

Delivering Competitive Advantage to Customers Worldwide

More than 3,600 leading companies and government organizations worldwide rely on Informatica software and services to access, integrate, and trust all their information assets to help them reduce costs, improve operational efficiency, and enhance their competitive advantage.



2009 Innovation Award winners announced
Eight individual business and technology enablement category winners, eleven vertical industry winners and one overall award winner for "A Strategic Approach to Data Integration" showcase how they achieved operational efficiencies using the Informatica Data Integration Platform.

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Every year, Informatica and a team of independent judges highlight specific companies that have achieved unique and far-reaching business advantage through their innovative use of Informatica solutions. The panel of judges recognize winners in eight business and technology enablement categories, as well as eleven individual vertical industry winners.

View the 2009 finalists here. Also view the winners from previous years: 2008, 2007, 2006, 2005.

Innovation Awards Winners

1. **Enabling better decision making by driving business intelligence** recognizes projects that showcase how an organization made the shift from historical business intelligence reporting to real-time reporting, impacting time-sensitive decisions and overall business operations.

WINNER: NBC Universal

SUMMARY: NBC Universal is using Informatica to ensure consistent and timely delivery of daily business intelligence reports to executives on television ratings and other critical pieces of information that drive daily business decisions. In addition, Informatica has enabled the IT department at NBC to meet their internal service level agreements, giving them a 30% increase in speed for delivering data to the business.

2. **Delivering trusted information to drive data governance and reduce risk** – recognizes projects that showcased how an organization was able to increase consistency and confidence in decision making, lower the risk of regulatory fines and lower the costs of managing data. Nominations considered for this category highlighted the usability, reusability, quality, accessibility, and security of data and how optimizing data's value across the organization positively impacts the business.

WINNER: Centene

SUMMARY: With Informatica, Centene's data assets, both operational and historical are now transformed and integrated automatically across 15 source systems and moved in right-time to Centene's enterprise data warehouse, compliance data feeds, and a healthcare system that manages clinical roles, venues and conditions. Along with a 50 percent reduction in data management costs saving Centene millions of dollars, other results include consistent, state-by-state views of claims, services and revenues, coupled with the ability to respond quickly to changing state and federal compliance requirements. Serving as the backbone for systems which proactively search out high risk conditions amongst insurance customers, Informatica is delivering massive savings compared with the potential cost of reactive health care.

3. **Accelerating shareholder value in mergers and acquisitions** – recognizes projects that showcased success in addressing possible data issues arising from a merger or acquisition, including data integration and data quality between two companies and their different silos of data.

WINNER: Bank of New York Mellon with Wipro

SUMMARY: Bank of New York and Mellon Bank finalized a merger in July of 2007 making the combined entity one of the largest Asset Management firms in the world. The joint union required that their two different IT infrastructures containing over 500 reportable data items that support 15 online client-accessible reports be merged and that overlapping customer information be de-duplicated. Informatica has enabled Bank of New York Mellon to provide its clients with 24x7 access to near real-time reports for its global custody clients. This level of real-time, global information delivery is unparalleled in the financial services industry giving the Bank of New York Mellon the ability to boast the global custody industry's best reporting solution. In addition to dramatically improving its customer services, the Bank of New York Mellon has met its internal goal of integrating the two companies and their IT assets in a timely fashion and then reporting on that externally to present a unified organization to Wall Street.

4. **Driving operational excellence by outsourcing noncore functions, modernizing the business, or reducing IT costs** – recognizes projects that showcased how the company was able to maximize existing investments in salesforce.com and other on-premise software applications through outsourcing noncore functions. Nominations that were able to clearly articulate how the organization was able to modernize the business and significantly reduce IT costs through the use of Informatica technology were considered.

WINNER: ICICI Prudential Life Insurance Company with Pricewaterhouse Coopers

SUMMARY: Informatica was used at ICICI Prudential to replace all manual data integration interfaces with automated ETL and to offload business intelligence reporting from the transaction database to improve service level agreements and system performance. With Informatica, the customer and agency servicing applications can obtain real-time data from a centralized source, which delivers uniform information availability through all possible service channels and improved customer service. Top management at ICICI Prudential have gained new clarity and insight due to the timely availability of reports fueled by the data marts which have been developed

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- » Industry
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with the sole focus on report generation and delivery. The company has experienced a total return on its investment of \$210 million dollars.

5. **Improving customer information to enhance customer service or increase customer revenue** – recognizes projects that demonstrated how customer service was improved or additional revenues were generated by integrating customer data across multiple systems. Nominations that focused on the ability to dramatically improve customer service or increase customer revenues were considered for this category.

WINNER: Carnival Cruise Lines

SUMMARY: Informatica has delivered a single universal data model for Carnival Cruise Lines that gives the entire organization access to the data they require to improve operations, revenue and customer satisfaction. Marketing is empowered to better target customers with detailed demographic information. Procurement knows precisely how much food to order to meet the needs of each guest and to reduce unnecessary food purchases. Operations is able to simulate future guest behavior based on what guests ate, drank and purchased during their cruise, giving them a better understanding of what programs will attract more ship goers. Finance has the proper reports to ensure they are meeting tax guidelines. Overall, Carnival has demonstrated its ability to enhance customer service and increase revenues with Informatica.

WINNER: Australian Department of Innovation, Industry, Science and Research (DIISR)

SUMMARY: Government has a compelling interest to regulate business for the public good - ensuring taxes are collected fairly and on time, as well as for the public interest - simplifying the rules of doing business, increasing prosperity for all citizens by encouraging competitive and sustainable enterprises. In Australia, this is the mission of the Department of Innovation, Industry, Science & Research (DIISR) who is using Informatica Identity Resolution to handle high-volume, highly accurate identity data searches and matches for its Australian Business Numbers (ABN) Lookup site*, part of the business.gov.au portal. The portal provides access to essential information on all stages of the business cycle, including access to more than 10,000 links to government information and provides more than 6,000 online forms. (*ABN Lookup is used to search the publicly available information about ABNs.)

With Informatica the DIISR is handling around 5 million searches a month against a database of over 6 million ABNs and 14 million current, historical, legal, and trading names in the ABN Lookup system. Customers can now quickly and accurately correct and eliminate duplicates from their own databases which has greatly improved customer access to relevant information that enhances the business' user experience.

6. **Strengthening partner network effectiveness** – recognizes projects that demonstrated how data integration and data quality are paramount to a strong partner network and the impacts to the business. Nominations that were considered for this category clearly articulated the different data types and systems that required integration and how partners were positively impacted as a result of Informatica.

WINNER: Zyme Solutions

SUMMARY: Zyme Solutions collects data on millions of private point-of-sale and inventory transactions each week reported by distribution and retail channel partners in 140 countries. Business decisions and processes such as revenue recognition, rebate program payments, and supply chain planning are made based on this critical information. With a rapid increase in the number of data feeds based on a growing client base, Zyme was processing nearly 10 million transactions per week from 140 countries on behalf of its customers – all in different formats. This required hand coding new EDI interfaces for each new format. The Informatica solution enabled Zyme to optimize its data management processes, increase data quality, and reduce the time and resources devoted to data integration and data aggregation. Specifically, the new customer ramp up time has been reduced to just one week versus three weeks. This end-to-end data aggregation solution also gave Zyme an additional competitive advantage to help win new business.

7. **Fortifying overall operations with global data quality** – recognizes projects that highlighted how issues with high-quality data were solved with Informatica. Nominations focused on consistent, accurate and current information to support sound business decisions, improved customer service, supply chain efficiencies and risk management. Those that articulated how data quality issues were resolved to maximize the value of existing business intelligence, enterprise resource planning, customer, product and financial information were considered for this category.

WINNER: Smith & Nephew

SUMMARY: Smith & Nephew implemented the Informatica Data Quality solution to drive business ownership and accountability. The result was a data governance model encompassing customer, vendor and material information presented to users through scorecards across three Global Business Units. Smith & Nephew was able to consolidate master data records giving both business and IT rapid turn around for ad-hoc analysis and data migration analysis. Informatica PowerExchange is used as the solution to integrate cleansed master data back into the production systems and visual KPI's are reviewed by Executive Sponsors and formal plans are developed in each business unit. This Data Quality project permitted the business organization to move to active governance within less than a year and allowed Global Information Services to provide not only 'on-going' support but deliver innovation.

8. **Cloud Computing** – recognizes projects with a focus on leveraging on-demand data quality and integration technologies from Informatica to integrate data from multiple systems with Web-based applications to deliver a highly valuable cloud computing environment.

WINNER: Bax Global/Schenker

SUMMARY: How does an organization as large as BAX Global help its sales team sift through more than one hundred thousand business-to-business accounts to find its most lucrative customers? Bax Global implemented an on-demand customer relationship management system, salesforce.com. However, the company needed to integrate data from a variety of existing systems including freight scheduling, billing and buying history to provide its global marketing and sales team with integrated, real-time customer data which is used to segment and target groups of customers to improve sales efficiency. BAX Global is using Informatica's on-demand subscription-based integration service enabling sales to quickly see which customers used which logistics services; the most popular destinations; how frequently they use the services; and their interest in related services. Armed with this data, the sales team can now concentrate on the customers that matter most. Equally important, sales now has a 360-degree view into customers who haven't used BAX Global recently, allowing Inside Sales to follow up immediately. No IT was required for this implementation. It was deployed and managed by the Salesforce Administrators in the Marketing and Sales group.

9. **Overall Award: A Strategic Approach to Data Integration** – recognizes the most innovative and strategic of the winning projects that is using the Informatica Data Integration Platform as a key technology element to deliver benefits beyond IT.

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Innovation Awards Vertical Industry Winners

Energy and Utilities Winner: Duke Energy
Financial Services Winner: Bank of New York Mellon
Transportation: BNSF
Healthcare: Centene
Life Sciences: Australian Pharmaceutical Industry
Manufacturing: Smith & Nephew
Media/Entertainment: NBC Universal
Retail: Nike with Wipro
Public Sector: Australian Department of Innovation, Industry, Science and Research (DIISR)
Services: Carnival Cruise Lines
Telecommunications: Avaya

Business Solutions

Governance, Risk, and Compliance
Mergers and Acquisitions
Identity Resolution for Government

Industry Solutions

Energy and Utilities
Financial Services
Healthcare
Manufacturing
Public Sector
Retail
Telecommunications
Transportation

Technology Solutions

Application ILM
B2B Data Exchange
Data Aggregation
Data Governance
Data Migration
Data Synchronization
Data Quality
Data Warehousing
Integration Competency Centers
Mainframe Data Integration
Master Data Management
On Demand Data Integration
Data Integration for Salesforce CRM
Service-Oriented Architecture (SOA)

Products

PowerCenter
PowerExchange
Data Quality
Data Explorer
Identity Resolution
B2B Data Exchange
B2B Data Transformation
Data Archive
Data Subset
Data Privacy
On Demand

Services

Professional Services
Education Services
Customer Support Services

Company

Careers
Corporate Information
Leadership
Investor Relations
Media and Analyst Resources