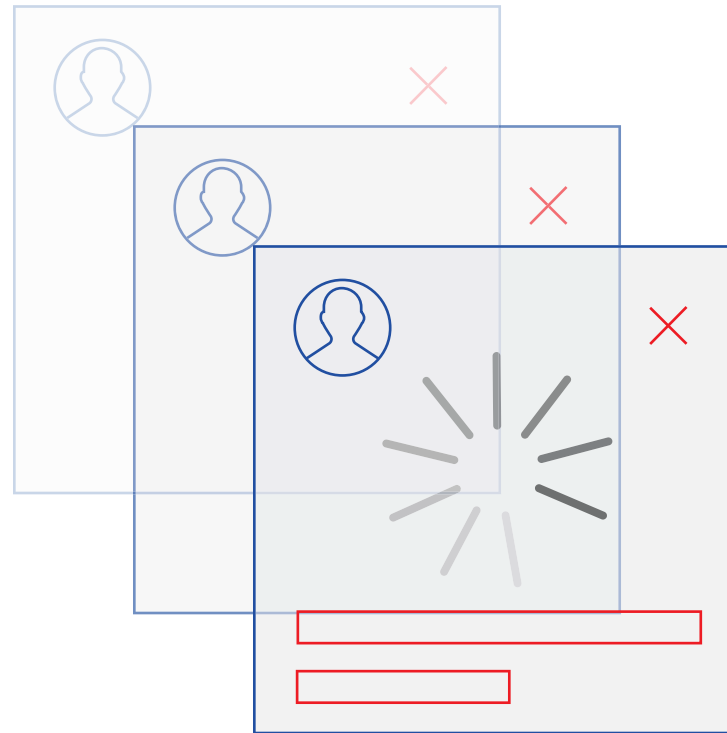


## Secret #2:

# Improving Sales, Service, and Marketing Productivity.

Common tasks like amending account details or processing an order often require re-keying the same information over and over again into multiple applications. Users rarely get it right at the first attempt and the process is often time consuming, error prone, and extremely laborious.

This problem is exacerbated when we consider the number of new cloud applications our people use. Our employees not only access Salesforce, Workday, and NetSuite, but a whole host of on-premise applications too. So, secret number two solves the puzzle of low user productivity when we integrate multiple applications.



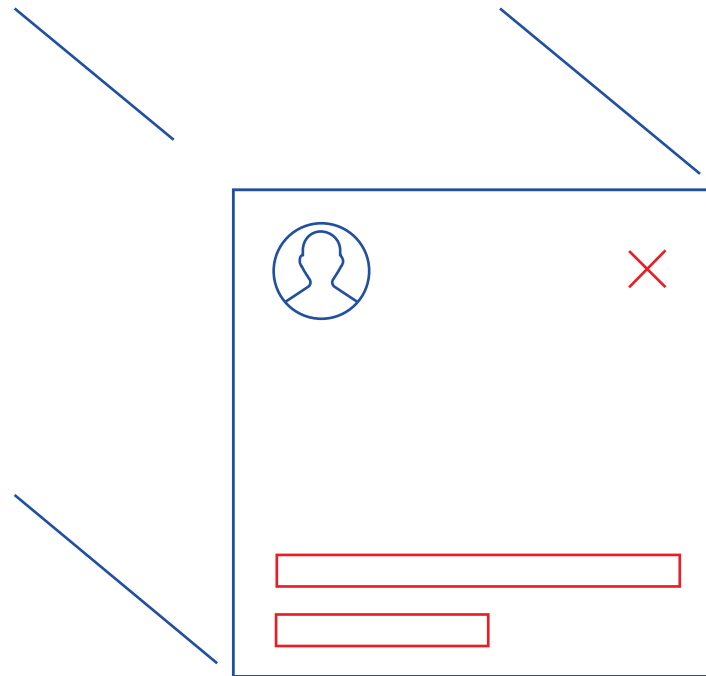
Secret #2:

# Let the wizard lead the way.

In order to improve the productivity of our sales, service, and marketing people we must provide a mechanism that not only aggregates the information they need but also reduces the effort to work with it.

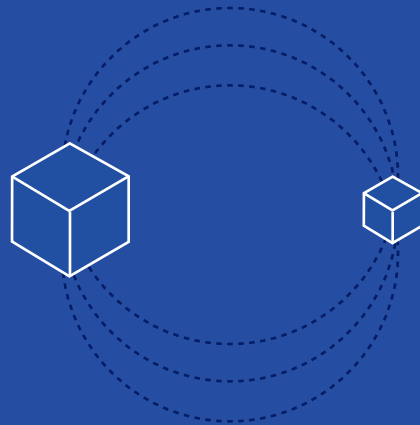
Almost all cloud and traditional point-to-point application integration approaches focus on connectivity and neglect to empower our end users.

Informatica Cloud Application Integration introduces the concept of process wizards. Users follow process wizards that automate tasks without the need to open multiple tabs, or cut and paste information from one application into another. This reduces data entry errors and improves end-user productivity.



Secret #3:

# Embrace Mobility

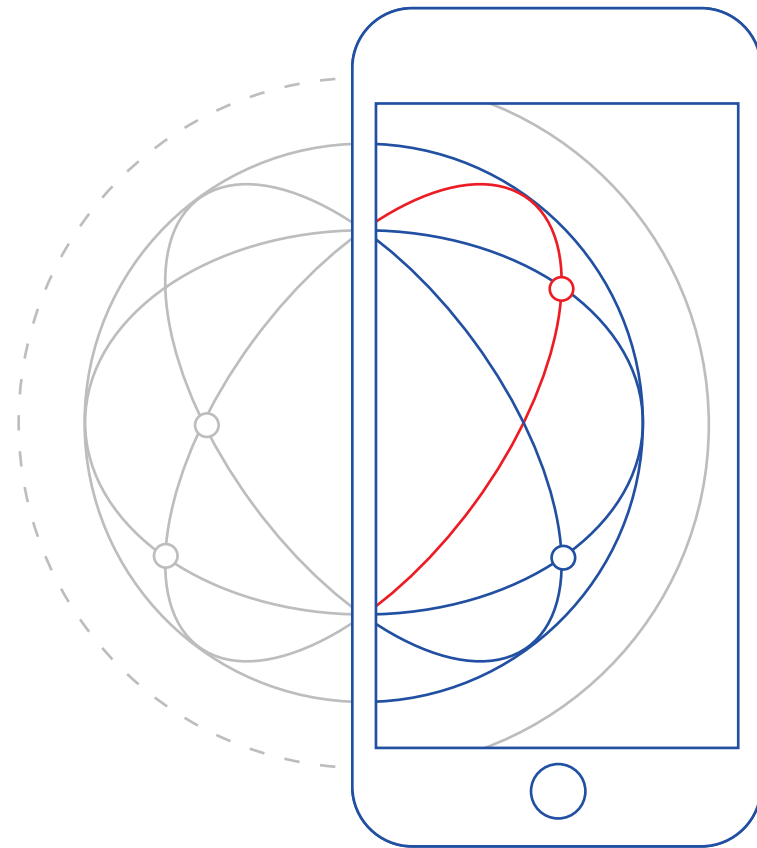


### Secret #3:

# Running Your Business from Your Phone.

It's undeniable that we're living our lives increasingly connected to the Internet, but instead of sitting at a desk we're connecting in cabs, on planes, and even while we're waiting in line for coffee. We not only follow friends, update status feeds, or shop, but also want to use our mobile devices to perform work-related tasks.

Secret number three is to embrace mobile to run your business from your mobile devices. Informatica Cloud mobile process applications help your employees to get out from behind their desks and work with easy to use, data-rich applications that are intimately connected to every facet of the business.



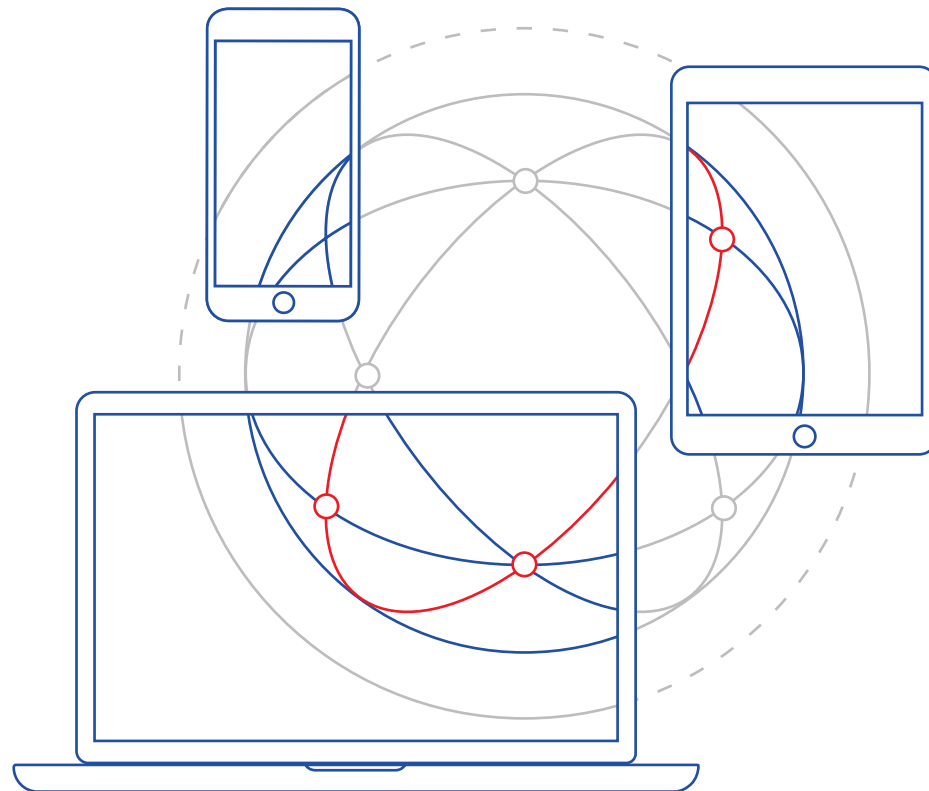
Secret #3:

# Employees can get their work done from any device.

Now you can use smart phones and tablets to improve employee productivity like never before.

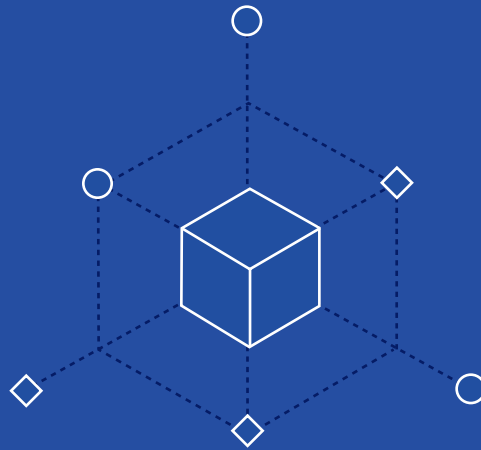
Informatica Cloud's mobile process applications allow your employees to instantly access dynamic, real-time data from virtually any device.

These applications have native support for iOS and Android platforms and also support other popular mobile technologies such as Salesforce1 and HTML5.



Secret #4:

# Exploit APIs



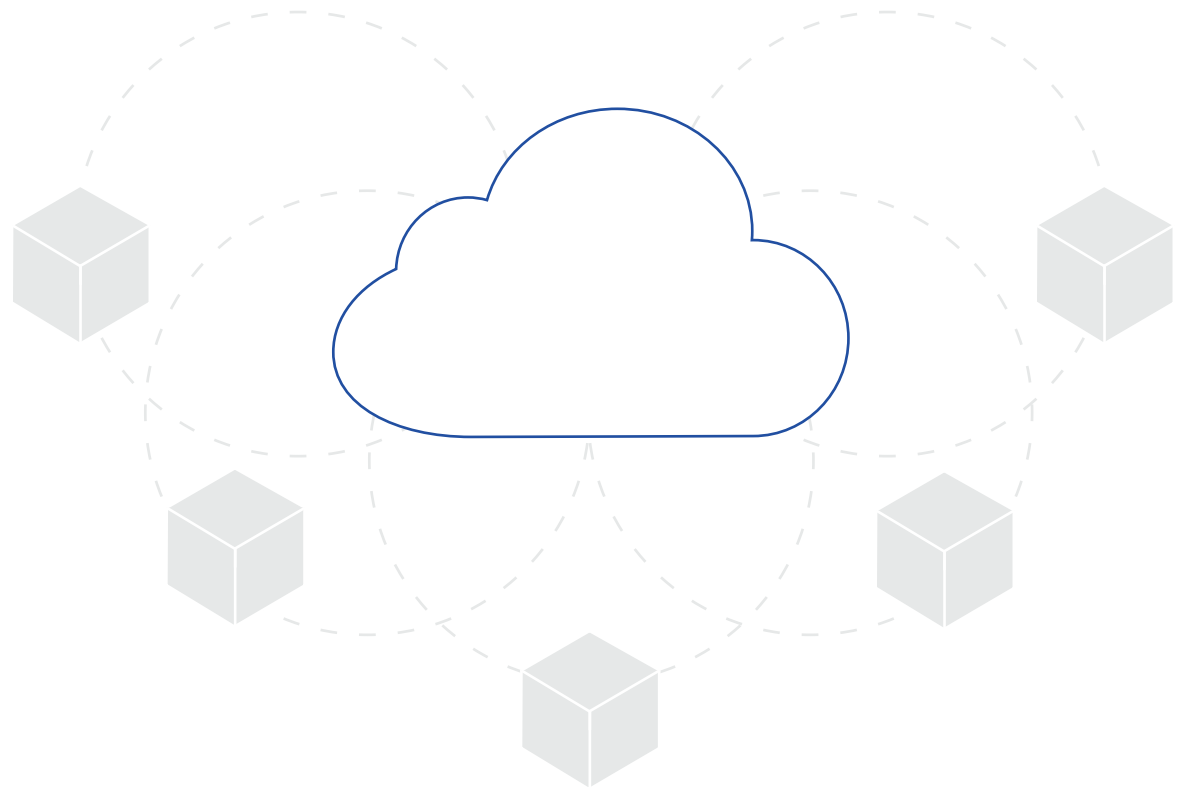
## Secret #4:

# Advertise, Consume, and Collaborate.

So far our application integration secrets have mainly focused inward. We've talked about liberating our data, empowering our people, and embracing mobility. However a truly successful business interacts with customers, partners, and other business systems.

Our fourth secret looks outward and solves the problem of exchanging data and collaborating in real time. As more businesses move their applications and data to the cloud, Application Programming Interface (API)-based integration is becoming increasingly common. So, exploit APIs to foster deeper collaboration.

At the most basic level, APIs allow your applications and systems to talk to other applications or services. In this way, you open up data and functionality to other developers, to other businesses, or even between departments and locations within your company.

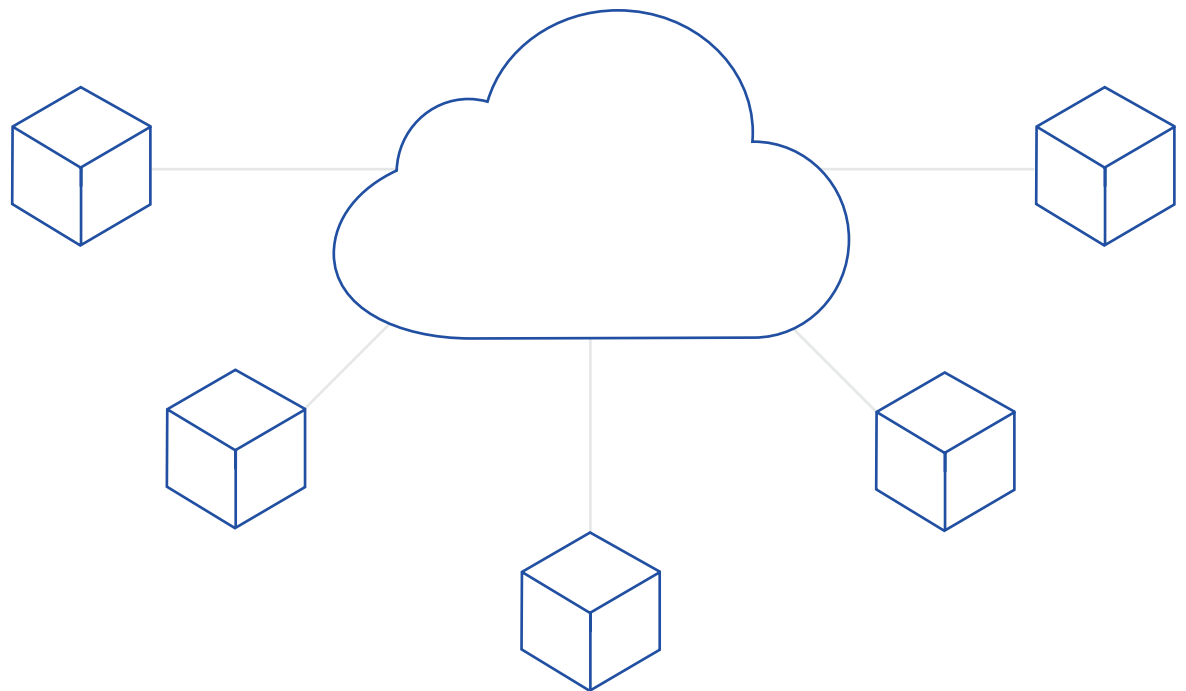


Secret #4:

# Seamlessly integrate with a connected world.

Whether you're connecting to back-office systems, legacy databases or connected devices, powerful APIs make building apps that seamlessly integrate with a connected world faster and easier.

Informatica Cloud Application Integration can easily consume or produce SOAP or REST-based APIs, making every connection to applications and services more meaningful.





Secret #5:

# Automate for Productivity



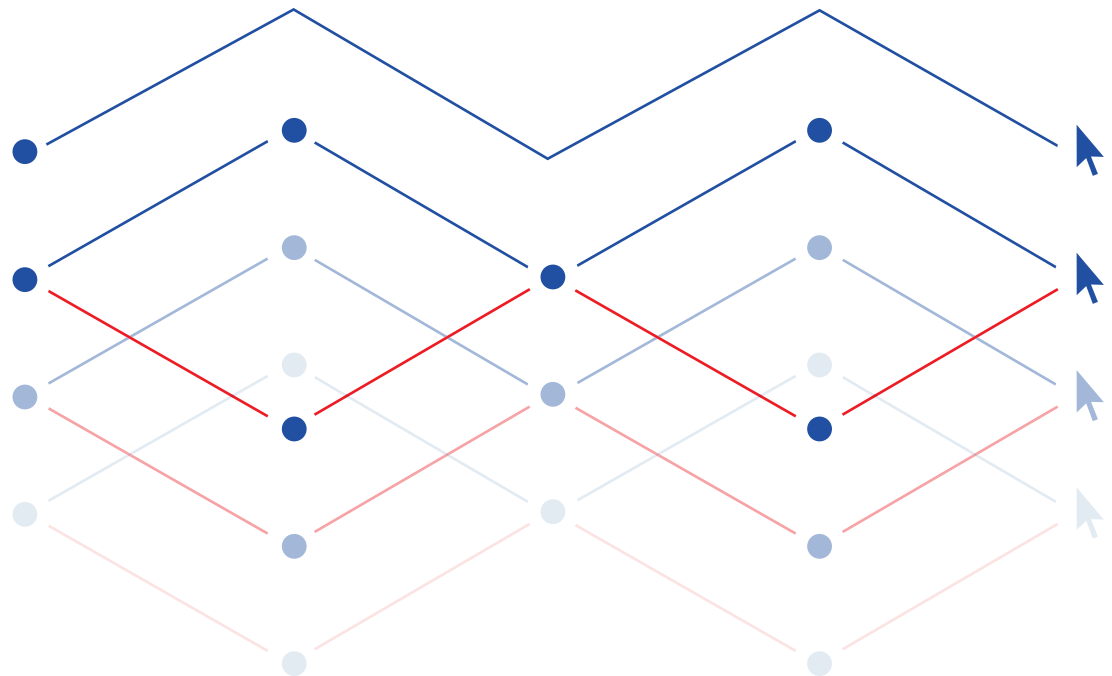
## Secret #5:

# Use Clicks not Code.

Principal business activities such as discount approval, order to cash, or service-call resolution seldom exist as discrete, independent, and isolated tasks. Instead they are typically complex business processes that involve many interactions between business applications and people, which take days or weeks to complete.

Not surprisingly many companies look to automation solutions to provide productivity gains, only to discover that traditional application integration approaches impose significant developer overhead, erasing any productivity gains.

The final secret is to choose the right cloud application integration solution that can automate your processes, but without adding additional overhead.

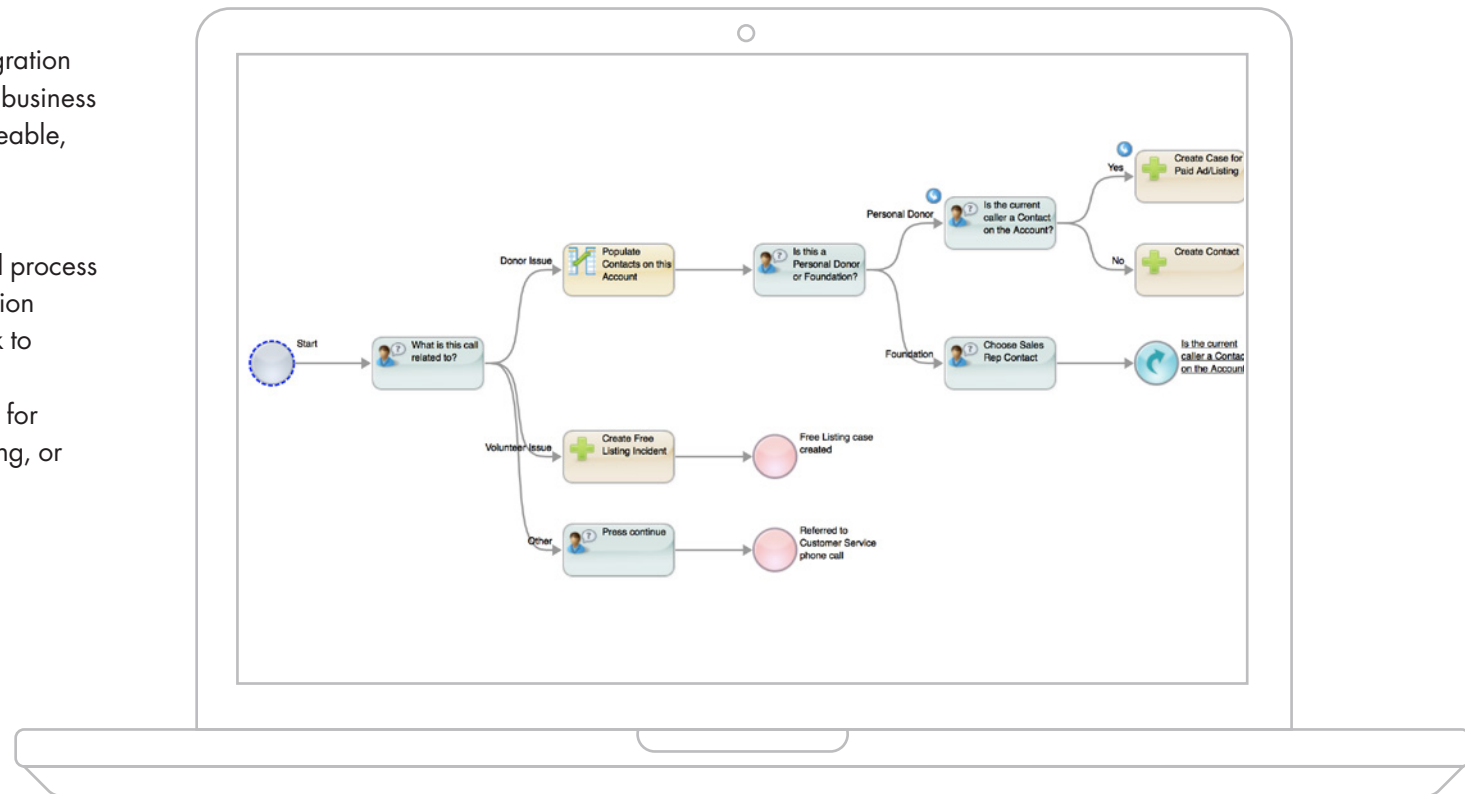


## Secret #5:

# Create business process flows with simple point-and-click.

Informatica Cloud Application Integration is unlike traditional Enterprise Service Bus (ESB) solutions because visual tools let business people, not developers, create sophisticated process integration flows. So the data that's needed to drive the business forward is always available, instantly updateable, and not slowing the company down.

Citizen integrators use the Informatica Cloud process designer to visually create real-time application integration processes. Simply point and click to easily create business process flows that are accessible from any device without the need for time-consuming and expensive manual coding, or physical servers to deploy.



# Meeting the Challenge of a Changing Market.

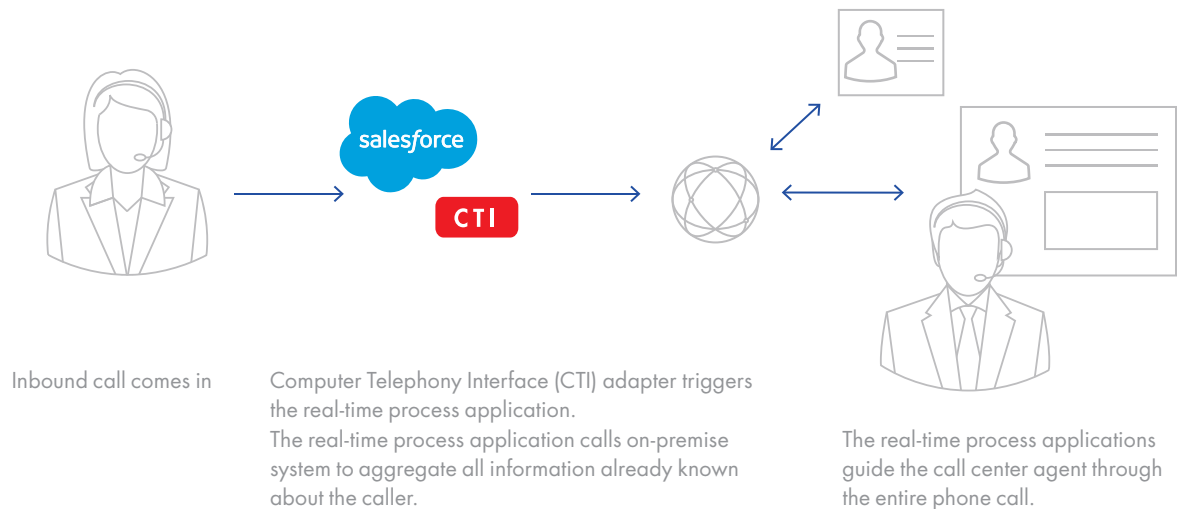


The Affordable Care Act brought massive changes to the US healthcare market and a huge opportunity for healthcare organizations. Healthcare payers and providers could gain huge market share by quickly enrolling millions of uninsured individuals into new insurance plans.

**CHALLENGE:** Rather than focusing on traditional business-to-business (B2B) sales activities, the healthcare payers and providers had to switch to a business-to-consumer (B2C) model where highly-efficient call centers are crucial to success.

To meet the challenges presented by selling health plans to individuals, a Blue Cross/Blue Shield (BCBS) organization started planning a call center that was based on Salesforce.com. Agents would receive high volumes of inbound calls and manually process insurance applications in a set amount of time. However BCBS quickly realized that Salesforce alone would not allow them to capitalize on the opportunity.

**SOLUTION:** Adding Informatica Cloud Application Integration to their Salesforce implementation allowed call center directors to use process automation and call scripting to dramatically increase agent productivity, expand bookings and lower operational costs.



# Streamlining Business Operations.



If you've ever had to file a claim or application with any type of federal agency then you've probably experienced how frustrating it can be. The process is often repetitive, requires reams of information, and is slow. However, there is one company that is making certain claims processes better.

Citizens Disability helps people who believe that they have a valid disability claim receive the benefits to which they are entitled. Citizens Disability automates and streamlines the application process with Informatica Application Integration to allow a claimant to successfully complete a disability claim in the shortest possible time.

To reach its target audience, Citizens Disability primarily relies on television advertising to generate interest, and its agents process applications while the claimant is on the telephone.

When an inbound call is received, Citizens Disability uses an Informatica Cloud Application Integration process to streamline the claimant's activities. This does everything from collecting initial claimant information, storing it in Salesforce.com, scheduling doctor's appointments on third-party scheduling systems, to booking court and administrative hearings in external systems, if required. A process that used to take days can now be performed in a few minutes.

## Results

- Claimants' call times are minimal
- Data entry is standardized and error free
- Business processes are automatic and quick
- Data exchange between agencies is fast and efficient
- Call center throughput increases because agents process new applications in a timely fashion

# Next Steps.

In this eBook we explained how to exceed your customers' expectations by delivering actionable data in real time. Register today for a 30-day trial of Informatica Cloud and transform your company into an agile and efficient business.

Try out Informatica Cloud for 30 days.

