



Industry Leading  
Automotive Manufacturer

# Eyes on the Road Ahead:

## Fueling Automotive Market Insights with Informatica



*“Informatica Enterprise Data Catalog enhances data governance—helping us turn our data into a competitive advantage.”*

Sr. IT Director  
Data Governance, Privacy & Architecture  
Industry Leading Automotive Manufacturer

Goals	Solution	Results
React quickly to automotive market disruptions and opportunities	Informatica Enterprise Data Catalog catalogs data across the enterprise and make those data assets available for both Business and IT	Provides actionable market trend data to line-of-business managers in minutes versus weeks
Empower product and marketing managers with self-service reporting	Enterprise Data Catalog helps analysts, using BI tools like Tableau, to easily discover and understand trusted and relevant data for analysis and reporting	Empowers users to do their own reports—reducing time required to obtain reliable insights up to 70%
Enhance data governance across the automotive value chain	Provides intelligent data governance and semantic search across the enterprise	Enhances compliance with full data lineage and source information enterprise-wide

## Business Requirements:

- Address marketing, sales and product queries to create reports in a timely manner
- Integrate with popular BI tools for data visualization
- Comply with GDPR and other regulations

### About the Company

This Industry Leading Automotive Manufacturer has been a part of the cultural fabric in the U.S. and North America for 60 years, and is committed to advancing sustainable, next-generation mobility.

The market for mobility solutions is changing fast, with self-driving cars and other game-changing new developments always on the horizon. As one of the world's leading innovators, their focus is on using data and technology to help engage customers, empower employees, optimize operations, and transform products.

The ability to leverage universal data throughout the company to influence business strategy and react quickly to market change is essential for them to compete and thrive in today's market. The company currently uses several Informatica products to bring together information from various sources across the automotive value chain for business decision-making. However, delivering data for product development and marketing reports was centralized in IT. This Industry Leading Automotive Manufacturer wanted to make it easier for line-of-business managers to find and access the data they needed to help determine product and marketing direction.

## Accelerating business insights

Their mobility solutions are becoming increasingly data driven, making more data available for analytics to improve operational efficiency, product quality, profitability, marketing, and customer service. Business users, ranging from executive vice presidents to operational managers, need to access data when and how they need it to guide their decisions and respond to opportunities in a timely manner.

"Business users needed quicker access to the data they wanted to analyze," said their Sr. IT Director Data Governance, Privacy & Architecture. "We wanted to shorten that time window so they could focus on analytics and make informed decisions to drive the business forward."

To empower business users to discover and understand enterprise data assets without assistance from IT, they deployed Informatica Enterprise Data Catalog (EDC), a machine-learning based discovery engine with intuitive search capabilities. Built for big data scale deployments, Informatica EDC leverages metadata to deliver intelligent recommendations, suggestions, and automation of data management tasks. Any authorized user can ask questions of the data and get results the same day.

"Informatica Enterprise Data Catalog helps us understand what's going on in our fast-changing market and react at the right time," says the Sr. IT Director. "With Enterprise Data Catalog, the process of finding, understanding, and trusting data went from days or weeks down to minutes, saving users up to 70 percent of their research time."





*“With Informatica Enterprise Data Catalog, we’re delivering the right data at the right time with a high level of quality, which is essential in today’s marketplace.”*

Sr. IT Director  
Data Governance, Privacy & Architecture  
Industry Leading Automotive Manufacturer

## Driving innovation and sales

Users save even more time by leveraging EDC to quickly and easily find and understand trusted and relevant enterprise-wide data and data assets for analysis and visualization, using tools such as Tableau. This empowers business users to more easily create timely and trusted reports and dashboards for sales, marketing, and products. Business consumers of these reports and dashboards can better understand them, by viewing the data and the metadata in a single screen, instead of switching between tools, thanks to the integration between EDC and Tableau. data profiling and quality stats as well as 360-degree relationship views, users get a complete picture of the data environment with minimal effort. As a business, they can use this information to continually understand where the market is going.

“We need to make sure that we stay ahead of automotive manufacturing market disruptions,” says the Sr. IT Director. “Informatica Enterprise Data Catalog enhances data governance—helping us turn our data into a competitive advantage.”

For example, when a new car is released or redesigned, executives can quickly and accurately determine the consumers the company should target in its marketing and advertising efforts. With greater insights into buyer segments and demographics, they can calculate dealer incentives with a higher degree of precision. “The insights we generate with Informatica Enterprise Data Catalog can have a positive impact on overall sales by giving us the right data at the right time,” says the Sr. IT Director.

## Enhancing GDPR compliance

As new compliance requirements take hold such as General Data Protection Regulation (GDPR) in Europe, Informatica is helping the Industry Leading Automotive Manufacturer stay compliant and reduce manual effort. With full data lineage at their fingertips in EDC, users have confidence in data quality and auditability.

“Using Informatica Enterprise Data Catalog is already helping us with GDPR compliance, because we can quickly scan our data sources, identify data owners and stewards, and better understand what customer data we’re storing,” says the Sr. IT Director.



## Empowering more users

Soon, they're planning to make EDC available to many more employees, increasing the company's ability to use analytics to enhance business efficiency.

The Sr. IT Director Data Governance, Privacy & Architecture concludes, "For us, it's all about empowering users and supporting self-service. With Informatica Enterprise Data Catalog, we're delivering the right data at the right time with a high level of quality, which is essential in today's marketplace."

### Inside The Solution:

- Informatica Enterprise Data Catalog
- Informatica Intelligent Cloud Services
- Informatica Data Quality
- Informatica Big Data Management
- Informatica PowerCenter

