



eBook

# How Holiday Inn Club Vacations, KPMG and Others Boosted Business Results with MDM Modernization

Where data  
& AI come to **LIFE**™

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# The State of MDM Modernization Today

To harness the benefits and avoid the pitfalls of generative artificial intelligence (GenAI), you need to feed your large language models (LLM) with trusted, reliable data. **Master data management (MDM)** plays a crucial role in this process by ensuring the data used to support your LLMs is accurate and actionable.

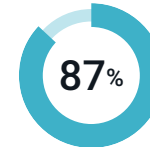
By eliminating data silos, a modern MDM system unifies various types of business-critical data, including customer, product and supplier information. This integration breaks down silos to make your data complete, which is essential to run GenAI models. Thus, you need a robust MDM system to successfully deploy GenAI and generate reliable insights.

In fact, an Informatica survey of 300 senior-level executives identified AI-powered automation as one of the top three most desired features for utilizing MDM in a cloud-first environment.<sup>1</sup>

## Key MDM modernization stats from the research show:



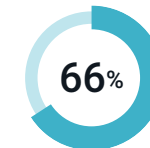
of data leaders have adopted or will adopt a cloud-first strategy for their organizations.



of data leaders said in 2024 that they had modernized or would modernize their on-premises MDM to the cloud within the next 12 months.



of data leaders identify improving efficiency, implementing data fabric and driving innovation as the top technology drivers for modernizing legacy applications to the cloud.



of data leaders attribute either flexibility or cost efficiency as the top reasons for moving MDM to the cloud.

<sup>1</sup> Informatica, The State of Global Master Data Management 2024.

# Why Should You Modernize to the Cloud?

**As a data leader, you're trying to keep up with growing data volumes and increasing business demands for data. MDM modernization helps ensure you have complete, high-quality data to lower risk, improve efficiency and reduce costs.**

Additionally, to unlock the value of AI, you need to deliver holistic, accurate, protected and accessible data for trusted insights. So, how can you unify data across your enterprise for a shared 360-degree view of your enterprise to establish a single source of truth?

A cloud-native, intelligent MDM solution such as **Informatica MDM SaaS**, part of the **Informatica Intelligent Data Management Cloud™** (IDMC), connects multiple domains of master data. This gives you the data consistency and quality you need to confidently achieve your strategic business objectives.

Keep reading for peer insights on how you can achieve better business outcomes by moving fast to unify data across your enterprise with a modern MDM for a 360-degree view of your business.





## Customer Story

# Holiday Inn Club Vacations Finds Customer Data Paradise

At **Holiday Inn Club Vacations** (HICV), every day brings unforgettable experiences for families. With over 30 resorts across the U.S. and Mexico, the company aims to become the most loved brand in family travel, with an exciting mix of beach, lakeside, mountain and historic locations.

### Challenge

Travel and hospitality customers anticipate highly personalized experiences, from custom recommendations and right-fit vacation ideas to a seamless experience across online and offline channels. Simultaneously, company leadership increased its focus on post-resort marketing tactics to nurture and build lifetime loyalty. They had a clear mandate: bring customer data together in one place, ensure it's as accurate as possible and use it to fuel a new era of customer obsession and AI-powered insights.

### Solution

There were significant technical limitations of HICV's legacy MDM solution. After evaluating multiple options, HICV chose **Informatica Customer 360**. They consolidated customer data from seven main systems into one MDM platform. The cloud solution allows HICV to scale the pace of data ingestion, using **Informatica MDM services** to apply data quality rules and merge duplicate entities into trusted profiles.

### Results

Using the Informatica cloud-native MDM solution, the team could rapidly implement a 360-degree view of its 350,000 plus member-owners and start driving value in a matter of months. Most of that implementation time was focused on rigorous testing and business stakeholder reviews, with IDMC low- and no-code integration capabilities removing virtually all development and coding work. The project has earned the team some lofty internal accolades, with many claiming it as the most successful IT project in HICV's 40-year history.

*"Informatica was the solution that fit our needs the most and what excited us most was just the ease of everything. Customer 360 was cloud-ready from the start and IDMC Cloud Data Governance and Catalog and Cloud Data Quality, which we implemented at the same time, were nearly plug-and-play."*

**Michael Nolder**

Senior Director of Enterprise Data Management, Holiday Inn Club Vacations

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## Customer Story

# Consulting the Cloud: KPMG's AI-Ready Data Transformation

**KPMG LLP** is the US firm of the KPMG global organization of independent professional services firms providing Audit, Tax and Advisory services. The KPMG global organization operates in 142 countries and territories and has more than 275,000 partners and employees working in member firms around the world. Each KPMG firm is a legally distinct and separate entity and describes itself as such.

### Challenge

To tap into new growth opportunities, KPMG needed to address its legacy data estate. Like many long-standing firms, years of accumulated data sources were located across on-premises data centers, with several limitations – high operational costs, limited scalability and data silos with disparate governance and inconsistent quality.

### Solution

The process began with the migration of KPMG's **reference data management**,

which covered the complete lifecycle of key fields such as industry alignment and service types. **Informatica Reference 360** automates the profiling, cleansing and validation of entity data from various formats and sources into a consistent, central data catalog with enhanced quality scorecards and discoverability. Following this early success, the team used Informatica MDM SaaS to master other critical business domains, including client B2B records with **Customer 360**.

### Results

A comprehensive, integrated approach to data management helps teams govern and deliver data more quickly, with less work, all in the same platform. By modernizing to a cloud-based data estate, KPMG is continuing to lead with its AI agenda. Teams now have a single, consolidated source of truth across the data supply chain. A central reference data catalog cuts ramp time for new reports and greenfield initiatives while lowering project risk.

*"AI and digital transformation are imperative to business growth, but these efforts are only as strong as the data behind them. Whether it's building a report or utilizing the most advanced generative AI model, access to trusted data is critical to ensure accurate and reliable outcomes."*

**Kelle Fontenot**

Chief Digital Officer, KPMG

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## Customer Story

# Emeria Fuses Real Estate Data for European Growth

**Emeria** stands as a titan in the European real estate services market, boasting an impressive footprint across eight countries including France, Germany, the United Kingdom, Benelux and Switzerland. With over 17,000 employees spread across more than 700 branches, the company positions itself as a one-stop shop for residential and commercial property needs, from lease management and property administration to brokerage and ancillary services.

### Challenge

Emeria must manage referral data across hundreds of companies and thousands of agencies and stores. Many departments and subsidiaries had their own Excel files or data, which weren't centralized or trusted across teams. Synchronization between various systems was often manual and prone to errors, exacerbating data quality issues and becoming increasingly difficult to maintain. While the company had a legacy MDM solution in place, there were still occasional data quality issues, slowing down decision-making and operational efficiency.

### Solution

Emeria embarked on an ambitious project to build a new center of data excellence. The goal was to manage and master data centrally in a hub-and-spoke structure, allowing teams secure access to relevant data while feeding downstream applications for thousands of potential users across IT, support and business teams. The new data platform, IDMC, included **Informatica MDM SaaS**, an AI-powered, cloud-native solution for unifying enterprise data across multiple data domains.

### Results

The team has already built over 40 automated synchronizations for MDM consumers. The new single point of truth restores trust, which sparks an upward spiral – new business use cases and needs lead to more users and automations, and thus better data quality. With its new approach, Emeria not only overcame data growing pains – it built a foundation for growth with a stronger internal data culture and a flexible infrastructure to handle any real-time streaming, cloud or AI use case.

*"We've already seen better [MDM] adoption with Informatica. Since there is trust, the application has more users, and they use it better."*

**Mathieu Plobner**

Enterprise Architect, Emeria

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## Customer Story

# Citizens Bank's Cloud MDM Modernization Pays Off

With roots dating back to 1828, the Rhode Island-based **Citizens Bank** is no stranger to transformation. Navigating countless ownership changes and business expansions, the company has grown into a regional juggernaut with over 1,000 branches across 14 U.S. states, now managing over \$220 billion in assets.

### Challenge

Citizens had no single source of truth due to decentralized reference data and hierarchy management. Data latency from batch processing could take between four to 15 hours, which sufficed for overnight reporting or compliance needs but couldn't support real-time customer interactions. Manual onboarding setups and limited pre-fill of existing customer information also resulted in inconsistent data quality and service experience.

### Solution

Informatica MDM SaaS provides 99.95% uptime and elastic scale, freeing up bank resources to drive innovation instead of managing infrastructure. Citizens took a measured approach to maximize delivery speed while minimizing risk. The team abstracted Informatica MDM capabilities into an enterprise API layer, which allows internal teams and systems to maintain a consistent end-user interface even as underlying solutions are upgraded or replaced.

### Results

The bank can now provision new reference datasets in days versus weeks, achieving up to 85 percent faster data onboarding and greater speed and efficiency for the business. Business users now enjoy an improved experience with streamlined data. **Informatica CLAIRE®** as an AI copilot helps Citizens open its metadata store to the business, democratizing data access. Authenticated users can now more easily find relevant data and evaluate different sources using automated context and multi-dimensional quality scores.

*"In the past, if a customer updated their phone number or email, it could take up to three days to reflect across systems. With Informatica MDM SaaS, we can make profile updates instantly. Not only is our mobile experience more seamless, but our content center call volumes decreased, creating a cost optimization opportunity."*

**Anand Vijai M R**

Unit CIO - Risk, Finance & Compliance and Head of Enterprise Data Platforms Engineering, Citizens Bank

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## Customer Story

# RS Group Engineers the Perfect Customer View

Founded in 1937, **RS Group** is a leading London-based global provider of product and service solutions for designers, builders and maintainers of industrial equipment and operations. With a broad portfolio of over 800,000 stocked products across electronics, IT, automation, engineering and more, the company enables 1.1 million customers in more than 30 countries to operate efficiently and sustainably.

### Challenge

Disparate systems made it difficult to unify data across acquired companies and products into a single view of customers. A sprawling data footprint also threatened to hamper efforts around AI and analytics. With customers engaging through digital platforms, authorized resellers and direct sales representatives, the need for consistent, high-quality customer data across channels is critical.

### Solution

Informatica's cloud-native MDM solution, a service of IDMC, includes all-in-one capabilities around data and application integration, data quality and data governance, empowering teams to rapidly enhance their data assets. Low- and no-code data connectors streamline connections across RS Group's complex technology ecosystem: AWS and Azure cloud environments, Oracle and SAP databases and various Salesforce customer relationship management (CRM), Treasure Data customer data platform (CDP) and Snowflake enterprise data platform (EDP) instances.

### Results

Informatica's solution represents a fundamental shift in how RS Group manages and leverages customer data. IDMC offers a unified view across all systems and touchpoints, making it easier for teams to map data journeys with customer journeys. Empowered by this modern infrastructure, marketers can craft more effective offers and recommendations for each channel, and risk management teams can better mitigate any potential fraud.

*"We have consolidated over 1 million records for our customers and contacts across disparate systems and are predicting that our work will support up to 33% reduction in fraud."*

**Amanda Fitzsimmons**

Sr. Director of the Customer Data and Insights Group, RS Group

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## Customer Story

# UnionBank Selects Informatica's AI-Powered Intelligent MDM Solution to Elevate Customer Experience in the Cloud

**UnionBank of the Philippines** is a leading universal bank in the Philippines. UnionBank has always been the first to embrace technological innovations including, but not limited to, cloud and AI to empower its customers.

### Challenge

With over a million customers acquired from Citibank, UnionBank needs to ensure its systems of engagement can reliably provide trustworthy, near real-time information to improve Know Your Customer (KYC) initiatives, accelerate customer onboarding and enhance multi-channel customer engagement, advanced analytics and regulatory reporting.

### Solution

With **Informatica Intelligent MDM and 360 Applications** powered by IDMC, UnionBank is able to build an enterprise-wide 360-degree view of customers, distinguishing unique customers and their multiple relationships across the bank.

### Results

This allows UnionBank to exceed customer expectations and deliver highly personalized services based on a single real-time source of trusted data. The bank will also be better able to counter money laundering and fraud to protect customers while meeting regulatory obligations.

*"By working with Informatica, we make trusted customer data more accessible to our users, mastered on a single AI-driven platform, and leverage the cloud for scalability to match the growth of the bank."*

**Wilfredo Montino Jr.**

Chief Data Officer, UnionBank of the Philippines

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# Next Steps

The success stories in this eBook showcase the transformative impact of modernizing MDM to a cloud-native solution. Whether enabling AI, unifying data management or accelerating business processes, these customers highlight the significant benefits you can expect to experience from this journey.

The move to IDMC streamlines operations, delivers substantial savings and drives greater value across industries.

**Start your MDM modernization today.**



# About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation.

**Informatica. Where data and AI come to life.™**

IN19-5052-0325

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