

D&B Direct for Informatica C360

Validate, verify, and enrich your customer data in real-time with D&B Direct

Selective Matching in UI

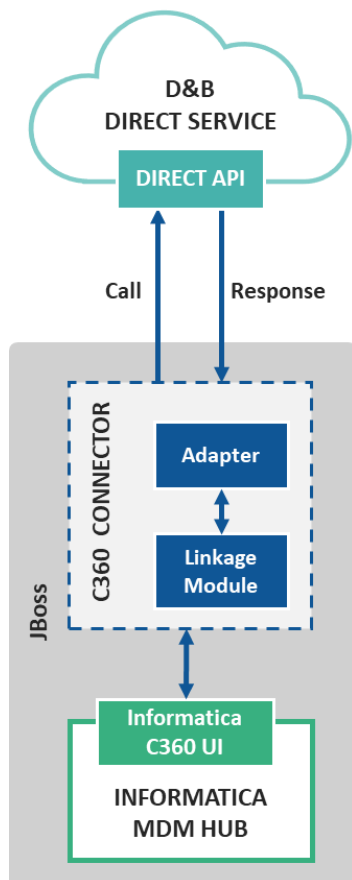
Company Profile and Linkage

Fast to deploy

Globalsoft's *D&B Direct for Informatica C360* provides a fast and easy solution for integration of D&B Direct services for customer data with Informatica MDM. Exposed within the Entity 360 view of IDD, data stewards can match with D&B records while creating new customer accounts, and immediately enrich with D&B's detailed business information for those customers. In addition, when data is loaded from source systems, Match and Enrichment can be executed automatically as new Customer records are loaded into Informatica MDM.

D&B Direct for Informatica C360 enables the user to:

- Selectively match with the D&B business universe and assign a DUNS as new customers are created
- Enrich with business information providing a profile for each customer
- Gain insight and enable decision-making to drive growth by accessing industry specific data sets for a 360 view of the customer



Key Features

- **Exposed in the UI** – The *C360 Connector* operates as a discrete software component that is exposed in UI view of IDD and connects to D&B Direct allowing the Data Stewards to use selective matching when creating new accounts.
- **Manual or Automatic matching** – Supports manual (selective) matching from a list of match candidates, as well as automatic matching during data loads using D&B's comprehensive matching algorithms to select a best match.
- **Enrichment** – with detailed customer data including contacts, company profiles, firmographics, corporate hierarchies and analytics to support decisions regarding relationships with customers
- **Ease of Use** – Designed to seamlessly blend with the UI, it extends the functionality of Informatica MDM and requires no further training or additional knowledge to operate or configure.
- **Fast to Deploy** – includes Provisioning Code, that automatically configures Customer 360 to function with the C360 Connector and accept the D&B data.

How it Works

The *C360 Connector* interfaces with the DaaS Framework of Informatica MDM. This allows tight UI integration to support selective matching by Data Stewards. Match and Enrichment requests made in the UI or during data loads are sent to the Connector, which then executes a request on the *D&B Direct* API.

The *C360 Connector* supports all data elements included in the response from D&B, but only those supported by *Informatica Customer 360* are returned. Because all elements are supported, this is fairly easy to customize should additional data elements be required.

Included with the *C360 Connector*:

DaaS Adapter	The DaaS Adapter interfaces with <i>Informatica Customer 360</i> via Informatica's DaaS Framework and interacts with the <i>D&B Direct</i> API.
Linkage Module	Triggers a linkage call and creates the associated entities within <i>Customer 360</i>
Provisioning Code	Maps the data elements from D&B into your MDM data model
IDQ Mapping Template	A template used for creating mappings between the DaaS Adapter and IDQ to enable match and enrichment during the processing of data loads into <i>Customer 360</i>

D&B Direct Data Packets supported:

CODE	DATA PACKET
IDR	Identity Resolution returns multiple match results based on the request parameters.
CMPELK	Company Profile, Linkage, and Executives Company Profile, Linkage, and Executives provides details on the company profile, executive team members, latitude and longitude, URL, stock ticker, and sales trends.
FFT	Corporate Linkage - Family Tree, Full Full Family Tree provides the ability to get a full view of the linkage associations for the specified D-U-N-S Number

Solution Requirements

- Informatica Customer 360 – ver. 10.2 and above
- JBoss or WebLogic
- Access to SOAP UI
- D&B Direct subscription

Complementary Products and Services:

- **D&B Direct Monitor:** enables D&B Direct monitoring
- **QuickStart Services:** fixed price implementation

Contact Globalsoft for more information

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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