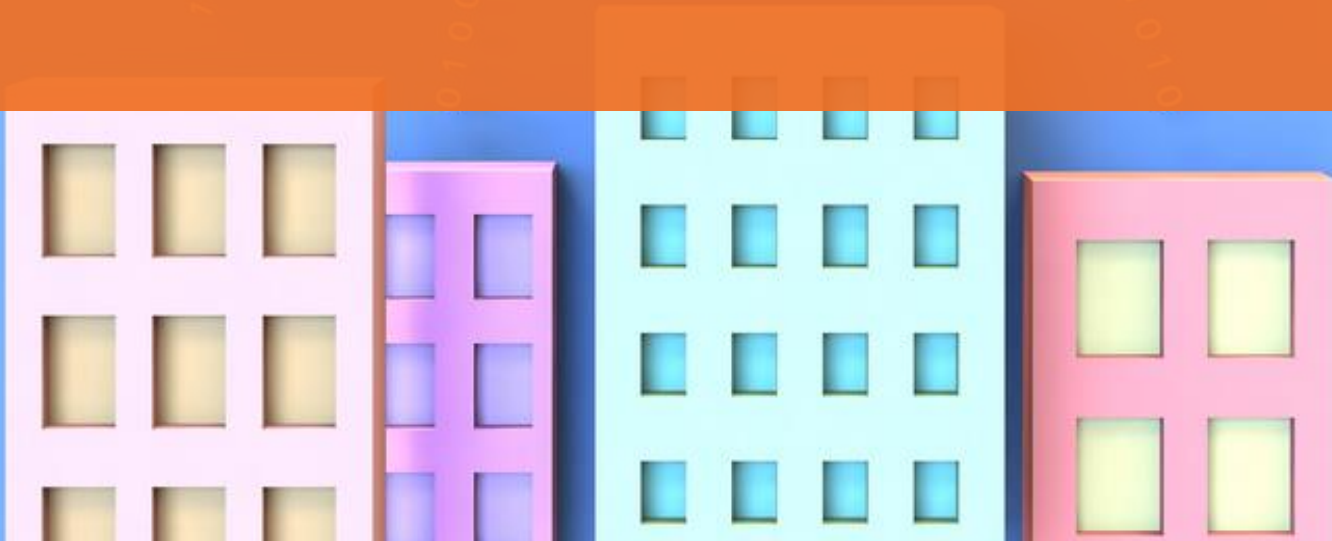




# Cloud Integration App - Informatica



## CHALLENGES

Informatica provides master data management through its flagship MDM product . They are strategically moving to cloud based solutions and are in a need to provide MDM suite to cloud applications.

As part of this vision, they need a integration between Informatica Cloud DI, MDM and Salesforce . The integration needs to be real time to have seamless flow of data between various systems.

## SOLUTION

Custom Salesforce triggers and callouts are created at different data sensitive points. This provides a real time integration with their system. Scheduled Tasks have been written in Cloud DI to push and pull data changes. The tasks are for bulk loads of data and happen behind the scene.

## RESULT

- Accounts, Contacts, Leads and Opportunities are provided with real time integration
- Junction objects are maintained via micro batches
- Cross reference between data from various systems is maintained in MDM and Salesforce

