INFORMATICA CONTINUING SUCCESS – DATA QUALITY

CARBONITE USES INFORMATICA TO DELIVER SALES AND MARKETING ANALYTICS TO SAVE TIME AND MONEY

SOLUTION IN BRIEF – DATA QUALITY

Carbonite is a leading provider of cloud and hybrid data protection solutions that fuel business continuity for small and midsize businesses. The company supports more than 1.5 million individuals and small businesses worldwide, ensuring their important data is protected, available and useful.

Business Need:
- Accelerate Decision Making in Sales, Marketing and Service Deliver
- Customer Support needs to be superior
- Ensure information is trusted to support rapid business growth
- Improve quality and reliability of service case records

Challenges:
- Sales and Marketing unable to access correct data
- Disconnected business unit data sources prevented CRM enablement
- Manual data entry caused client interaction to be unnecessarily slow and frustrating
- Legacy platforms underperforming and preventing business users a trusted single view

"Informatica Cloud Application Integration shaves at least 20 seconds off the time needed to create each case. Our 220 agents are creating hundreds of cases every day, so the savings in time, money and headcount is dramatic."

— *Robert Frost, Vice President of Customer Support, Carbonite*

CARBONITE

Successful Results:
- Increased quality and reliability of service case records
- Deployment of on-going automated workflow guides for users to be self-sufficient
- Service agent workflow and enhanced customer experience is now automated
- 360-degree view of customer marketing campaign history for sales and support teams to excel sales and customer experience