

# D&B Direct for Informatica E360 - Customer

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

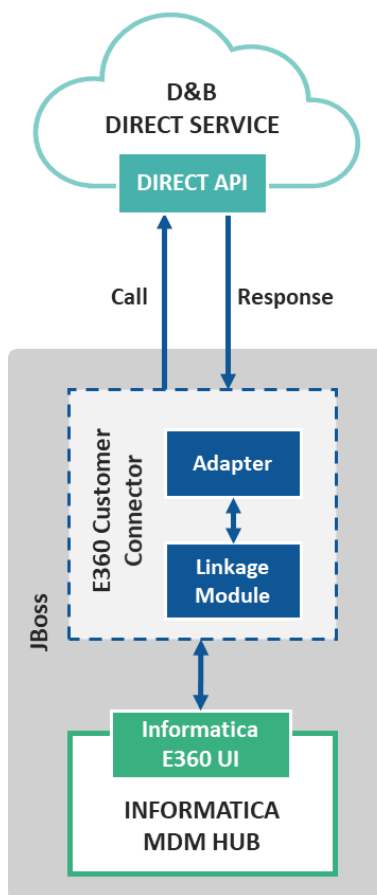
Globalsoft's *D&B Direct for Informatica E360 - Customer* provides a fast and easy solution for integration of D&B Direct services for customer data with Informatica MDM. Exposed within the Entity 360 view of IDD, data stewards can match with D&B records while creating new customer accounts, and immediately 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 E360 – Customer 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 E360 Customer Connector* operates as a discrete software component that is exposed in Entity 360 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.



## How it works

The *E360 - Customer 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 *E360 - Customer Connector* supports all data elements provided in the response from D&B and these will need to be mapped to the user's data and entity models using the provisioning tool included with Informatica MDM.

### Included with the *E360 Connector - Customer*:

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

### D&B Direct Data Packets supported:

PRODUCT	DATA PACKET
<b>Identity Resolution</b> returns multiple match results based on the request parameters	<b>IDR</b>
<b>Company Profile</b> provides details on the company profile, executive team members, latitude and longitude, URL, stock ticker, financials, and sales trends	<b>CMPELK</b> ( <i>Company Profile, Linkage, and Executives</i> ) <b>CMPELF</b> ( <i>Company Profile, Linkage, and Financials</i> )
<b>Corporate Linkage</b> provides the ability to get a view of the linkage associations for the specified D-U-N-S Number	<b>LNKALT</b> ( <i>Alternative Linkage</i> ) <b>LNKMIN</b> ( <i>Minority Linkage</i> ) <b>LNKUPD</b> ( <i>Upward Corporate Linkage</i> ) <b>LNKELI</b> ( <i>Extended Linkage Insight</i> ) <b>FFT</b> ( <i>Family Tree, Full</i> ) <b>FTU</b> ( <i>Family Tree, Upward</i> )

### Solution Requirements

- Informatica MDM – 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.

255 N Market St., San Jose CA | [www.globalss.com](http://www.globalss.com)