



Accelerate Cloud Data Management with Salesforce + Informatica

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Quick-Start Project Comparison: Scope and ROI Overview

Structured comparison highlighting project effort, IPU leverage, and expected time-to-value for leadership

Project Name	Estimated Hours	IPUs (Informatica Processing Units)	ROI Timeline
MDM 360	200–600	~80~	9 months
Picklist Governance	120–300	<15	Less than 9 months
Hierarchy Visualization	60–200	Minimal	6 months
SCV (no C360)	200–450	~70~	6–12 months
Advanced MDM 360	500–700	200-250	Approximately 12 months
Legacy Migration	300–700	40-90	Immediate
Data Validation	80–300	10-19	Less than 12 months

MDM 360 Quick-Start: Strategic Impact and Delivery Effort

Establishing a foundational master data
management system with proven methodologies

01

Implement MDM 360 within 200–600 hours

The implementation effort ranges between 200 and 600 hours, ensuring a swift and focused deployment tailored to enterprise needs.

02

Utilize approximately 80 informatica processing units

The quick-start leverages around 80 IPU's, enabling reuse of proven assets to accelerate implementation and reduce risks.

MDM 360 Quick-Start: Strategic Impact and Delivery Effort

Establishing a foundational master data
management system with proven methodologies

03

Achieve ROI within 9 months

Expected return on investment is realized within 9 months, demonstrating the solution's rapid business value and cost effectiveness.

04

Establish consistent, trusted master data

Creates a foundational master data management system that ensures consistent and trusted data across all enterprise systems.

MDM 360 Quick-Start: Strategic Impact and Delivery Effort

Establishing a foundational master data
management system with proven methodologies

05

Leverage proven methodologies and cross-functional integration

Success depends on using established methodologies, reusable intellectual property, and capabilities that support integration across business functions.

06

Manage scope variability and align data stewardship early

Challenges include handling changing project scope and clarifying data stewardship roles at the project's start to ensure smooth delivery.

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Picklist Governance: Efficient Data Standardization Solution

Quick-start approach for fast ROI and scalable data consistency



Define project scope and timeline

Allocate 120–300 hours and maintain under 15 IPU's to efficiently implement picklist governance.



Achieve rapid return on investment

Secure ROI in under 9 months by improving data consistency and reducing input errors through governance.



Establish clear governance policies

Develop and enforce policies that standardize picklists, ensuring consistent data across systems.



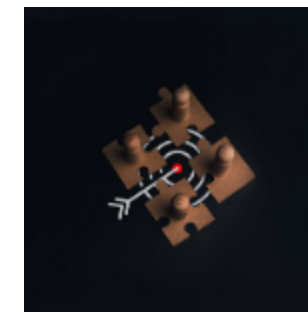
Engage stakeholders actively

Involve key stakeholders to drive adoption and support for governance initiatives and future extensions.



Implement scalable governance framework

Design governance that accommodates future picklist additions and evolving organizational needs.



Manage change and integration challenges

Address change management proactively and ensure smooth integration with existing data governance frameworks.

Hierarchy Visualization: Accelerated Insight Delivery

Quick deployment of clear visual insights for faster decision-making

01 Deliver hierarchy insights within 60–200 hours

Complete the visualization project with the lowest effort among portfolio projects, ensuring rapid progress and timely results.

04 Provide clear, visual insights into hierarchies

Support decision-making by visually representing organizational or data hierarchies for enhanced clarity and transparency.

02 Minimize intellectual property unit usage

Leverage minimal IPUs to optimize resource allocation and reduce project complexity.

05 Enable fast deployment with high impact

Deploy visualization tools quickly to deliver significant improvements in data transparency and user engagement.

03 Achieve rapid ROI within 6 months

Ensure a fast return on investment by deploying solutions that quickly enhance organizational understanding and decision support.

06 Overcome integration and adoption challenges

Address key challenges by ensuring seamless integration with source systems and promoting user acceptance of new visualization tools.

Single Customer View (SCV) Quick-Start: Balancing Effort and ROI

Achieve consolidated customer insights rapidly without full C360 deployment

01 Define scope between 200 and 450 hours

Plan the project within a focused timeframe to ensure quick delivery and manage resources efficiently, targeting 200–450 hours of effort.

02 Utilize approximately 70 IPU's

Leverage around 70 Integration Processing Units to handle data consolidation effectively without overextending infrastructure.

03 Target ROI within 6 to 12 months

Aim to realize return on investment in a short timeframe, balancing speed and financial benefit for stakeholders.

04 Create consolidated customer view without full C360

Focus on building a single customer view by integrating existing data assets, avoiding the complexity of a full Customer 360 implementation.

05 Leverage focused scope and existing data assets

Drive success by narrowing project scope, utilizing current data resources, and streamlining integration processes to accelerate outcomes.

06 Address challenges like data quality and MDM alignment

Manage risks such as variation in data quality and ensure the solution aligns with broader Master Data Management initiatives for consistency.

Advanced MDM 360: Comprehensive Data Management Initiative

Quick-Start Overview of Full-Scale MDM Implementation with ROI in 12 Months

Define extensive project scope and timeline

01

The initiative requires 500–700 hours, making it the most extensive MDM effort, ensuring thorough coverage of complex data domains.

Implement full-scale MDM with advanced governance

04

Address complex data domains thoroughly while integrating mature governance frameworks for sustained data quality and compliance.

Leverage approximately 200–250 IPU

02

Utilize a substantial number of IPU to support comprehensive implementation and enhance project efficiency.

Drive success through reusable IP and mature processes

05

Utilize extensive reusable intellectual property and well-established processes to boost efficiency and integration

Achieve ROI within around 12 months

03

Expect a return on investment in about one year, emphasizing the initiative's value and speed of benefits realization.

Manage complexity and sustain engagement

06

Overcome challenges related to complexity management, resource allocation, and maintaining stakeholder engagement over longer timelines.

Legacy Migration & Data Validation: Ensuring Data Integrity and Continuity

01



Deliver legacy migration efficiently within 300–700 hours

Complete migration involves approximately 40–90 IPU's, delivering immediate ROI through modernization and risk mitigation.

02



Execute data validation in 80–300 hours for quality assurance

Engage 10–19 IPU's focusing on data accuracy to build trust and ensure compliance with ROI realized within 12 months.

03



Implement automated validation and governance for success

Success depends on automated validation rules, clear governance policies, and ongoing monitoring to maintain data integrity.

04

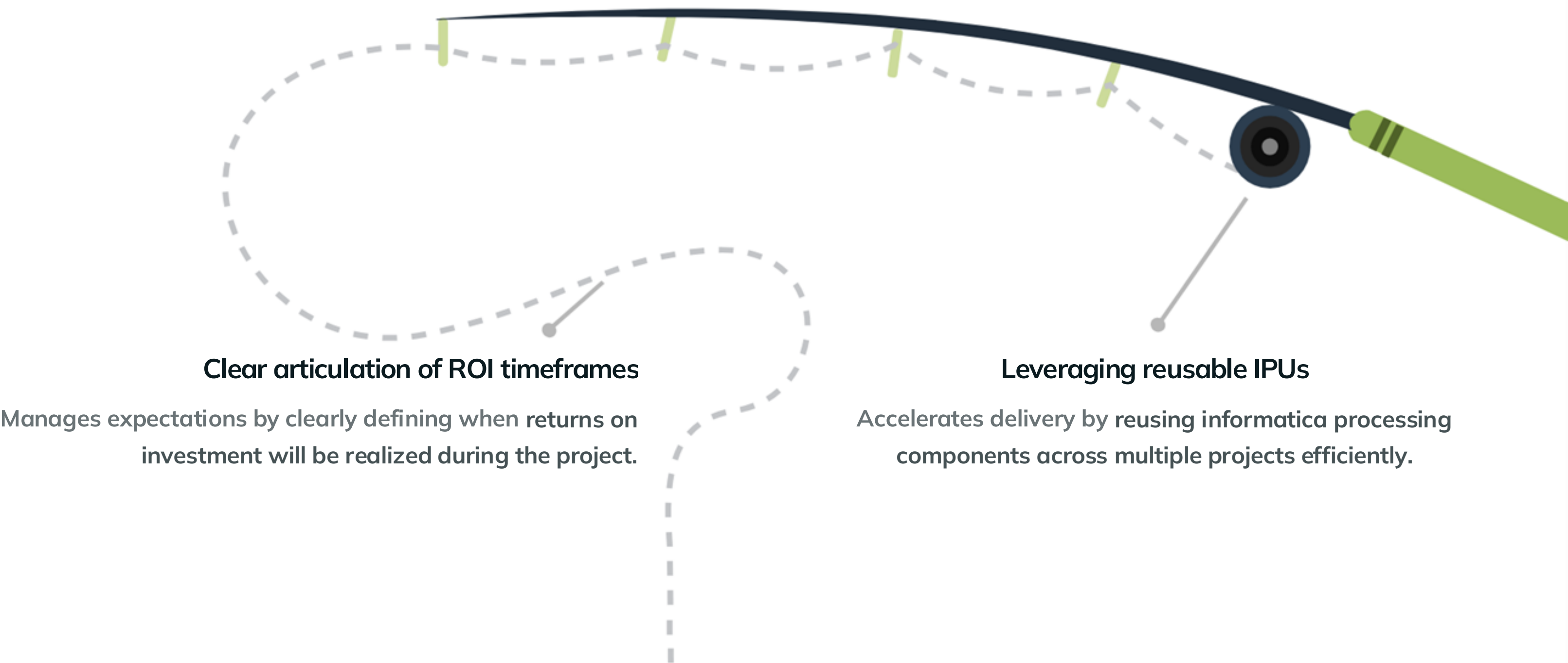


Balance validation strictness with operational flexibility

Address challenges by finding the right balance between strict data validation and maintaining operational agility.

Strategic Insights: Success Factors and Implementation Challenges

Key success factors, challenges, and leadership strategies for quick-start projects

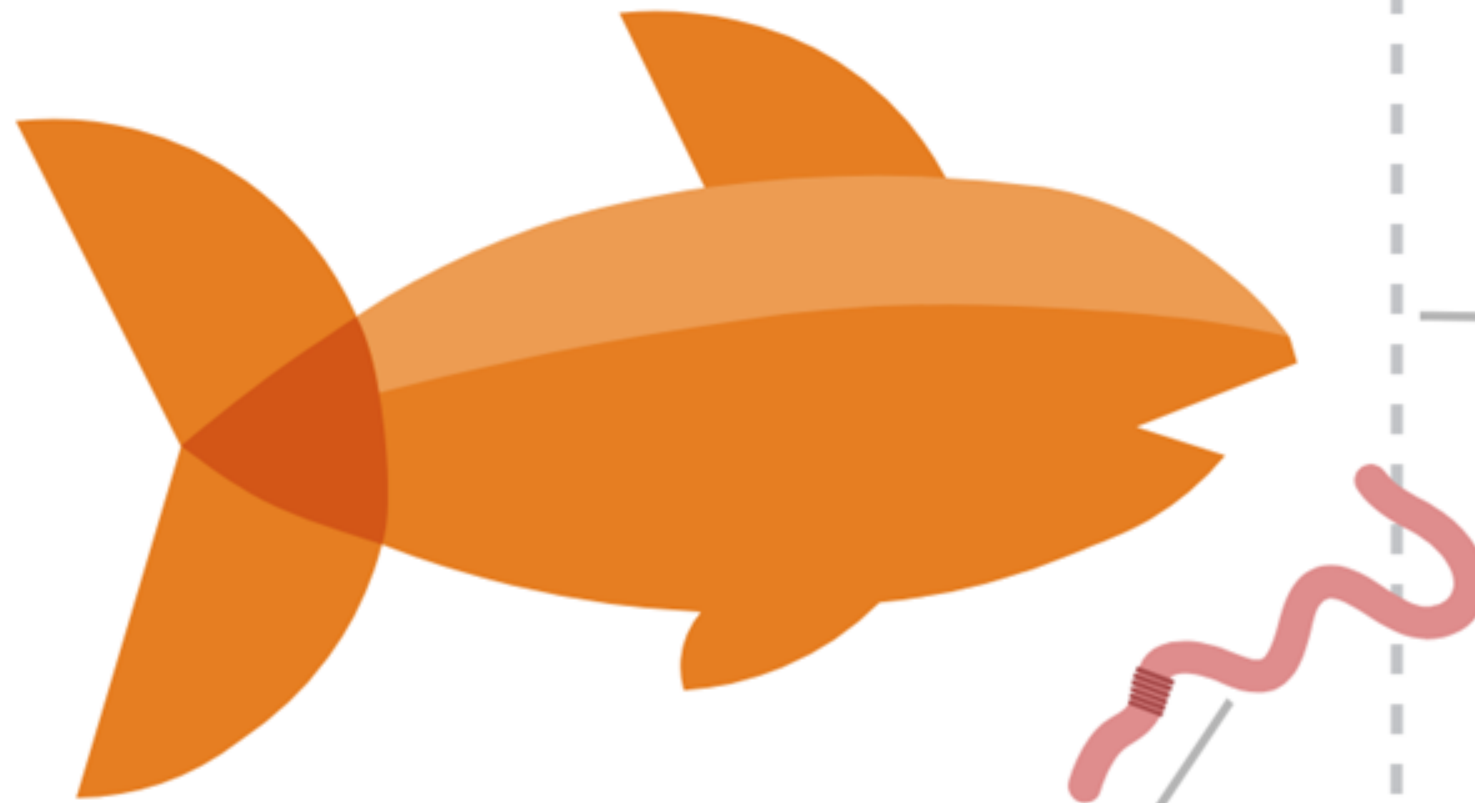


Clear articulation of ROI timeframes

Manages expectations by clearly defining when returns on investment will be realized during the project.

Leveraging reusable IPUs

Accelerates delivery by reusing informatica processing components across multiple projects efficiently.

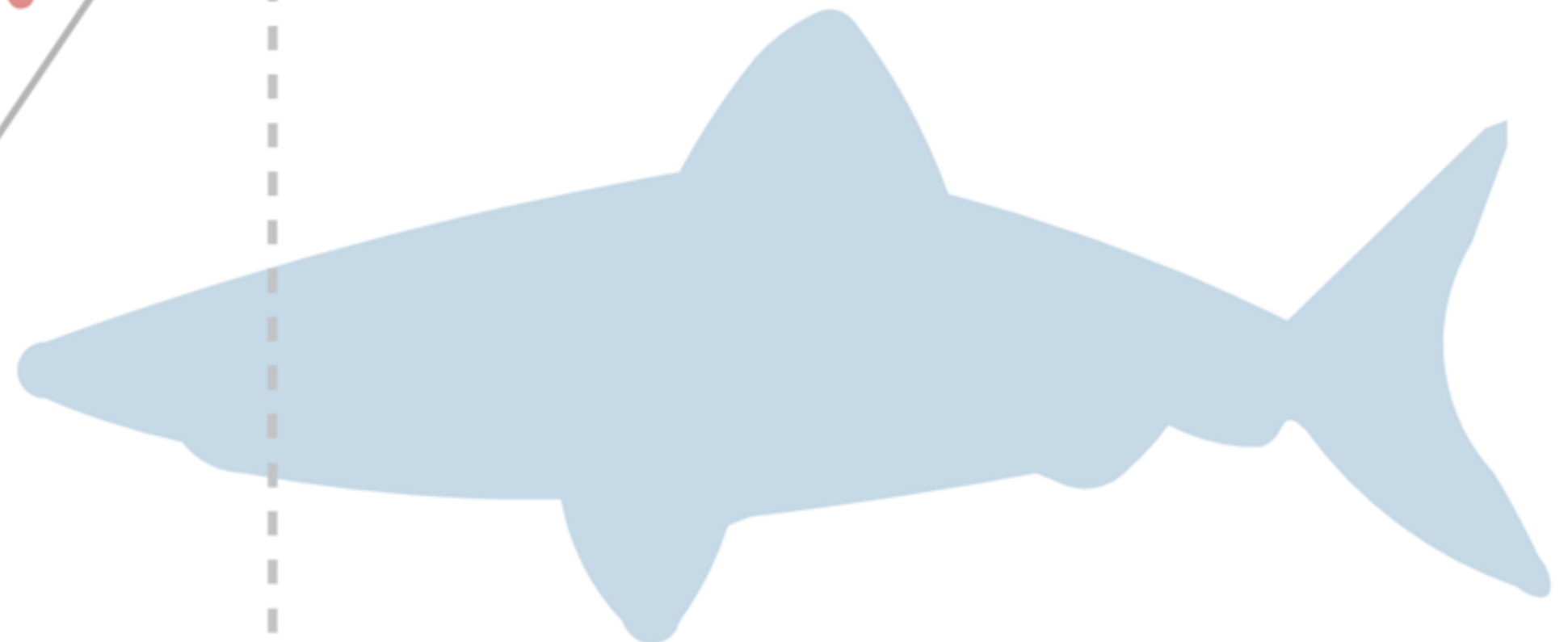


Strong stakeholder engagement

Drives effective change management and secures buy-in throughout the entire project lifecycle.

Integrated governance frameworks

Ensures data quality and compliance through well-coordinated oversight and governance mechanisms.



Strategic Insights: Success Factors and Implementation Challenges

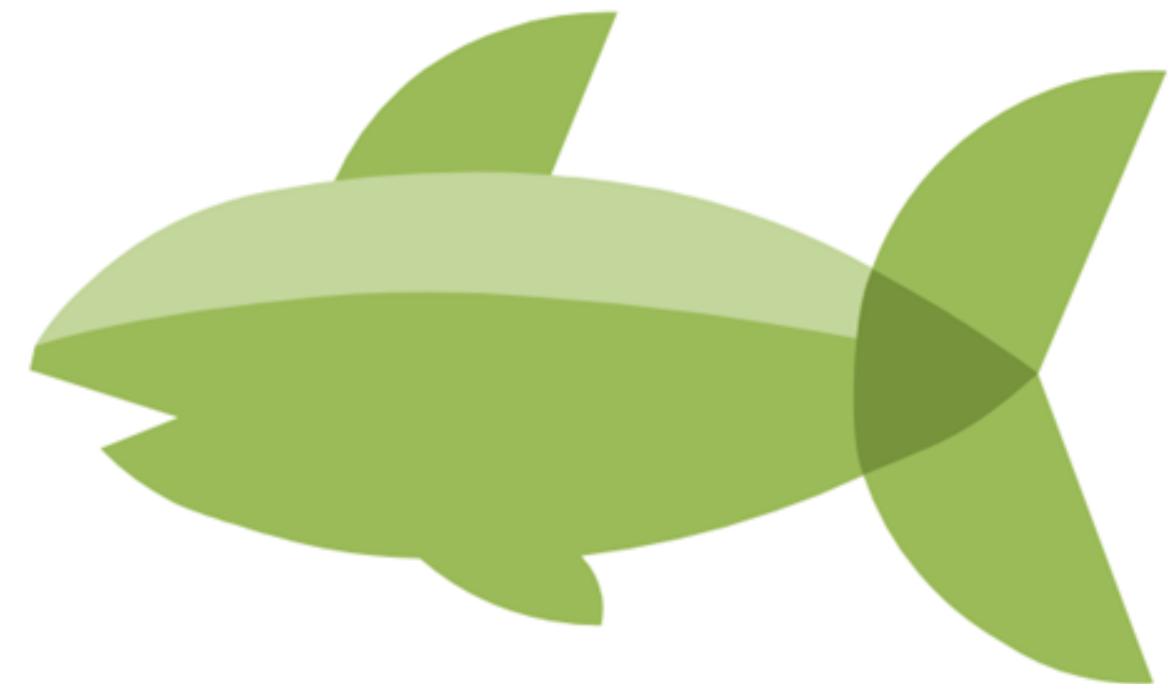
Key success factors, challenges, and leadership strategies for quick-start projects

Managing variable project scopes

Addresses complexity by adapting quickly to changing project requirements and scope variations.

Aligning cross-functional teams

Coordinates diverse roles and data stewardship to ensure streamlined project execution.



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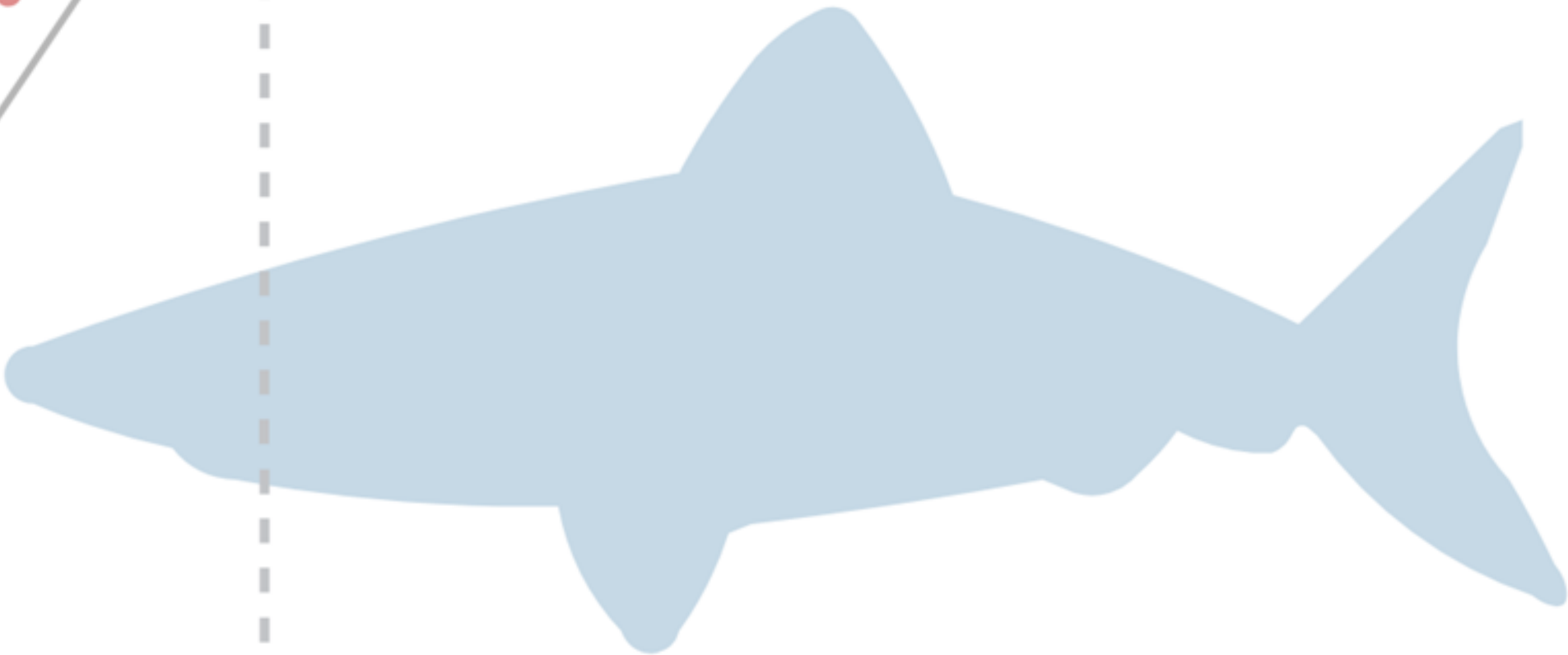
Seamless integration with legacy and cloud

Ensures smooth data flow and system interoperability across legacy and cloud platforms.



Maintaining momentum and buy-in

Sustains engagement and progress throughout longer-duration projects to maintain momentum.



Strategic Insights: Success Factors and Implementation Challenges

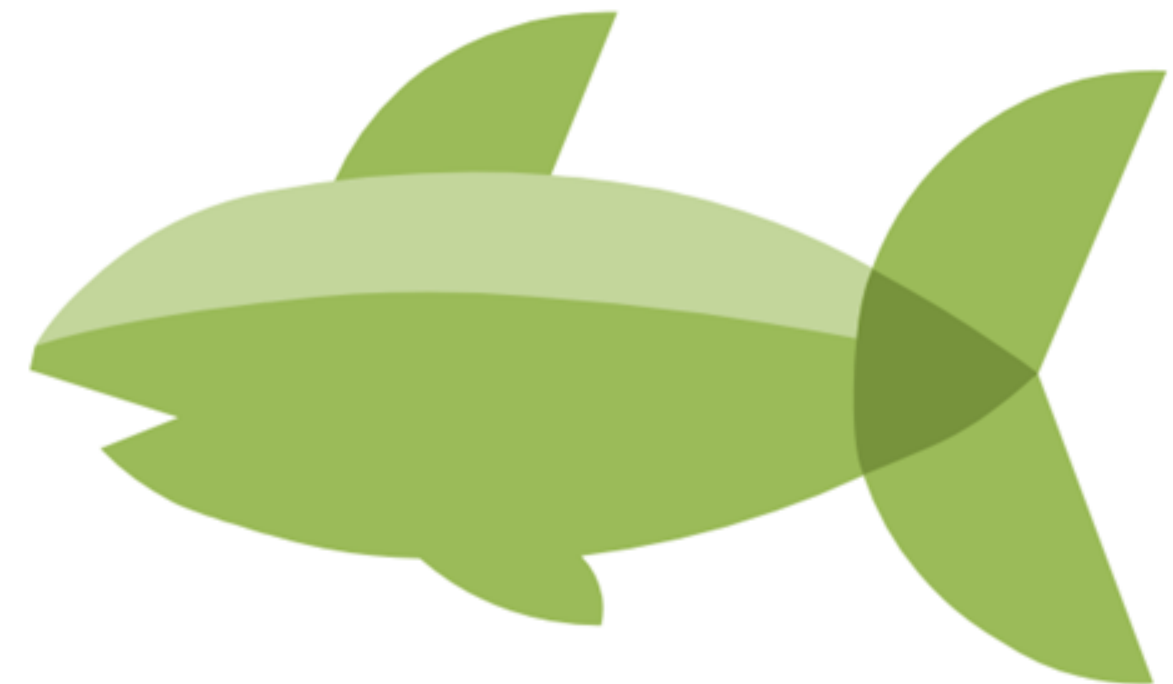
Key success factors, challenges, and leadership strategies for quick-start projects

Prioritize projects with rapid ROI

Focuses on quick returns to encourage early adoption and demonstrate project success.

Invest early in governance frameworks

Reduces rework and boosts efficiency by establishing controls and governance upfront.



Strategic Insights: Success Factors and Implementation Challenges

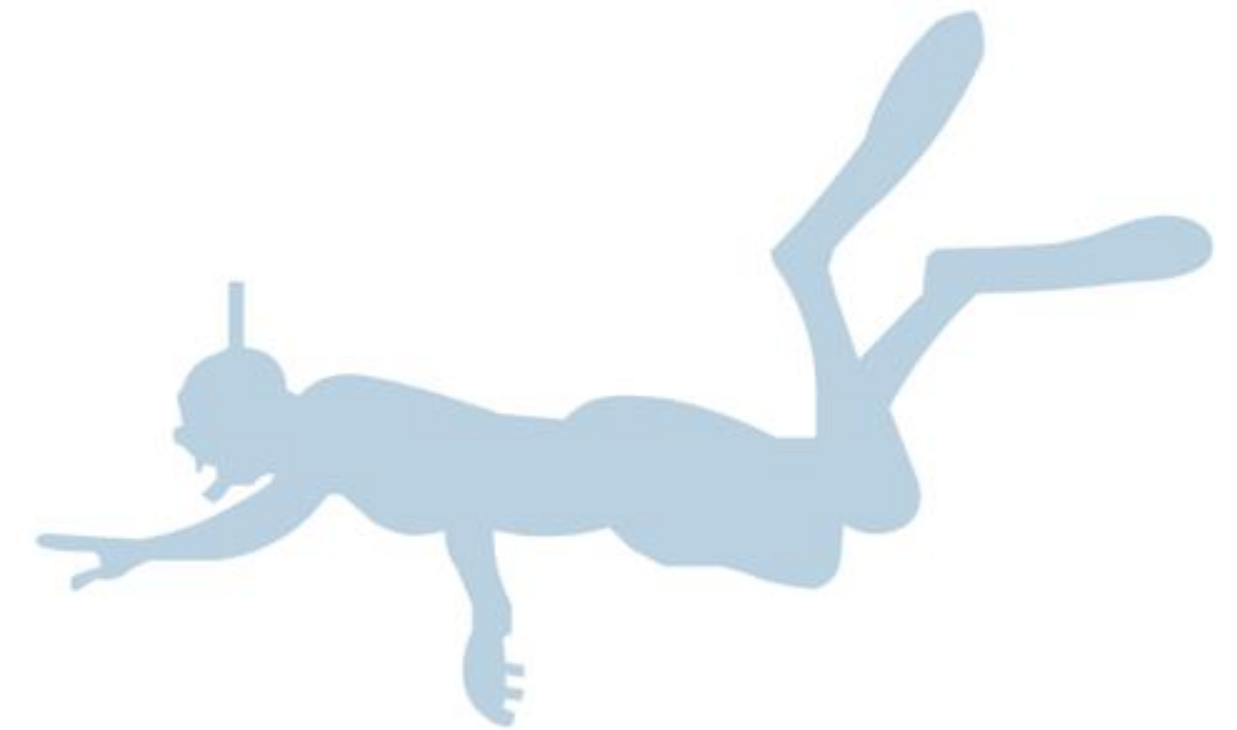
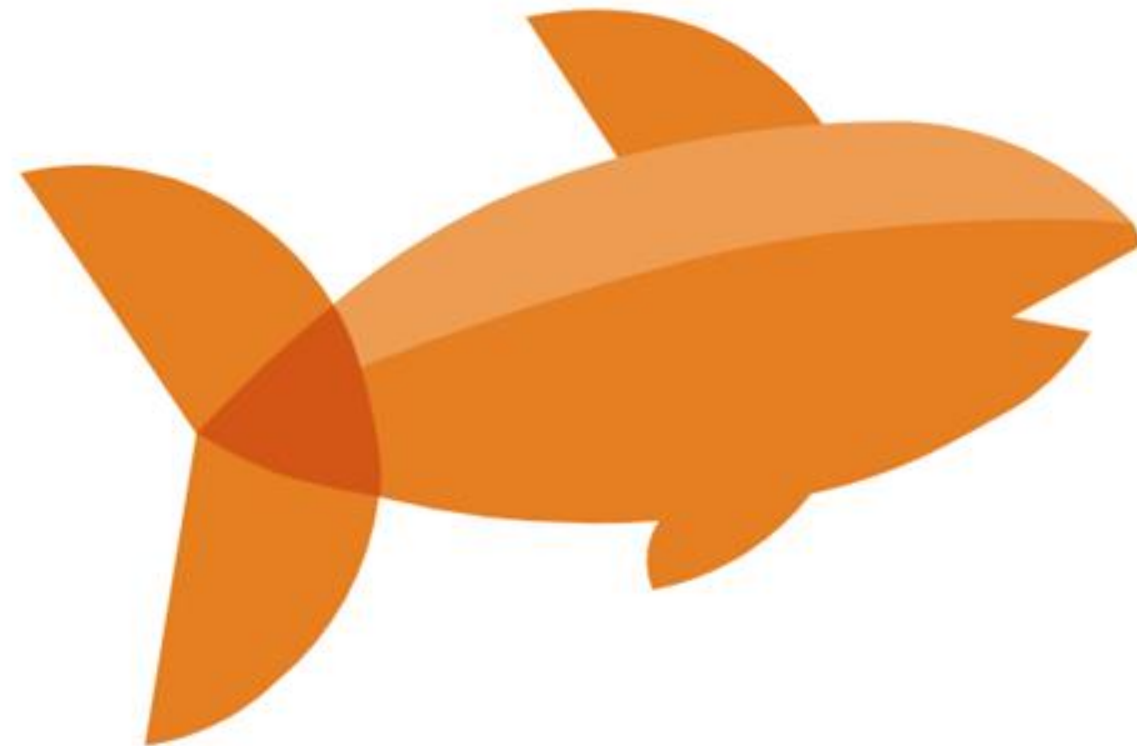
Key success factors, challenges, and leadership strategies for quick-start projects

Monitor KPIs regularly

Guides timely course corrections through ongoing performance measurement and KPI tracking.

Explore cloud-native data management

Leverages innovative cloud tools to enhance data handling, scalability, and flexibility.





ACQUITY
CLOUD
DATA

Empower your teams to leverage this portfolio for accelerated cloud data management success

Next Steps for Leadership to Drive Accelerated Cloud Data Management Success