**Information Management** software

IBM InfoSphere Master Data Management Server

Overview

Master data management (MDM) allows organizations to generate business value from their most important information. Managing master data, or key business facts about a company's customers, products and accounts, can not only drive revenue but also help to reduce costs, increase flexibility and reduce risk. IBM Multiform Master Data Management helps organizations deliver business value by centralizing multiple data domains and providing the inherent functionality to employ multiple master data usage styles.

The three usage styles for managing master data are collaborative, operational and analytical. Companies employing the collaborative style use MDM to define, verify and augment master data to establish a single understanding of key information. Operational MDM manages the delivery and consumption of master data in day-to-day operations, while analytical MDM is used to stage master data destined for analytical systems that can supply rich insight into operational processes.

IBM® InfoSphere™ Master Data Management Server is an operational MDM solution from IBM that provides the strategic architecture companies need to solve critical enterprise MDM issues. InfoSphere Master Data Management Server helps organizations realize the full benefit of their investments in customer relationship management (CRM), enterprise resource planning (ERP) and business intelligence (BI) systems, as well as integration tools and data warehouses. InfoSphere Master Data Management Server maintains master data for multiple domains including customer, account and product, as well as other data types such as location and privacy preferences. Through business services, InfoSphere Master Data Management Server facilitates integration with all applications and business processes that consume master data.
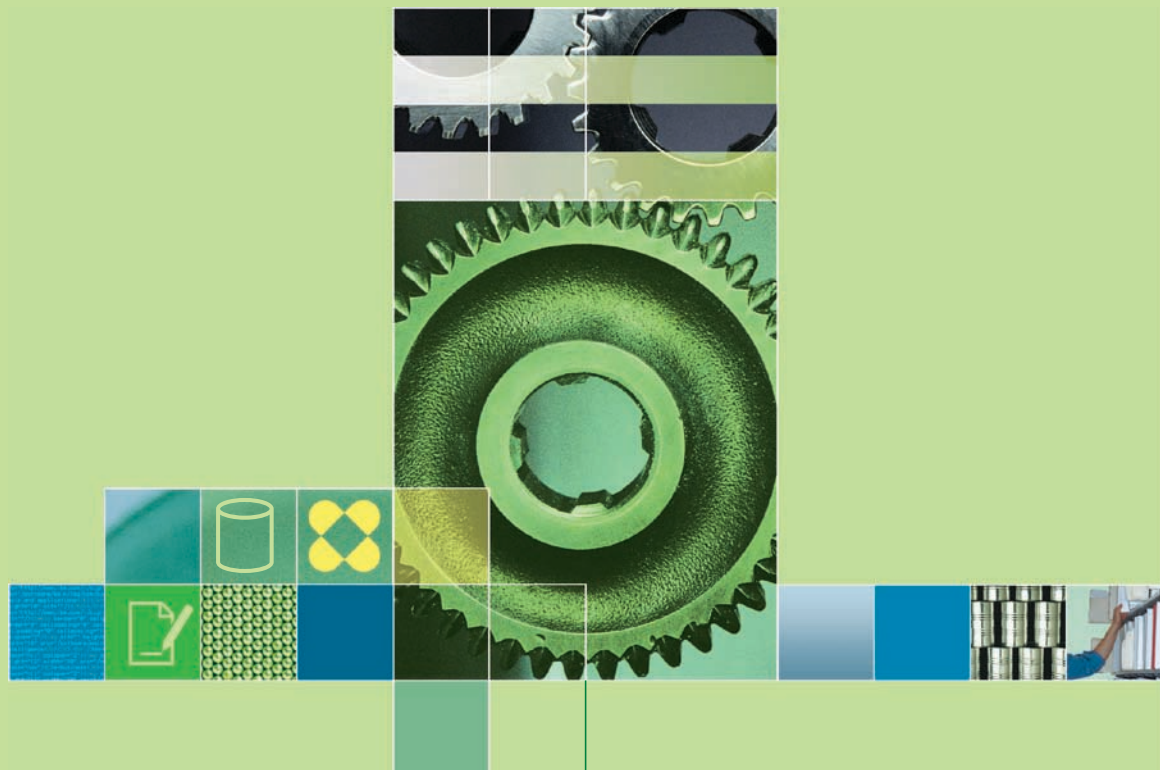
The challenges of understanding customers across multiple channels and lines of business

As part of their transition from product-centric to customer-centric business models, many companies have invested heavily in CRM solutions. However, many of these initiatives have failed to deliver the anticipated returns. Traditional CRM systems provide strong support for individual channels such as call centers or sales functions such as sales force automation—but they are not designed for the complexity of managing the customer at an enterprise level. As a result, CRM initiatives often struggle to overcome issues of data synchronization, multichannel integration and scalability that can force companies to make costly modifications and extensions.

The bottom line: Despite the significant time and resources already invested in CRM, many organizations still lack a true enterprise-wide ability to maintain and update customer data. Without this capability, organizations face challenges such as inconsistent service between channels, lost cross- and up-sell opportunities and multiple versions of customer truth.
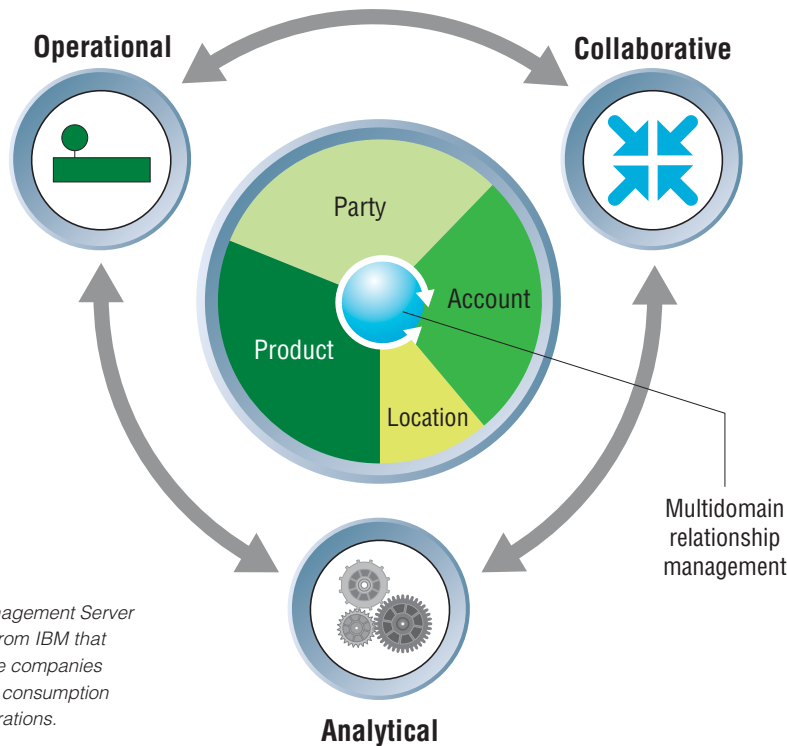
Operational

Collaborative

Party

Account

Product

Location

Multidomain
relationship
management

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Analytical

Unlocking the value of information

InfoSphere Master Data Management Server is a real-time, service-oriented solution designed to manage customer-centric business processes and transactions while persisting new enterprise customer knowledge and processes such as interaction history, event notifications, privacy and data entitlement rules, customer relationships (household, business or provider) and customer value profile. InfoSphere Master Data Management Server addresses the operational management of customer data to solve these issues—allowing CRM, channel and back-office systems to access it for common master data views and update services.

By connecting these systems to an MDM solution, InfoSphere Master Data Management Server provides a unified view of the customer, as well as products and accounts, across multiple business and product silos. It delivers this single view and update environment to all channels and CRM and ERP systems, helping to enable integration and consistent customer service. The solution then aligns these multichannel systems with multiproduct back-office systems in real time, providing "once-and-done" processing and a single source of truth across the enterprise.

Because customer, location, account, supplier and product data is often fragmented, incomplete and inconsistent across organizations, companies frequently have difficulty achieving an accurate view of the key facts that affect the organization in non-customer-facing environments such as operations and finance. InfoSphere Master Data Management Server addresses these issues with a central repository to store master data across the organization. In this manner, InfoSphere Master Data Management Server provides a consolidated central view of the organization's key business facts. It also provides the ability to manage the master data throughout its lifecycle by integrating with each organization's specific business rules and processes for creating, verifying, maintaining and deleting master data from the repository. This capability can result in more accurate and reliable data for the organization to use in all aspects of their operations.

InfoSphere Master Data Management Server can help businesses achieve several key objectives:

- **Achieve accurate and complete master data throughout the organization**
  InfoSphere Master Data Management Server gives companies an operational environment to store, maintain and update the organization's critical information about customer, product and account data, as well as the relationships between these domains. This environment helps make it easier to conduct business and drive productivity.

- **Deliver consistent customer service across all channels**
  InfoSphere Master Data Management Server helps improve customer service, satisfaction and retention by delivering a unified customer view and update environment to all channels.

- **Achieve a single, consistent customer view**
  InfoSphere Master Data Management Server identifies the customer and all related master data and shares it with all operational systems to improve business processes. The software also identifies and resolves duplicate customers that reside in operational systems, which can significantly help reduce errors and cost. In addition, InfoSphere Master Data Management Server maintains metadata about master data held in other

source systems to maintain and synchronize master data across the enterprise.

- **Increase revenue**
  By centralizing information across business and product silos, InfoSphere Master Data Management Server helps identify high-value customers and households and provides personalized service and sales offers to them. InfoSphere Master Data Management Server also allows companies to respond to customer events in real time, notifying appropriate systems of cross- and up-selling opportunities.

- **Reduce operating expenses**
  InfoSphere Master Data Management Server provides "once-and-done" processing across all business units and systems. The software also facilitates central administration of master data to create economies of scale, which can help to dramatically reduce processing costs.

- **Reduce IT expenses**
  InfoSphere Master Data Management Server reduces CRM deployment costs by masking the complexity of the back office and by providing a single point of integration for master data. In this manner, the software can help cut middleware integration, maintenance and upgrade costs, as well as reduce architectural complexity.

IBM InfoSphere Master Data Management Server

Action

CDI business services

Integrity

Maintains single record

Intelligence
Business rules to manage events

Data Governance
Rules of visibility

Knowledge Customer Master Profile

Services interface

IBM InfoSphere Master Data Management Server provides a consolidated central view of an organization's key business facts.

- **Reduce merger and acquisition costs and time**
  InfoSphere Master Data Management Server provides a foundation designed to allow rapid integration of acquired companies' front- and back-office systems. By providing an open, vendor-neutral solution, InfoSphere Master Data Management Server can help future-proof the addition of new channel and back-office systems.

- **Comply with privacy and legislative requirements**
  InfoSphere Master Data Management Server provides a central location to track customer privacy data and manage legislative requirements. By centrally tracking solicitation preferences, for example, InfoSphere Master Data Management Server helps ensure that marketing campaigns are not sent to customers who have opted out—avoiding wasted mailing and telemarketing expenses and potential privacy fines.

- **Operational resilience**
  InfoSphere Master Data Management Server is designed to support millions of records in a high-transaction environment.

InfoSphere Master Data Management Server delivers essential insight for competitive advantage

Leading organizations across a range of industries choose InfoSphere Master Data Management Server for a variety of reasons. With more than 700 business services out-of-the-box, InfoSphere Master Data Management Server helps companies manage both complex customer business processes and simple master data inquiries and updates. Several pre-integrated business logic components help organizations manage business rules, event detection and management, privacy and security rules, data validation and duplicate suspect processing. Through these capabilities, InfoSphere Master Data Management Server can act as a business process hub for customer-centric transactions.

Developed on leading technologies such as the Java™ 2 Platform and Enterprise Edition (J2EE™) Enterprise JavaBeans™, InfoSphere Master Data Management Server reacts to requests from middleware and channels and responds with real-time, viable customer, product and account data. InfoSphere Master Data Management Server proactively identifies events and responds in real time, alerting other middleware of the detected event.

InfoSphere Master Data Management Server is designed to manage new enterprise master data and business processes (including privacy profiles, customer preferences, cross-channel interaction history, customer relationships, value profiles, duplicate suspect processing, event notifications, account bundles and organizational hierarchies). The solution contains sophisticated information integration functionality and is neutral to all front-end CRM and back-office systems. By operationalizing customer insight and knowledge, businesses can maintain customer insight into factors such as household data, customer value scores, profitability indicators and propensity to churn, and then inject that insight into operational processes.

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For more information

To learn more about IBM Master Data
Management and IBM InfoSphere
Master Data Management Server, please
contact your IBM representative or visit
ibm.com/software/data/masterdata

TAKE BACK CONTROL WITH **Information Management**