



Information On Demand

Master Data Management

Vincent Belliveau
Directeur Europe - Enterprise
Master Data Solutions



ON DEMAND BUSINESS™

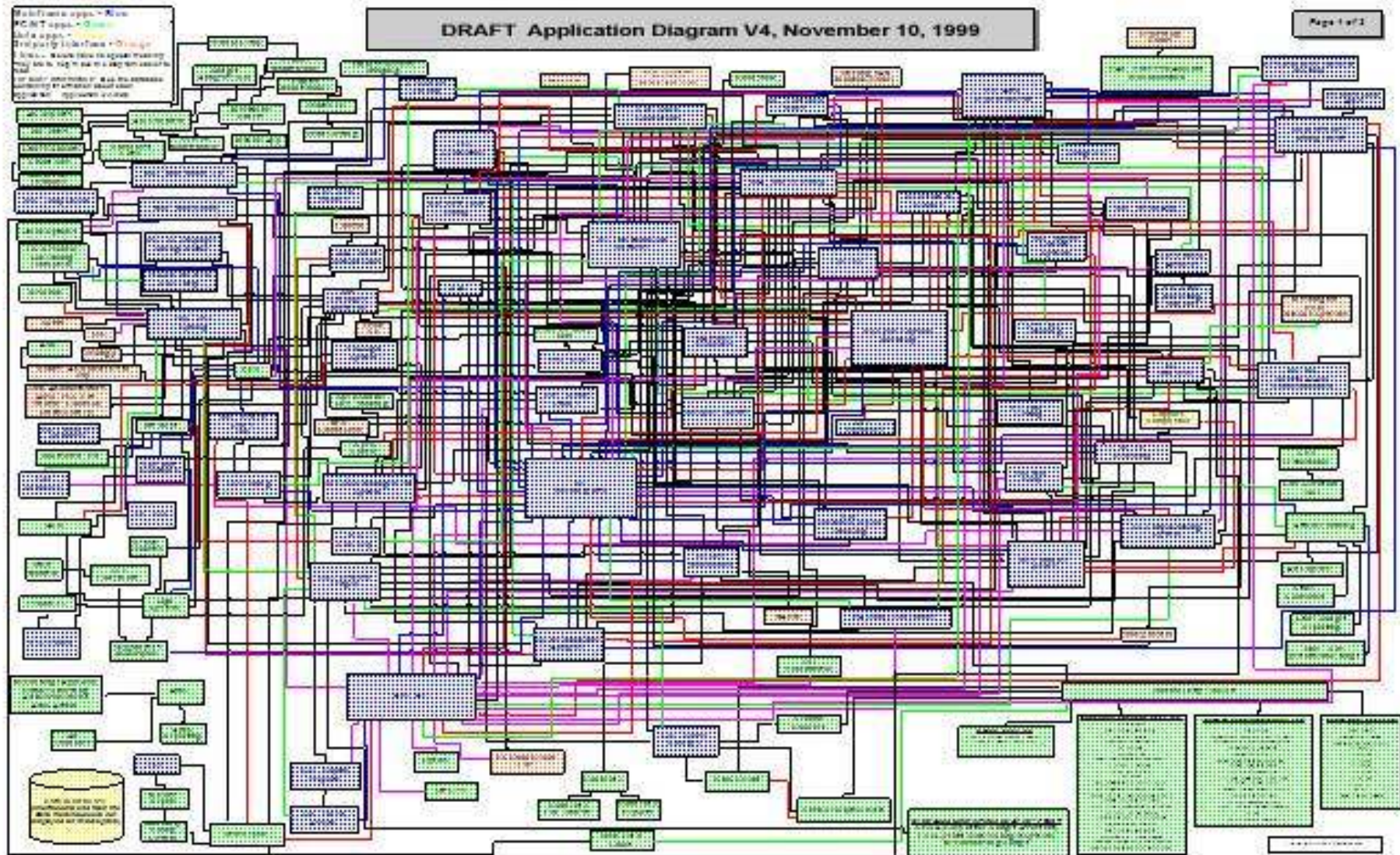
Agenda

- Le Master Data Management - Contexte

- Les Solutions IBM pour le Master Data Management
 - Ensemble de l'offre MDM
 - Les systèmes de Master Data Management
 - Les Master Data Integration Services

- Démonstration

Where is my Master Data ?!



Inconsistent Master Information is a Major Hurdle Impacts Revenue, Cost, Agility and Compliance

Gaining control over product information results:

- 27% improvement in optimized promotions
- 23% improvement in maximizing product and brand management
- 27% reduction in the number of call center questions regarding basic item information
- 20% improvement in employee productivity
- **Industry Drivers:** RFID, Waste Electrical and Electronic Equipment Recycling, Product Information Exchange Standards, Return of Hazardous Substances, Global Data Synchronization, Sarbanes Oxley, etc.

(Yankee Group, 2005)

CH, AUT, DE, UK, FR, BEL, NL, IT

DE, FIN, SWE, NOR, ESP, POR,

CAN
Code

UG, CR, RO, SLOV
Code : 19616

USA
Code

JAP, THAI, INDO, PHI
Code : 21189

BR,
Code

HK, TAI, SIN, MAL, S.KOR
Code : 21188

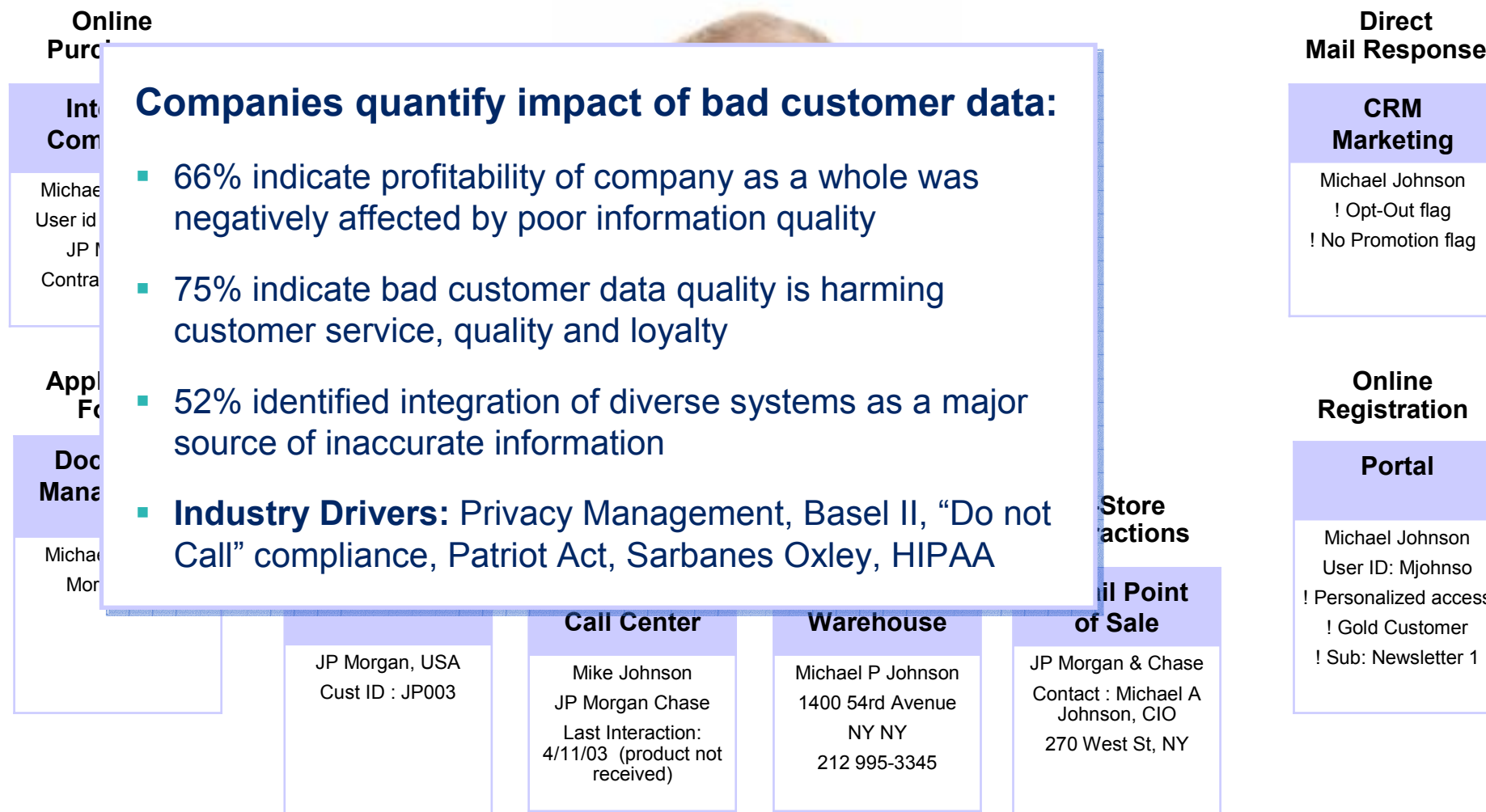
Code : 21184

World Trade
Code : 19619, 19616

AUS
Code : 21190

Islands of Master Information

Reduce customer satisfaction, decrease revenue, hinder relationships



Lack of a Complete, Consolidated Global View

Can't manage procurement or understand suppliers and supply chains



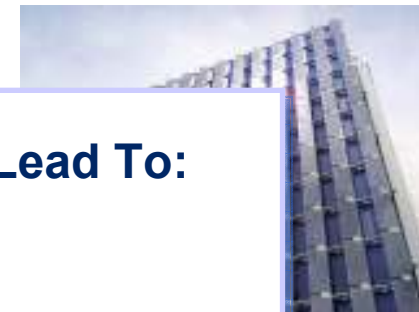
Belliveau
€20 MM
10% Dis



Belliveau Materials NA
\$20MM Spend
8% Discount

Treating Supplier Information Holistically Can Lead To:

- 80% reduction in vendor count
- 30% reduction in cost to onboard new suppliers
- 26% reduction in the number of purchase order errors resulting in incorrect shipments or adjustments
- 20% improvement in increased collaboration with partners and suppliers
- **Industry Drivers:** Homeland Security, Secure Trade Lanes / FAST, Sarbanes Oxley, Global Data Synchronization, RFID Contract Compliance



oration
nd
nt



Belliveau Americas
\$25 MM Spend
15% Discount

Examples of Reference Data



Business Function

Sales, Marketing, Customer service



Logistics, Production



Administration, Finance



Human Resources



Master Data Examples

- **Clients**
- **Contacts**
- **Services Codes**
- **Warranty Codes**
- **Partners**
- **Distributors**

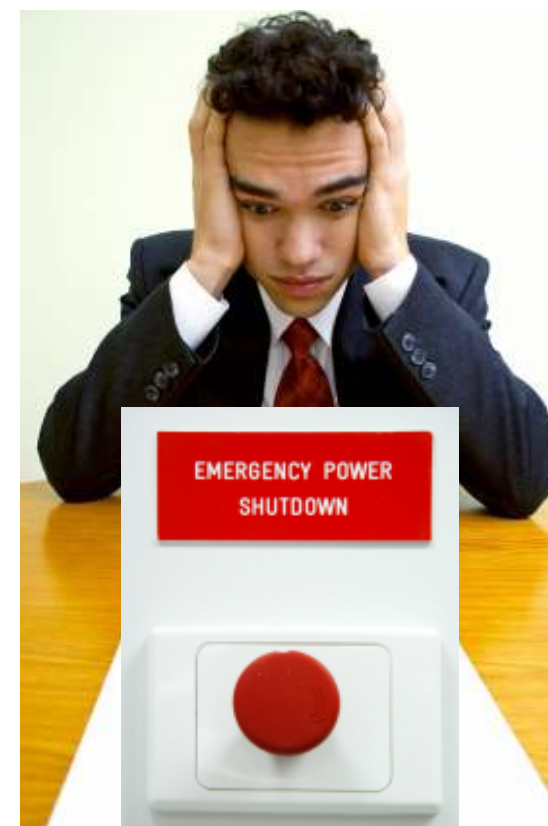
- **Product Codes**
- **Product Hierarchies**
- **Suppliers**

- **Cost Centers**
- **Department Codes**

- **Employees**

So What Is New? Business drivers cause master data management to shift from a chronic to an acute problem

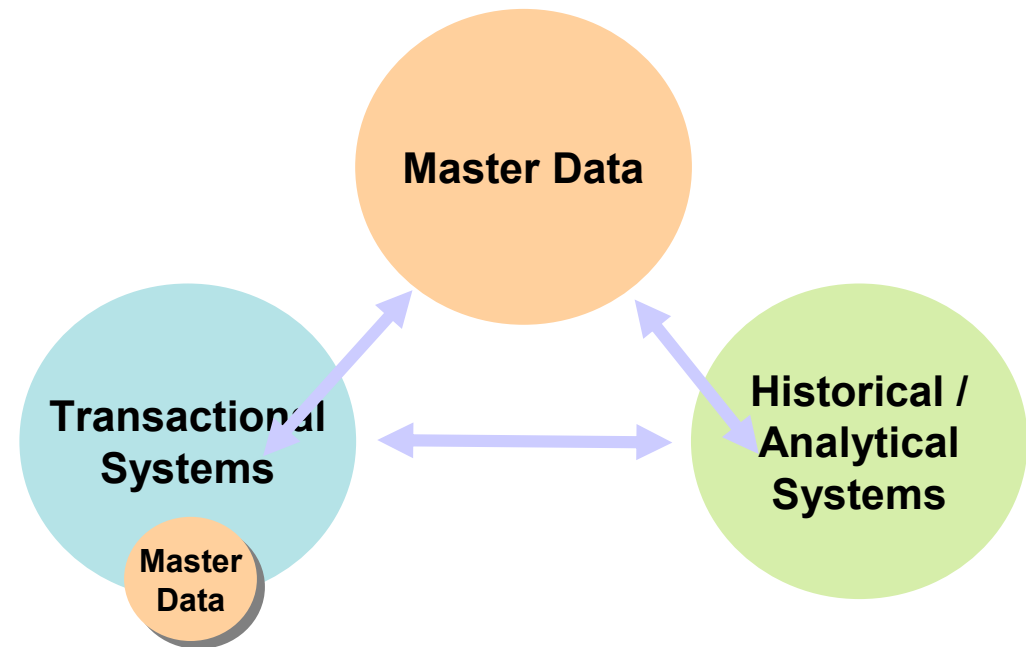
- Multiple initiatives require organizations to gain control of comprehensive cross and inter-enterprise master information and processes
- Industry initiatives, compliance, mandates, legislation, liability, connected supply and demand chains, and ever decreasing business cycles drive many MDM projects
- Outsourcing, mergers and acquisitions, ERP / application consolidation, and data warehousing / business intelligence more expensive and difficult without MDM in place



Compelling business cases around cost reduction, revenue enhancement, customer satisfaction, compliance, time to market

Solving the Problem: The Closed-Loop Nature of the Information Lifecycle

- Decouple master information from individual transaction applications
- Ensure consistent master information across transactional and analytical systems
- Address master data issues strategically, not just “after the fact” in the data warehouse



Master Data Management

- Le Master Data Management N'EST PAS
 - Un projet limité dans le temps
 - Un problème uniquement informatique
 - Un produit logiciel unique

- Le Master Data Management EST:
 - Une initiative informatique transverse qui regroupe l'ensemble des travaux de création et de synchronisation de référentiels
 - Une approche intégrant le traitement de la qualité des données
 - Une démarche nécessitant l'implication des métiers (avant, pendant, après)
 - Une architecture qui implique diverses couches fonctionnelles et technologiques

Master Data Management Market Opportunity and IBM Investment

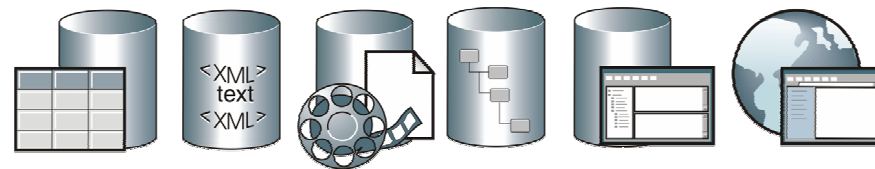
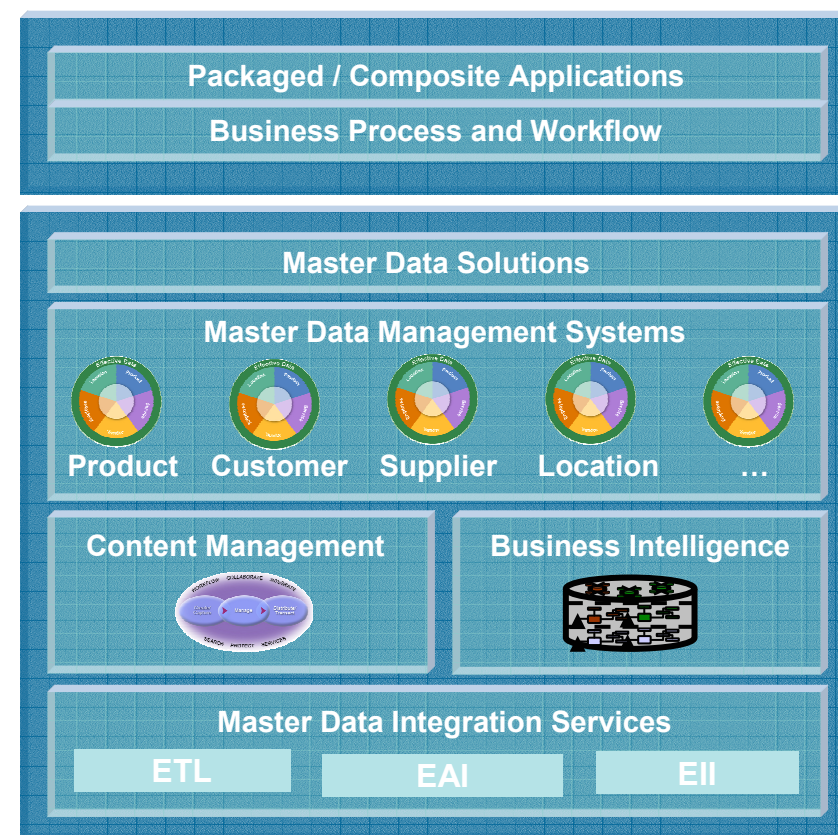
- Master data management is a large, fast growing, highly fragmented market
 - \$4 billion software and services in 2005
- IBM and IBM partners will actively shift this market from build to buy
- IBM is making major investments
 - New Enterprise Master Data Solutions organization formed; 1,000+ IBM employees focused on MDM software, solutions and services
 - >\$1.5 billion in acquisitions to date



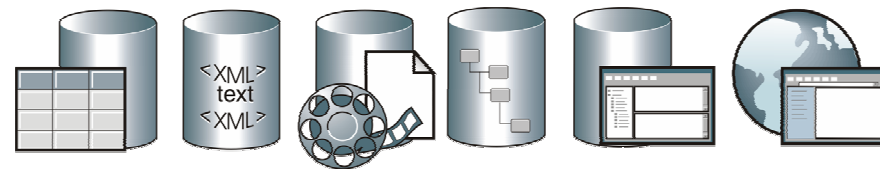
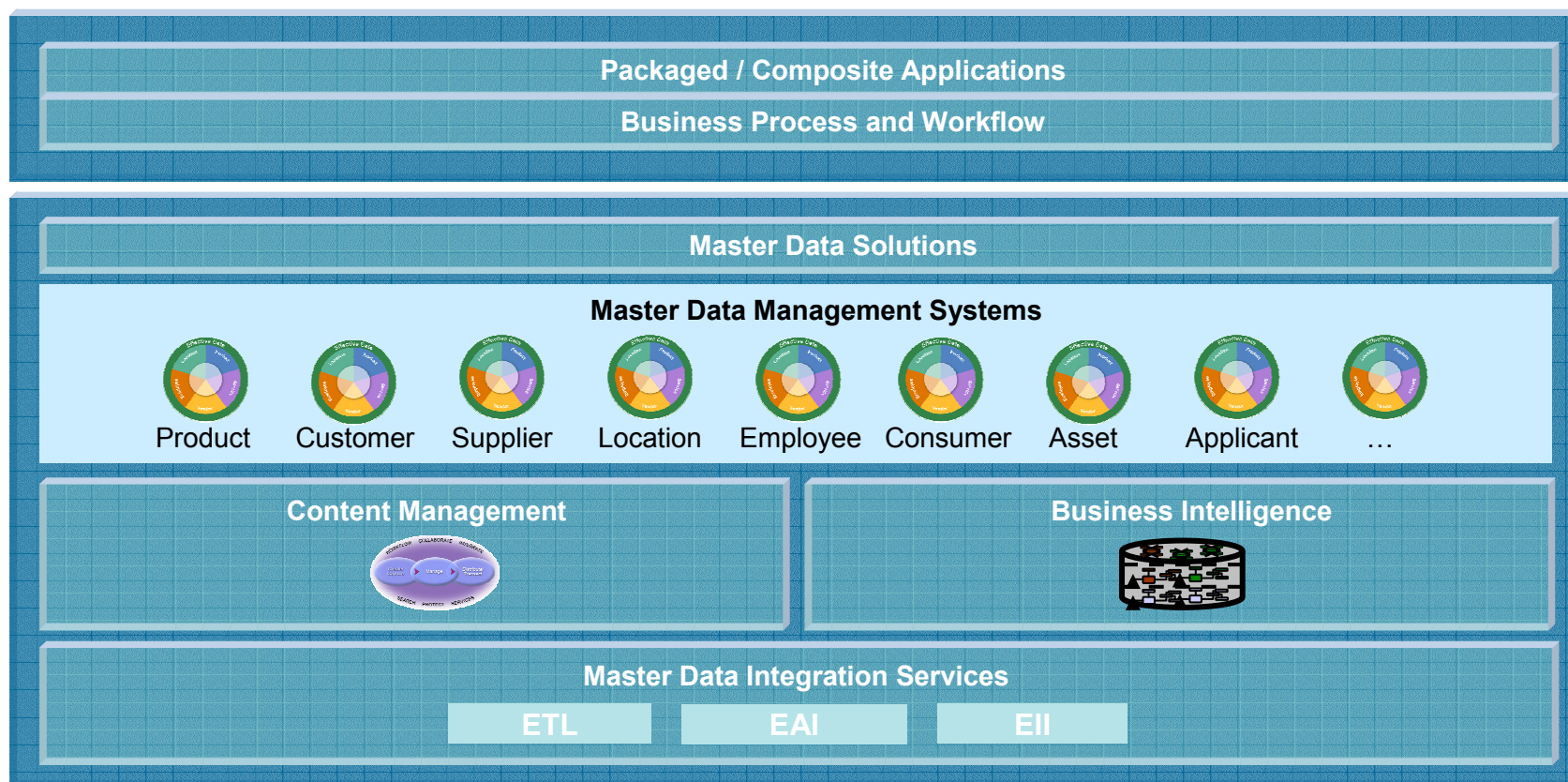
IBM Master Data Management

Gain Control over Comprehensive Master Information and Business Processes

- Speed deployment and ROI with master data solutions, industry and content models
- Manage comprehensive master information and business processes
- Leverage industry leading master data integration capabilities
- Deep expertise spanning business transformation, best practices and methodologies gained from 100's of successful deployments
- Strong partner ecosystem



IBM Master Data Management Master Data Management Systems



Linkage and Context Turns Data Into Insight



... For all types of master data

Maintain Ownership, Enable Synchronization Across Many Systems

				Legacy Price Master USA Legacy Price Master Europe																				
Item #	Short Desc.	Bill of Material Specifications	Mfg. Loc.	Selling To	Price	Global Trade Item Number	Marketing Benefits	Customer Commodity Code																
12345678	Wood patio chair	<table border="1"> <thead> <tr> <th>Part Number</th> <th>Seq</th> <th>Qty Per</th> <th>UOM</th> </tr> </thead> <tbody> <tr> <td>APC-KB48</td> <td>1</td> <td>1</td> <td>EA</td> </tr> <tr> <td>AUC-KB48</td> <td>2</td> <td>1</td> <td>EA</td> </tr> <tr> <td>ASC-KB48</td> <td>3</td> <td>1</td> <td>EA</td> </tr> </tbody> </table>	Part Number	Seq	Qty Per	UOM	APC-KB48	1	1	EA	AUC-KB48	2	1	EA	ASC-KB48	3	1	EA	Dallas, TX	Albertsons, North America	\$19.99	11500125678116	<ul style="list-style-type: none"> Great for indoor and outdoor use Weather proofed for sunshine and rain! 	ABS-119588
Part Number	Seq	Qty Per	UOM																					
APC-KB48	1	1	EA																					
AUC-KB48	2	1	EA																					
ASC-KB48	3	1	EA																					
9001158	Outdoor Blower + Vacuum	<table border="1"> <thead> <tr> <th>Part Number</th> <th>Seq</th> <th>Qty Per</th> <th>UOM</th> </tr> </thead> <tbody> <tr> <td>APC-KB48</td> <td>1</td> <td>1</td> <td>EA</td> </tr> <tr> <td>AUC-KB48</td> <td>2</td> <td>1</td> <td>EA</td> </tr> <tr> <td>ASC-KB48</td> <td>3</td> <td>1</td> <td>EA</td> </tr> </tbody> </table>	Part Number	Seq	Qty Per	UOM	APC-KB48	1	1	EA	AUC-KB48	2	1	EA	ASC-KB48	3	1	EA	Chicago, IL	Carrefour, France	€300	33500125678118	<ul style="list-style-type: none"> Powerful 6.5 HP motor Use it as a blower or as an outdoor vacuum cleaner with bag (included) 	C4-125599
Part Number	Seq	Qty Per	UOM																					
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AUC-KB48	2	1	EA																					
ASC-KB48	3	1	EA																					

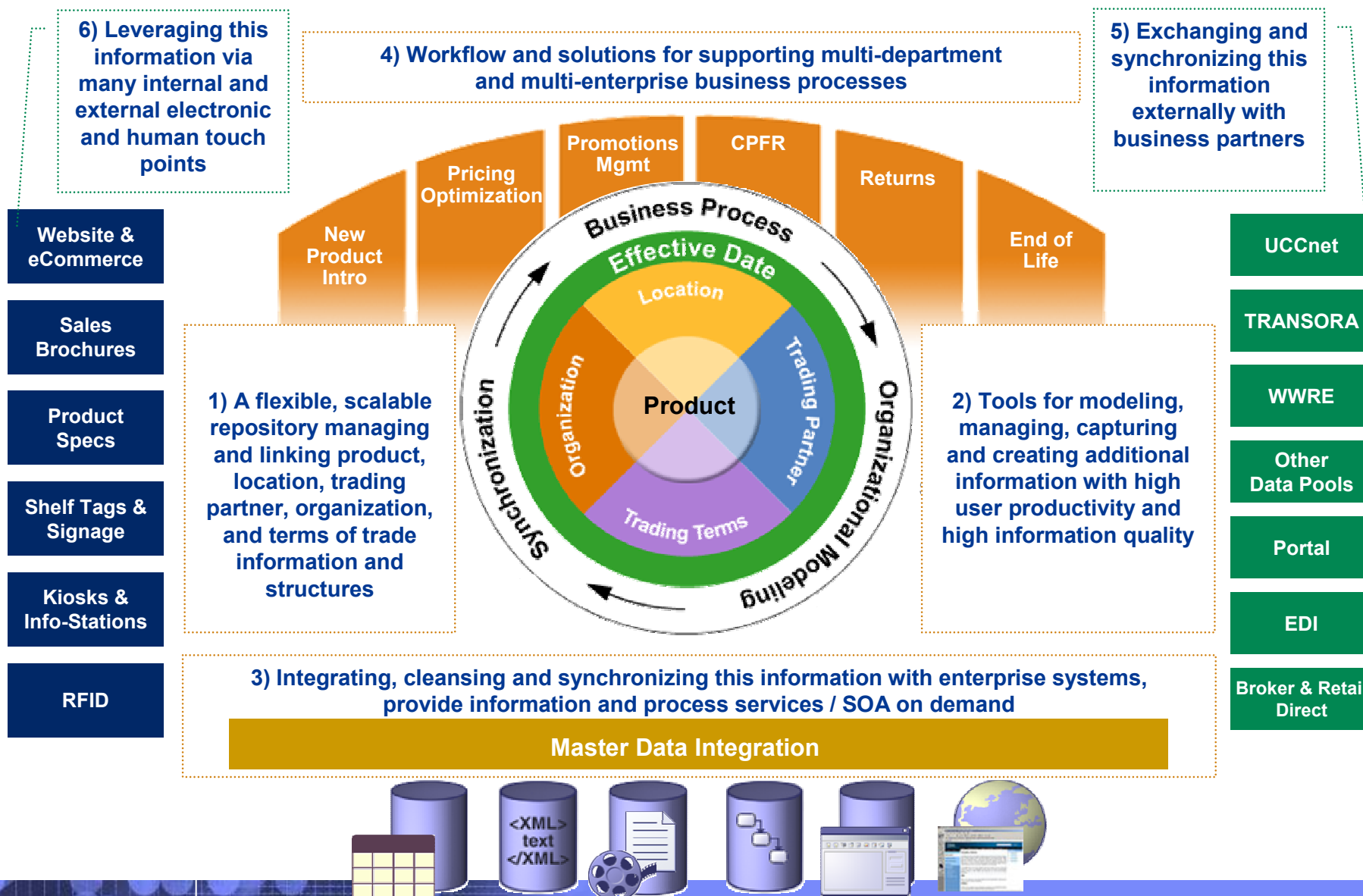
WebSphere Product Center (Extrait Base Client)

RETAIL & DISTRIBUTION

MANUFACTURING

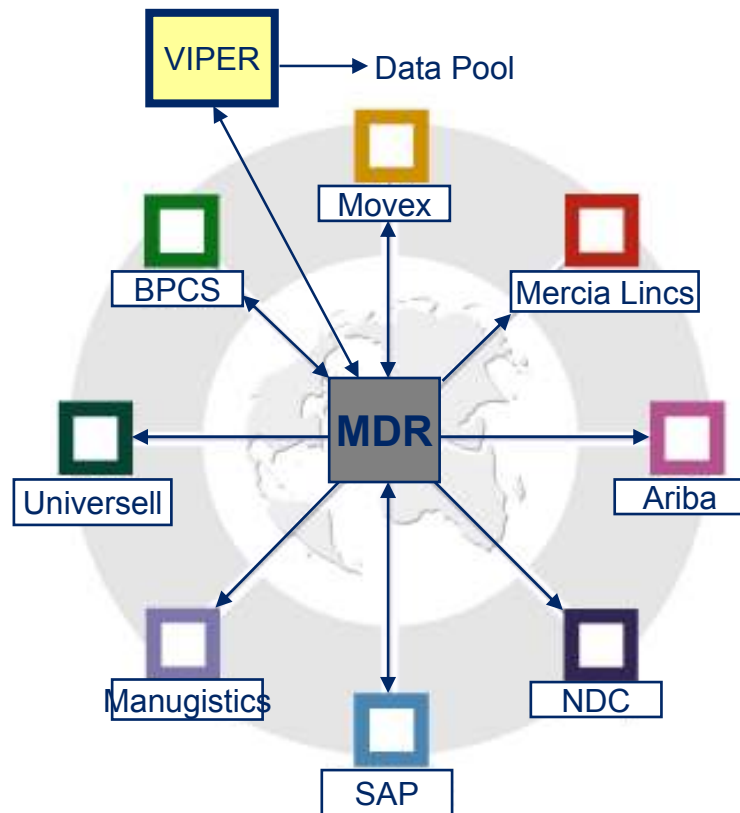


IBM MDM Systems - WebSphere Product Center (Trigo)



La Solution WPC chez Heinz

Gestion du référentiel produit, clients et fournisseurs



Partage de l'information de référence

- Harmonisation
- Gestion de la donnée à un endroit
- Solution évolutive

Information de référence cohérente

- Référentiel central
- Détection et résolution de duplicats
- Analyses alignées


Processus métiers fédérés

- Processus métiers accélérés
- Amélioration des délais d'introduction
- Prêt pour la globalisation
- Réplications contrôlées


WPC : Une fondation pour plusieurs initiatives clés

- Initiatives liées à la mise en oeuvre d'une solution PIM
 - Synchronisation des données avec partenaires (Global Data Synch - GDS)
 - eCommerce et portails
 - Unité commerciale ou GTIN (Global Trade Item Number)
 - RFID/ePC
 - Mise en place ou consolidation d'ERP
 - Expansion vers les marchés internationaux
 - Fusions et rachats
 - Master Data Management (MDM)

“ We plan to start electronic collaboration with suppliers in the third quarter of 2004 and eliminate all manual processing of basic item master “add/changes/deletes” with our product suppliers late 2005. ”



*Letter to all Home Depot suppliers
February 20, 2004*

 “ Albertsons expects its top 100 suppliers to be participating in the RFID program at the case and pallet level by April 2005. ”

*Albertsons Press Release
March 5, 2004*

**Une fondation essentielle pour la réduction des coûts,
l'amélioration des revenus et la réactivité de l'entreprise**

Requirements differ based on objects and use cases

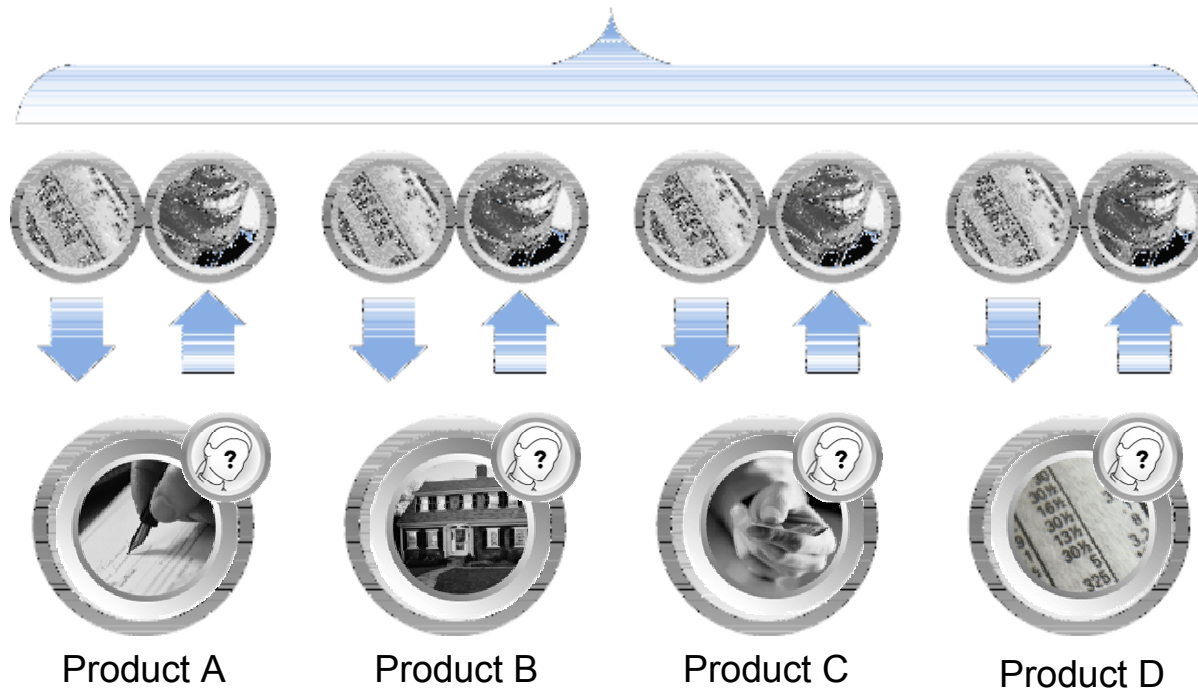


The Customer Data Integration Challenge

Current State – Fragmented Customer Data – Real time requirement

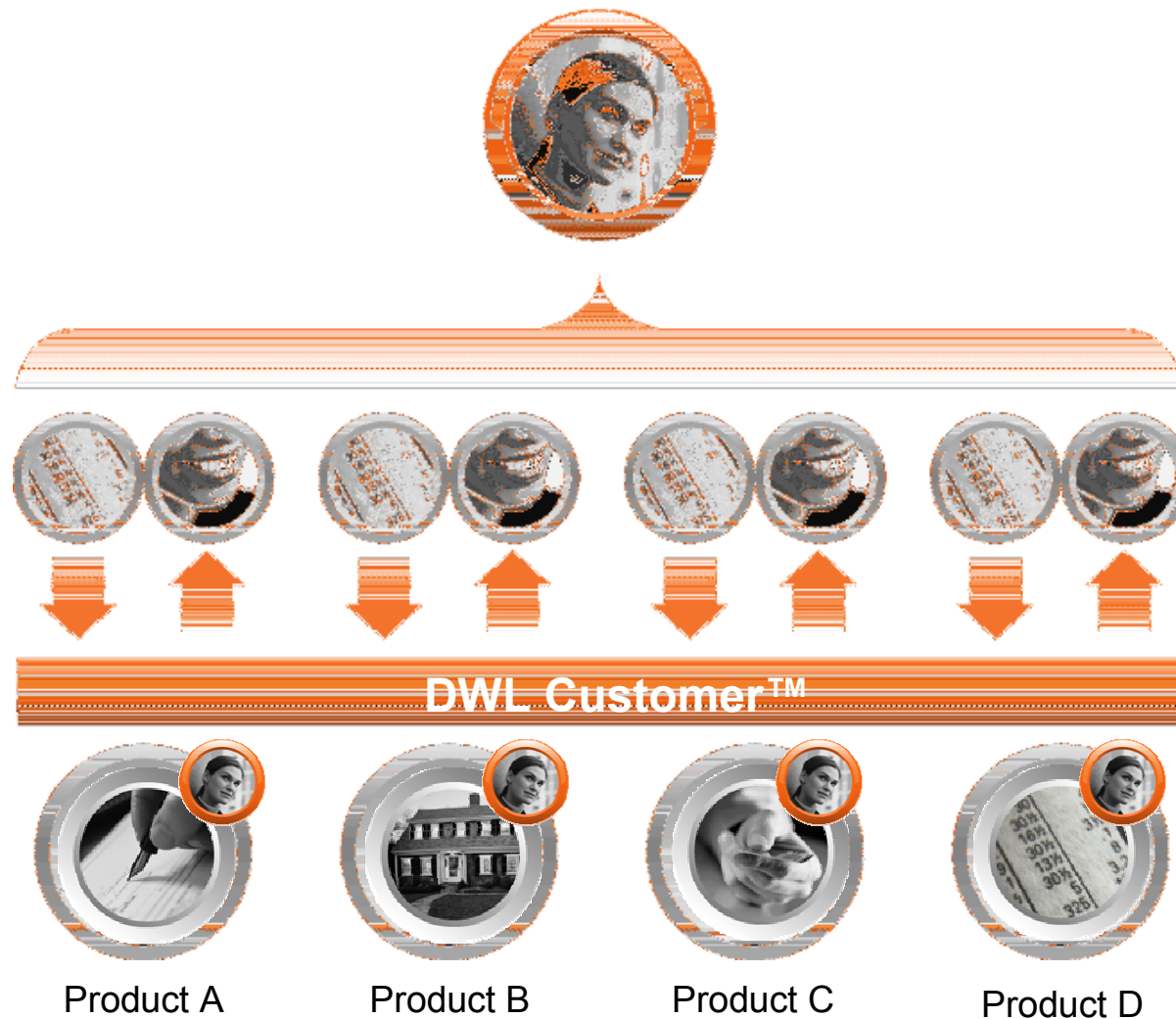


- Missed cross-selling opportunities
- Multiple, uncoordinated customer touches
- Dissatisfaction
- Inefficiency and high costs



- What products does Jane own?
- What products will Jane be interested in?
- Is Jane a valuable customer?
- What are Jane's relationships? Does she belong to a household?
- How should we treat her?
- What offer should we make?

CDI – Target State – Strategic Single Customer View



- Identify cross selling opportunities
- Co-ordinate inbound and outbound interactions
- Provide all systems with a complete customer understanding
- Reduce inefficiency and cost

Customer Data Integration Market - Analyst Validation

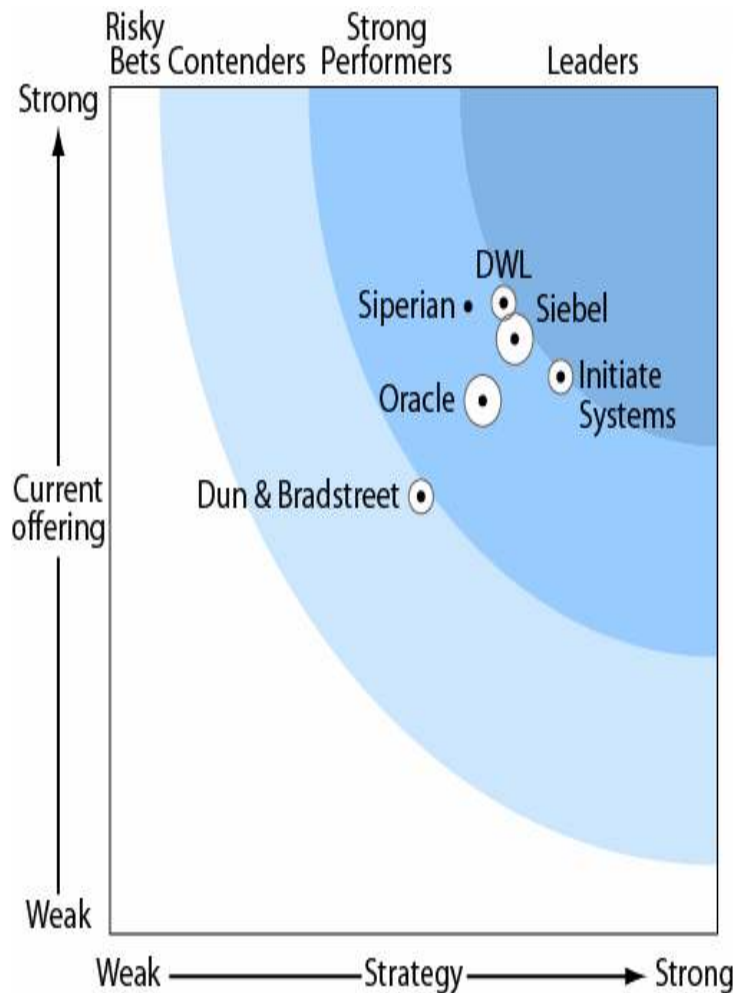
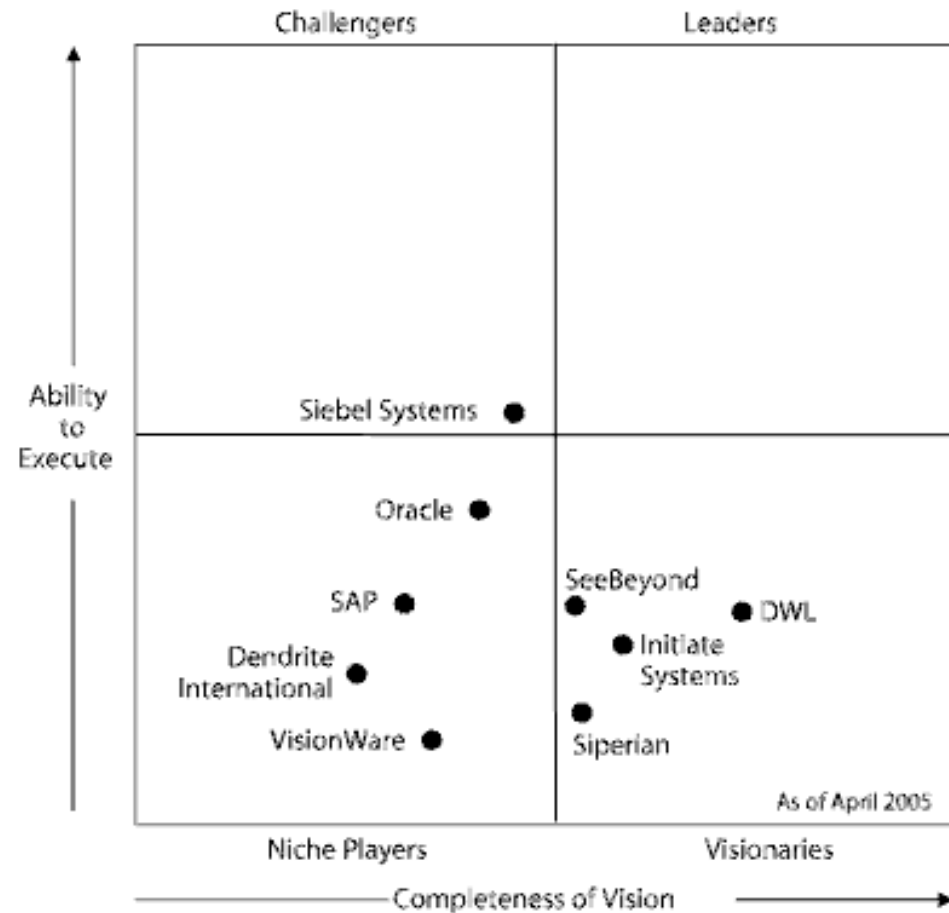


Figure 1. Magic Quadrant for CDI Hubs, 2005

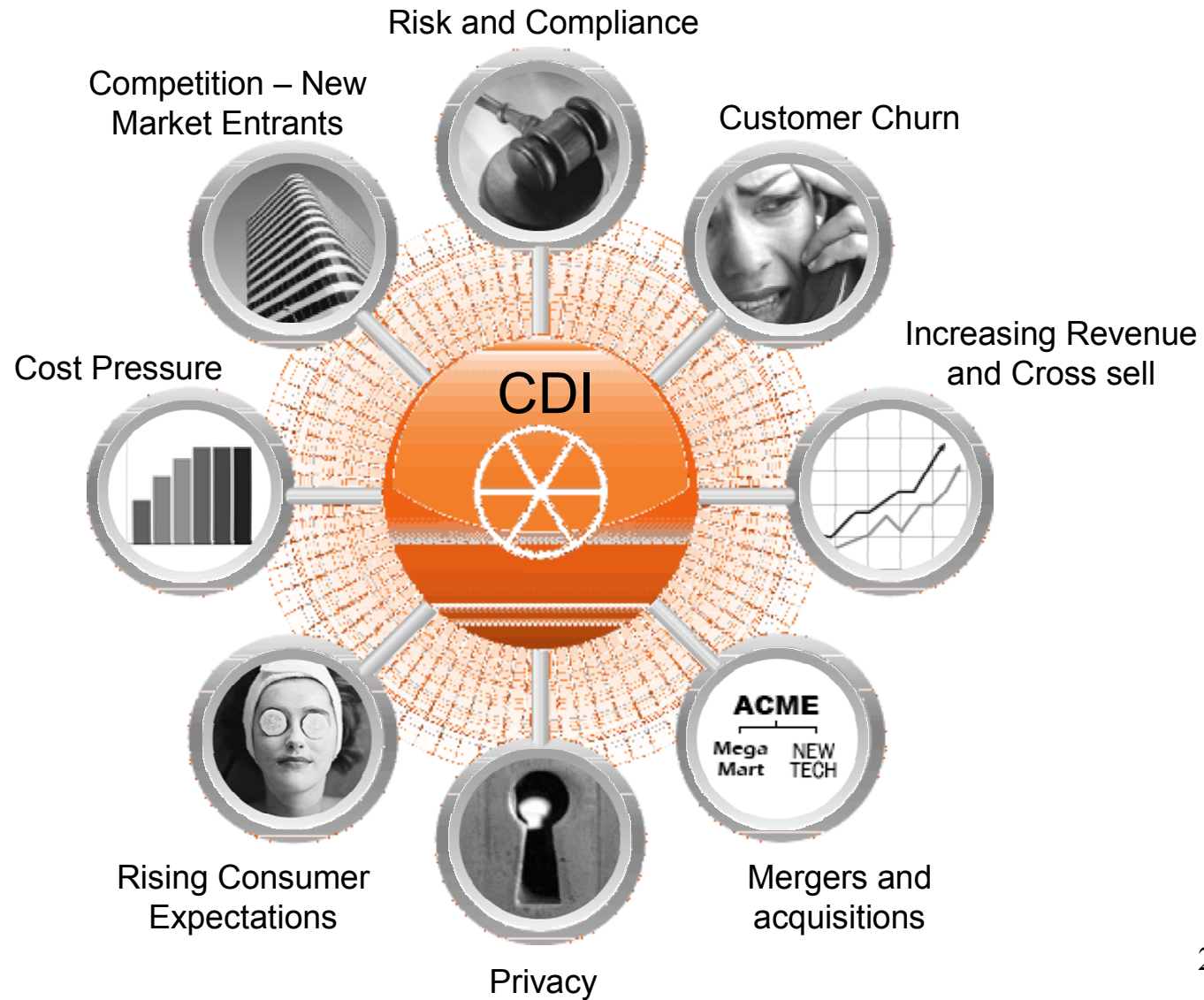


Source: Gartner Research (April 2005)

Sample DWL Customers

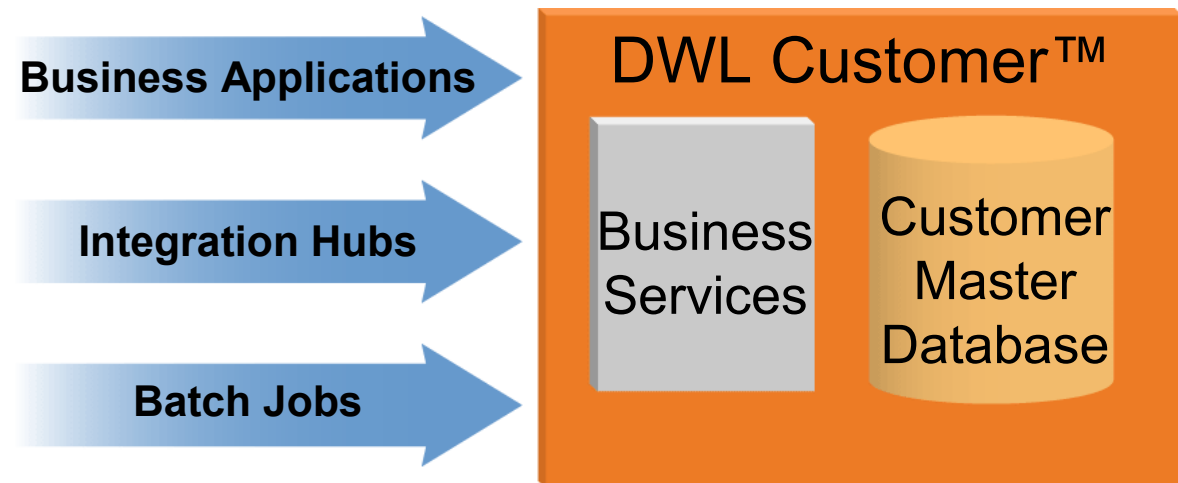


Business Issues Addressed by CDI



DWL Customer™ (WebSphere Customer Center) Overview

- At its core, a CDI master is:
 - A master database
 - Business services for maintaining master data
- DWL Customer™ is a transaction processor
- Designed to support multiple interfaces
 - Real-time
 - Middleware
 - Batch routines



DWL Customer™ is a transaction-style CDI hub. In order to pre-package a significant number of services, it is designed around a packaged data model. Both the services and the model are designed to accommodate configuration and change.

Customer master hub design – a party-centric model

Party-centric model:

- Party is the central entity
- A unique party is stored once
- Parties play one or more roles
- A party has relationships to other objects – agreements, locations, other parties, etc.
- Other ‘important concept’ objects have significant function
 - Agreement & product
 - Location
 - Groups & hierarchies

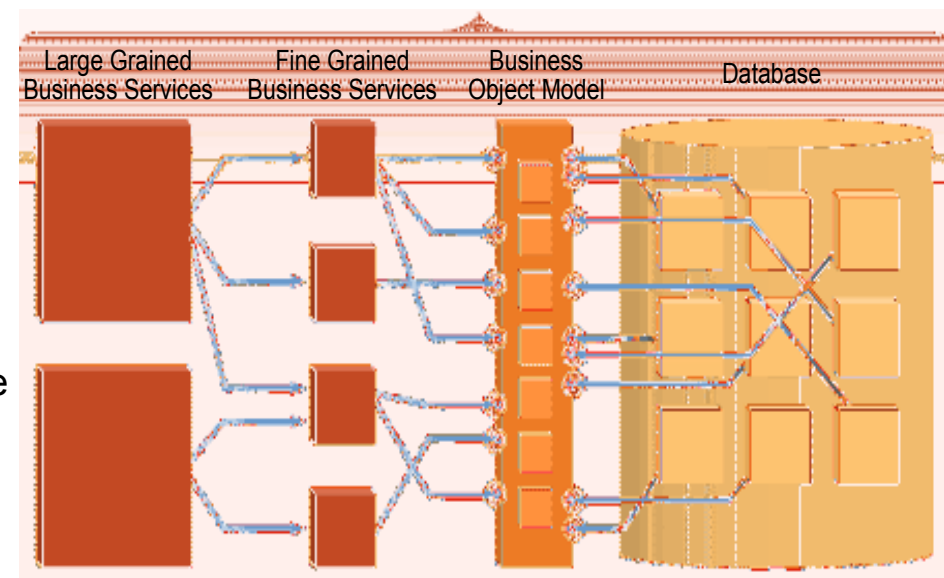


A party-centric model is flexible and designed to support many types of relationships managed by the organization.

Prepackaged business services reduce development cost and time

- 480+ business services
- Contains both large and fine grain services, e.g.:
 - Add customer (large grain)
 - Update customer identifier (fine grain)
- Flexibility
 - Ability to build composite transactions from existing services
 - Fit product to meet the process, not vice-verse
- Competitors have a different approach
 - Large grain API access to proprietary EAI product – CRM/ERP vendors
 - CRUD-based granular services
 - Either approach results in significantly higher implementation costs than DWL Customer

DWL Customer™ Core Application



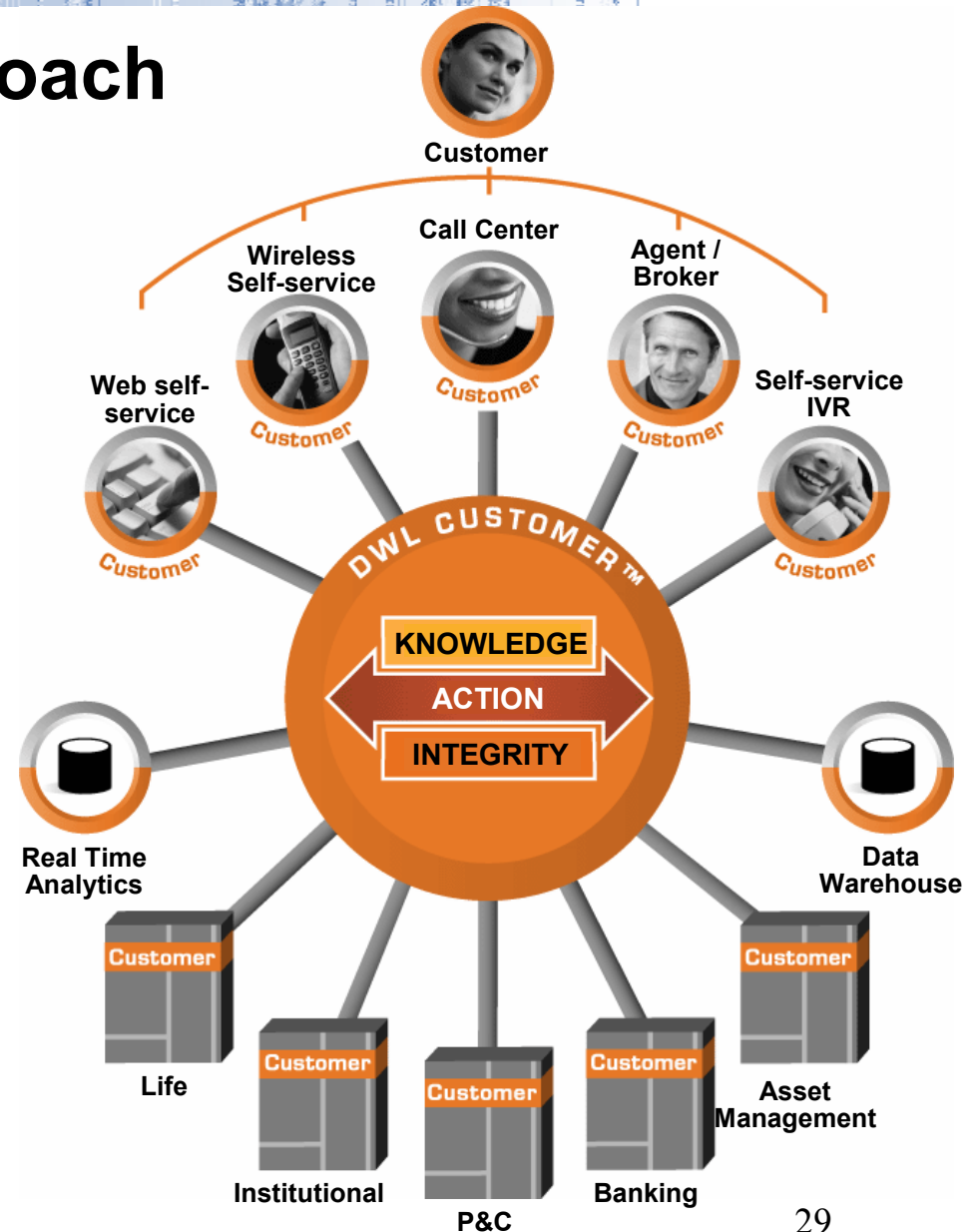
DWL Customer™ is the only CDI solution that fully embraces a service-oriented approach and offers a large quantity and variety of business services that reduce implementation time and cost.

MetLife: Solution Approach

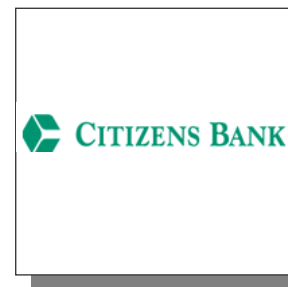
- The Problem:
 - 50+ Legacy administration systems across multiple lines of business
 - Multiple front-office CRM systems with silos of customer information
 - LOB approach to CRM
 - Impossible to view the customer from an enterprise point of view (portfolio view) in real-time

- The Vision
 - Enable the MetLife enterprise to move from its roots historically centered around its products to a financial services organization centered around its customers.

- The Approach:
 - Implement DWL Customer™ as the customer administration platform
 - Start in Individual Life and Annuities
 - Roll out to other lines of business:
 - Institutional (Group Life)
 - P&C
 - Brokerage
 - Banking



Sample DWL Customer CDI Projects



Retail Bank

Commercial Bank

Retail & Commercial Bank

Retail & Commercial Bank

Telecommunication

Manufacturing

Citi Global Consumer Group: Customer Vault Project

Unifying 200+ million customer records across all consumer lines (retail bank, cards, insurance, etc)

SAS, ACXIAM, Ab Initio

Websphere, TIBCO

Location: US

SI: IBM BCS

Citi Commercial Business Group

Unifying 1.2 million commercial customer records

3 LOB

27 Back-office systems (Lease, Loans, Real Estate, etc)

Ab Initio

DWL UI

WebSphere, Oracle, WMQ, WPS

Location: US

SI: IBM BCS

TCV-ODS Project

Unifying 16 million customer records

Across Commercial & Retail Banking

Siebel CRM, Pivotal, Salesforce.com, WebTone

Code 1, Ab Initio

2 existing CIFs (CRS & CRF) + multiple Back-office systems

WebSphere, WMQI,

Location: US

SI: None

ODS Project

Unifying 200,000 commercial customers and 7 million retail customers

2 LOB (Commercial & Retail)

IBM BDW (datawarehouse) on pSeries for Reporting Data Repository, ACXIAM for data cleansing, Existing

Operational Reference Database

WebSphere, DB2 (zSeries), MQ/MQSI

Location: US

SI: IBM BCS

CMF Project

Unifying 12 million customer records

4 LOB (Bell Canada, Sympatico, Bell Mobility, Bell ExpressVu)

Siebel CRM client, ePiphany, Home Grown Call Center & internet

Informatica

Teradata EDW & multiple back-office billing systems (AMDOCS Ensemble, CSG, Kramer, BCRIS)

BEA, Vitria

Location: Canada

SI: IBM BCS and CGI

CD2 Project

Unifying 200,000 tier-1 global commercial customer records

4 LOB (Aerospace, Automation & Control Systems, Specialty Materials, Transportation)

Siebel CRM client, Salesforce.com, SAP ERP, Oracle Financial,

Oracle-based Datawarehouse, D&B

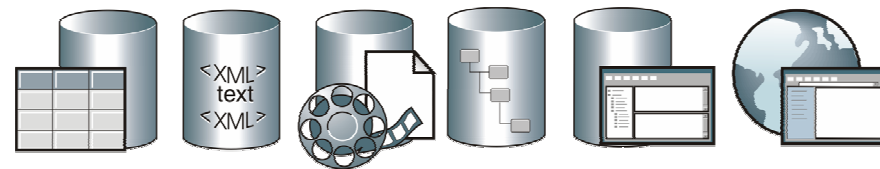
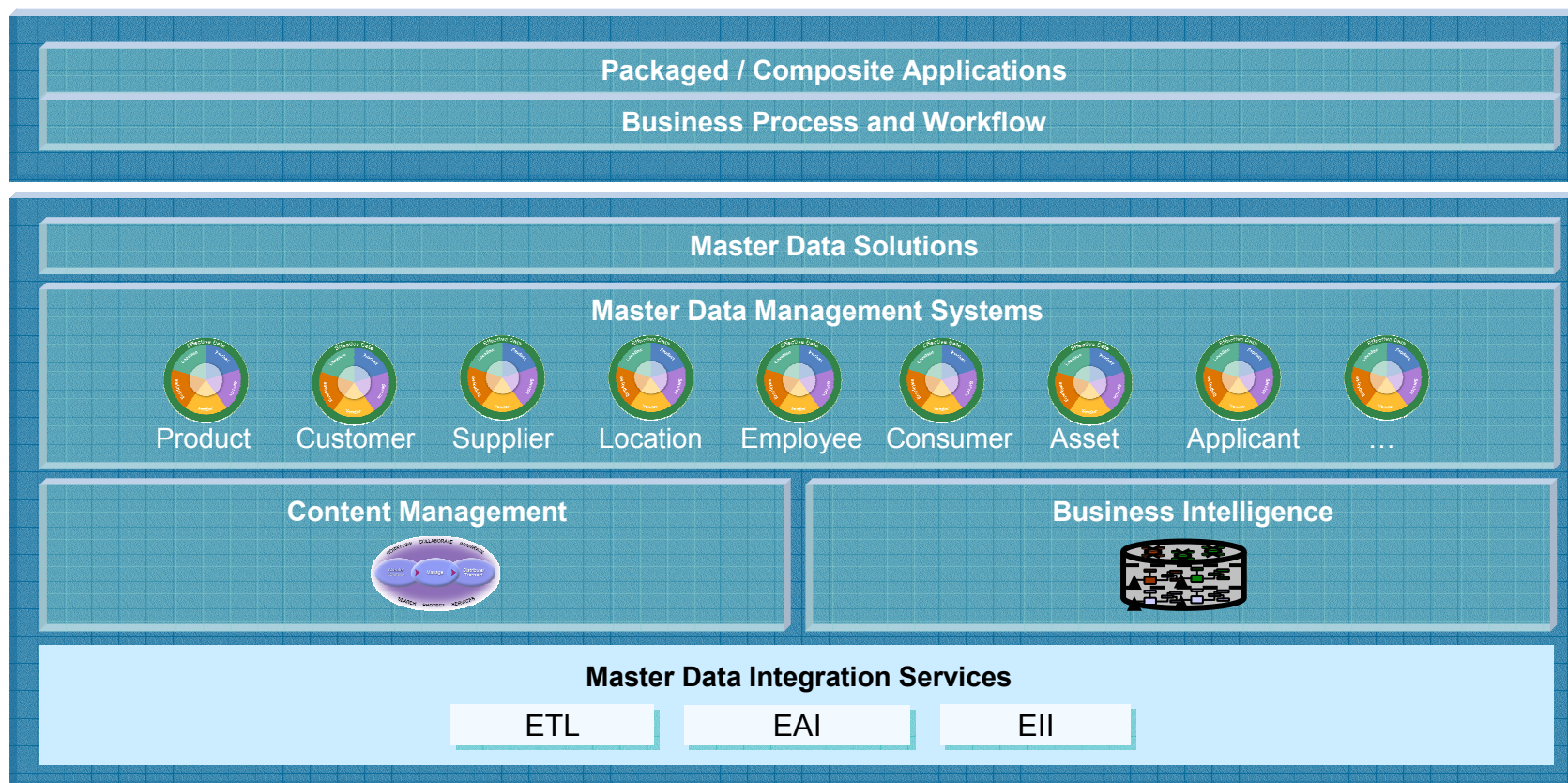
Informatica

Websphere, Oracle, WBI, WPS

Location: Multinational

SI: None

IBM Master Data Management Master Data Integration





Information On Demand

Master Data Integration Services

Gouvernance des Données – 27 octobre 2005

Alain Joubert

Directeur Alliances & Marketing – Ascential, an IBM Company



ON DEMAND BUSINESS™

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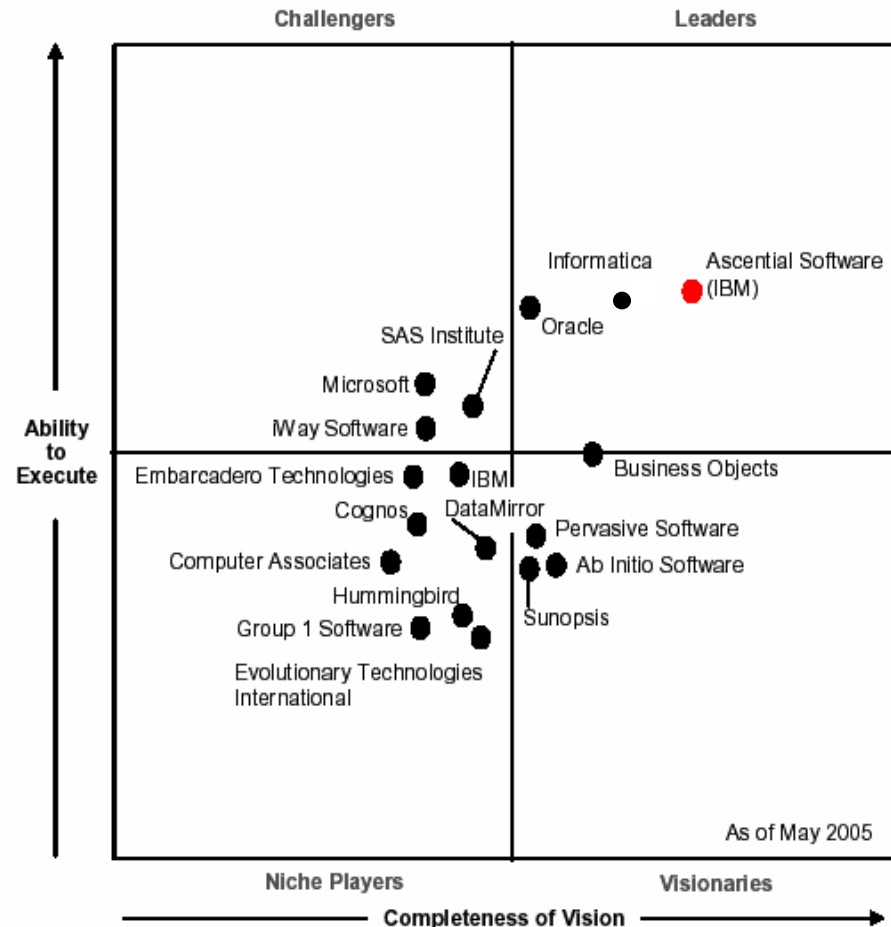


“ *Ascential Software is leveraging the capabilities and benefits of service-oriented architecture for data integration...With its product strategy, Ascential places an emphasis on delivering complete, synchronized, harmonized data where and when it's needed.* ”

Sandy Rodgers, Program Director, Web Services and Integration Software, IDC Research

- Leader mondial de l'Intégration de données
- **3000 + clients** dans le monde
- **400 + clients** en Europe de l'Ouest
 - **60% des 'Fortunes 500'** Europe de l'Ouest
 - **70% du CAC 40**
 - **# 1 en France:** 25% de parts de marché (IDC 2004)
- Un club utilisateurs actif
- Plus de 400 personnes en R&D
- Un centre de formation
 - Plus de **700 personnes** formées en 2004
- Une organisation support **dédiée et expérimentée (7x24)**

Ascential : une solution reconnue par les analystes

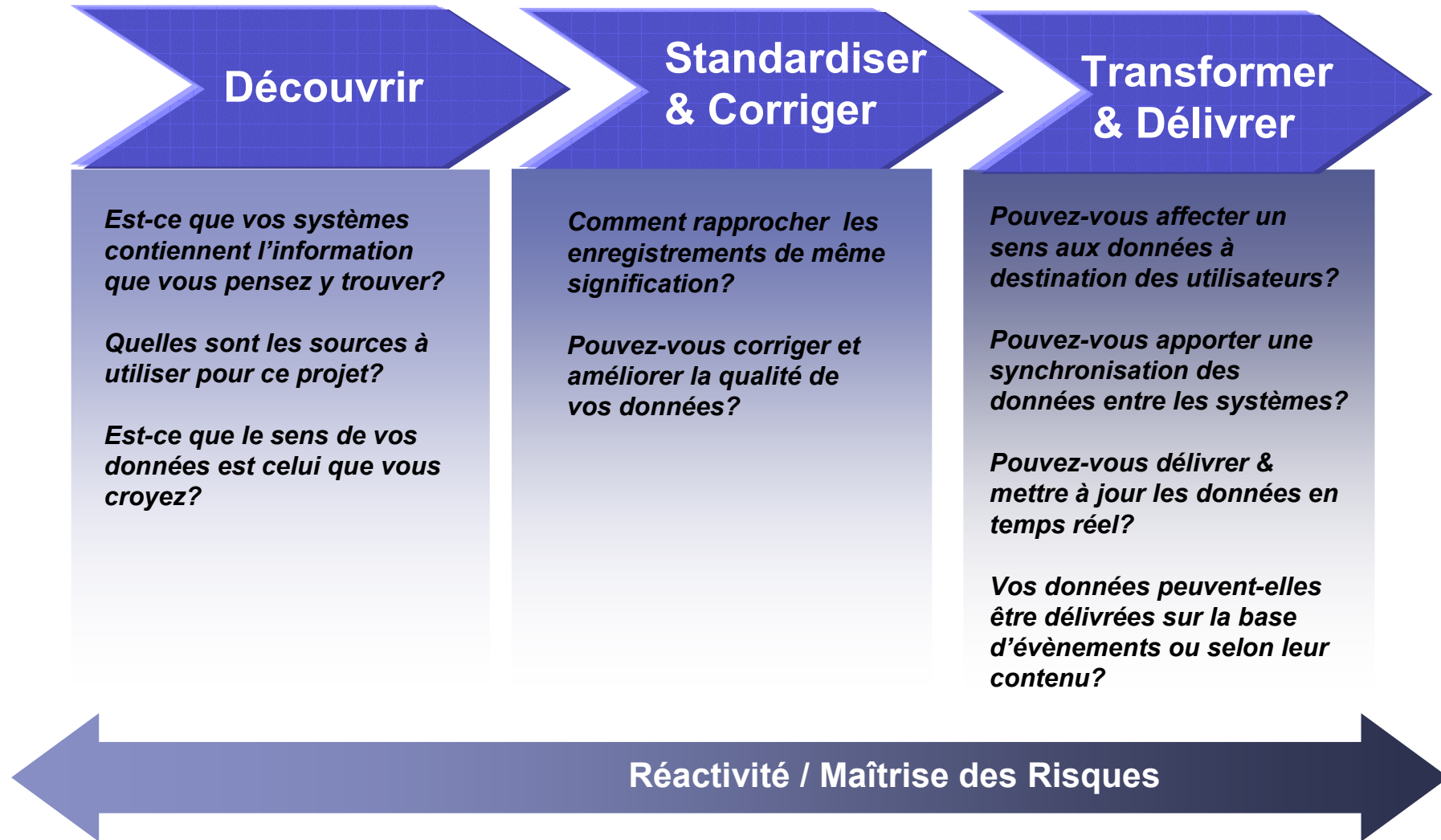


Source: Gartner Research (May 2005)

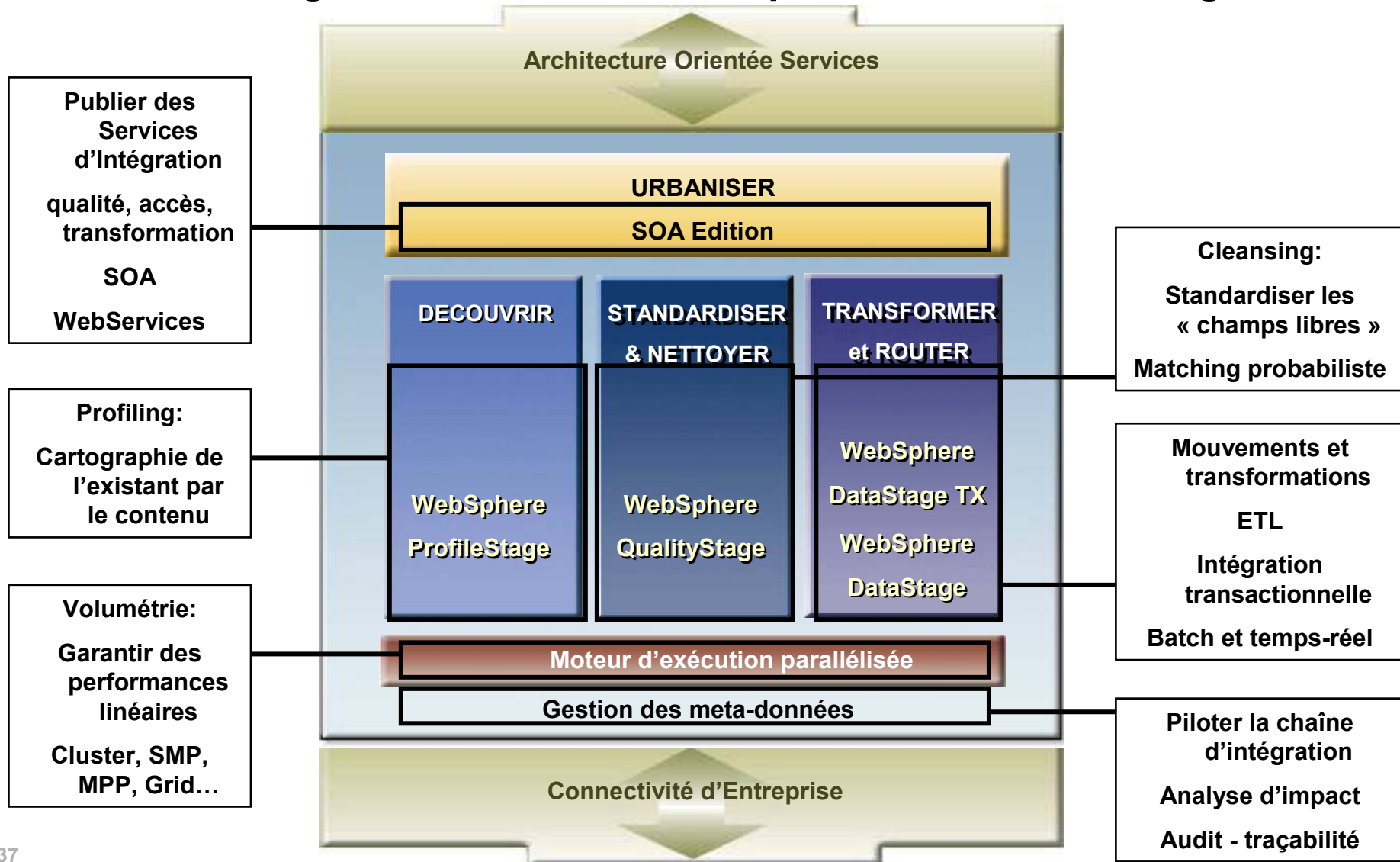
Les Clients

Initiatives	Banque & Assurance	Communications & Services	Industries	Secteur Public	Distribution
Business Intelligence	BNP PARIBAS, Ixis	SFR, URE ERIT, RATP	TOTAL, sanofi aventis, SIEMENS	LA RETRAITE, Pensions Publiques	GALERIES Lafayette, Camaieu
Risk et Compliance	AGF, AXIVA, CIC	EURO TUNNEL	legrand, arcelor	Assurance Publique	kioutou
Portail	BARCLAYS	Orange, TPS	Nestlé		QUELLE
Fusion & Acquisition	CAISSE D'EPARGNE	DHL	LAFARGE, Valeo		3 SUISSES, Yves Rocher
Rationalisation d'infrastructure	CF, SOCIETE GENERALE	Parc du FUTUROSCOPE, Cegetel	BOSCH, AIRBUS INDUSTRIE		KRAFT
Master Data Management	HSBC Private Bank, CREDIT AGRICOLE	LA POSTE, france telecom	LOREAL, KENZO	EUROPEAN UNION	
Vision unique du client	CI MA, CCF	L'aragus	NOVARTIS, IBM		
DataWarehouse	GroupeCréditMutuelArkéa, CMA	The Walt Disney Company	Louis Vuitton, Dior		eram, KIABI
Bale2, IAS,SOX	AXA, AXA	orange, EQUANT	MOËT & CHANDON, Pierre Fabre		McDonald's
Migration	coface	SNCF, AMADEUS	GIVENCHY	Région Centre, Direction Régionale de l'Équipement Ile-de-France	ALLIANCE UniChem, DARTY
On demand		VIVENDI UNIVERSAL, AOL.FR	Pfizer, COOPAGRI BRETAGNE, ICI	VILLE DE LYON	
Consolidation d'instances ERP	GROUPAMA ASSURANCES			DIRECTION GÉNÉRALE DES IMPÔTS	DECATHLON, GiFi

Les étapes de l'Intégration d'Information



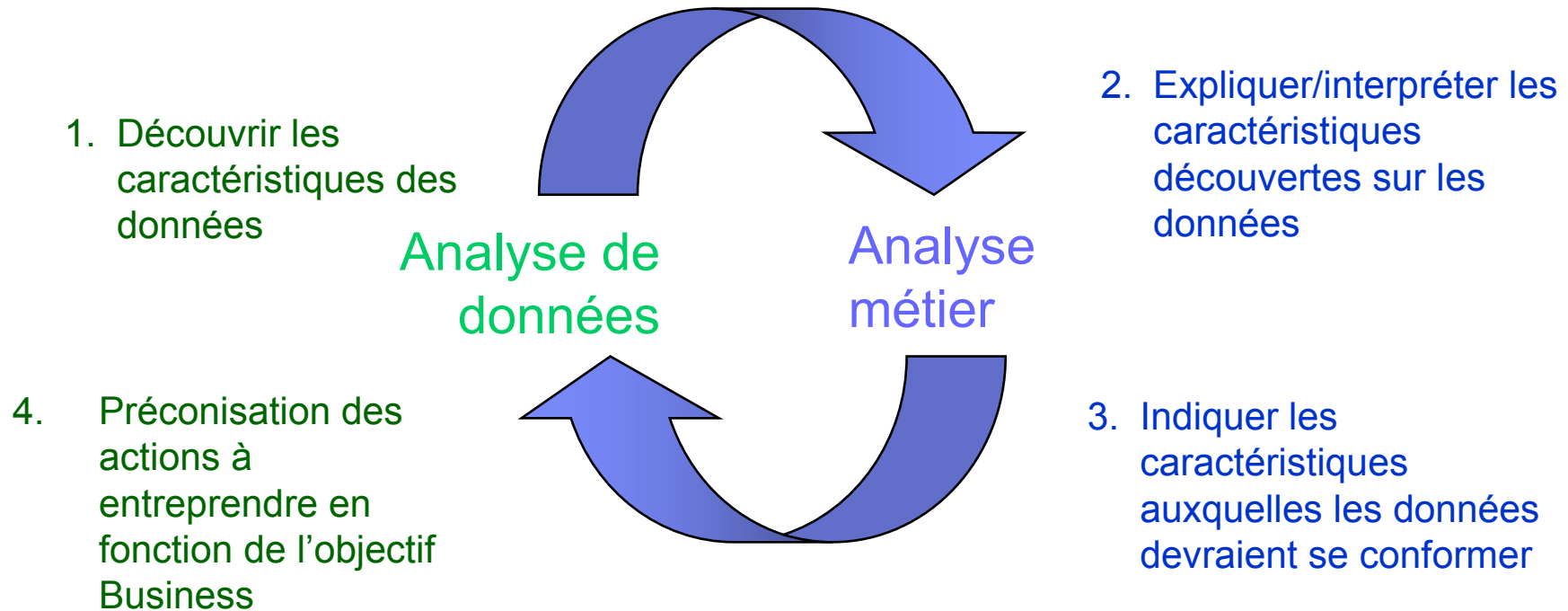
La Suite d'Intégration Ascential: WebSphere Information Integration





WebSphere ProfileStage

Un outil de dialogue entre métier et IT



Contenu

Qualité

Structure

WebSphere ProfileStage : analyse des colonnes

DataType	CountOfValues	PercentOfValues
Char	1	0.5
Integer	199	99.5

KEY	POLICY	CUSTID
HM00000001	H0548797	Q563901
HM00000002	H0000908	0098510
HM00000003	H0003261	0039578
HM00000004	H0003976	0048225

- Est-ce une faute de frappe ?
- Est-ce que cette valeur provient d'une précédente migration ?
- En regard de mes objectifs, quel est le risque de ne pas la corriger ?

Column Name	Value	Percent	Chosen
DataType	Char	0.5	Char
ExtendedType			
Precision	7	7	
ScalePtSide			
Allow Null	<input type="checkbox"/>	0	<input type="checkbox"/>
All Distinct Values	<input type="checkbox"/>	96	<input type="checkbox"/>
Unique	<input type="checkbox"/>	96	<input type="checkbox"/>
Constant	<input type="checkbox"/>	3.5	<input type="checkbox"/>

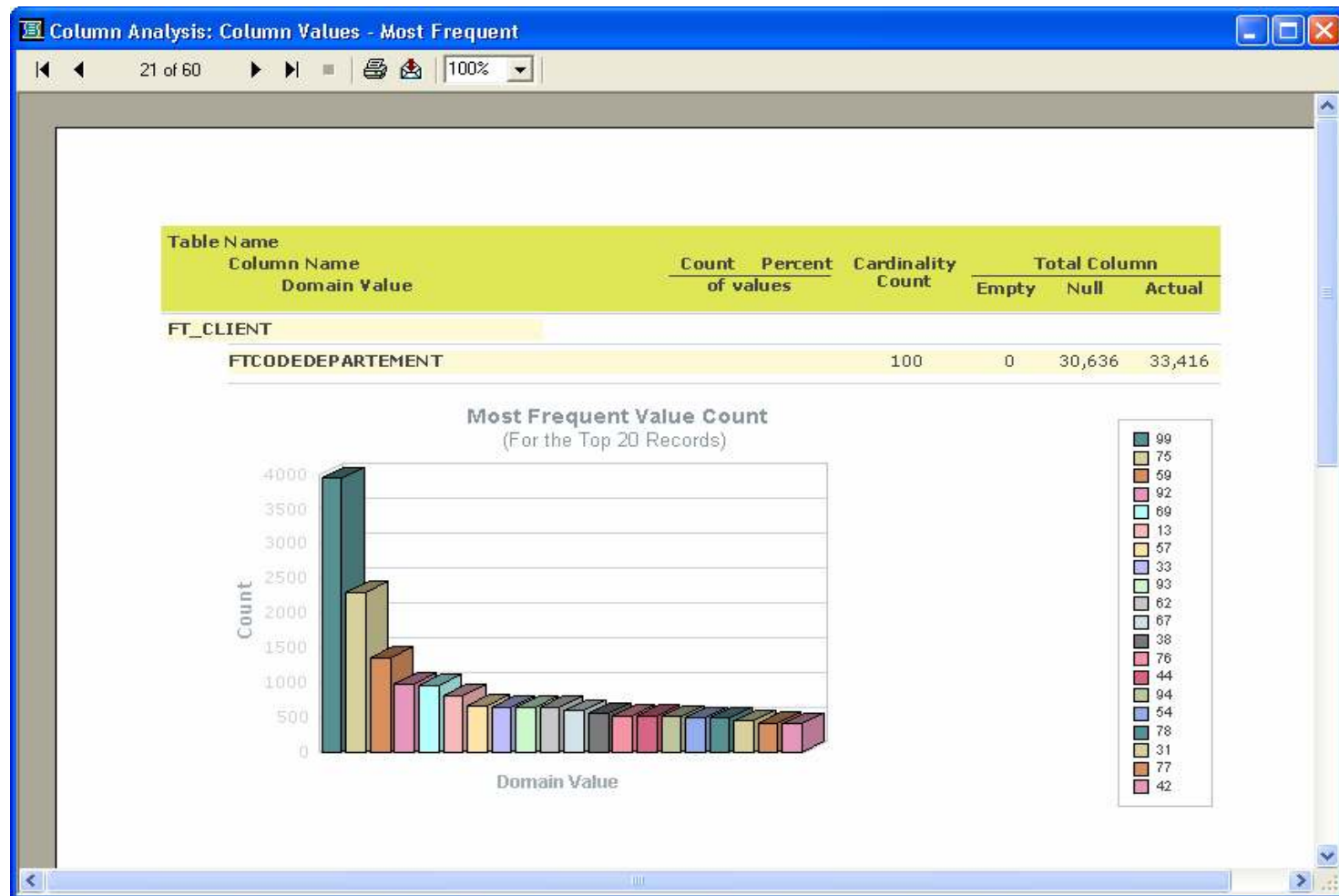
- Est-ce que ce champ est un candidat pour une clé primaire ?
- Est-ce que les valeurs NULL sont représentées avec des NULL, des zéros ou des valeurs vides ?
- En regard de mes objectifs, quel est le risque d'avoir des numéros de clients absents, vides ou NULL ?

ColumnName	MinNumericValue	MaxNumericValue	TotalColumnsNull	TotalColumnsEmpty	TotalColumnsActualValues
KEY			0	0	200
POLICY			0	0	200
CUSTID	13329	1019086	0	0	200

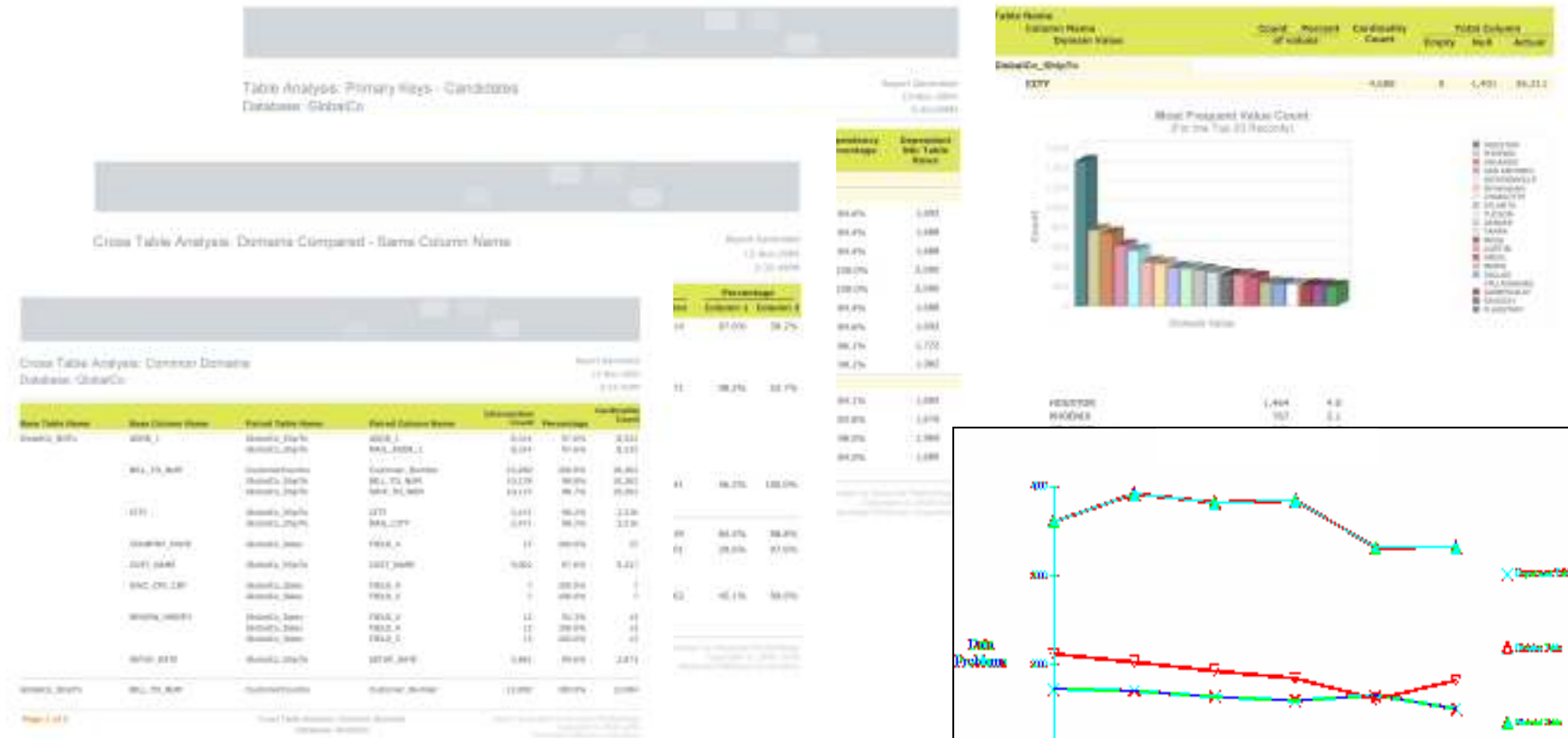
CardinalityCount	UniquenessIndicator	DataTypeCount	FirstDistributionValue	LastDistributionValue
200	1	1	HM00000001	HM00000200
200	1	1	H0000908	H0548880
192	0.96	2	0013329	Q563901

- Quelle est la fréquence d'apparition des valeurs ?
- Quelle est la distribution des valeurs ?
- Quelle est la cardinalité de mes données ?
- Quelles sont les valeurs MIN, MAX acceptables ?

Des rapports pour documenter les analyses ...



Des rapports pour documenter les analyses ...

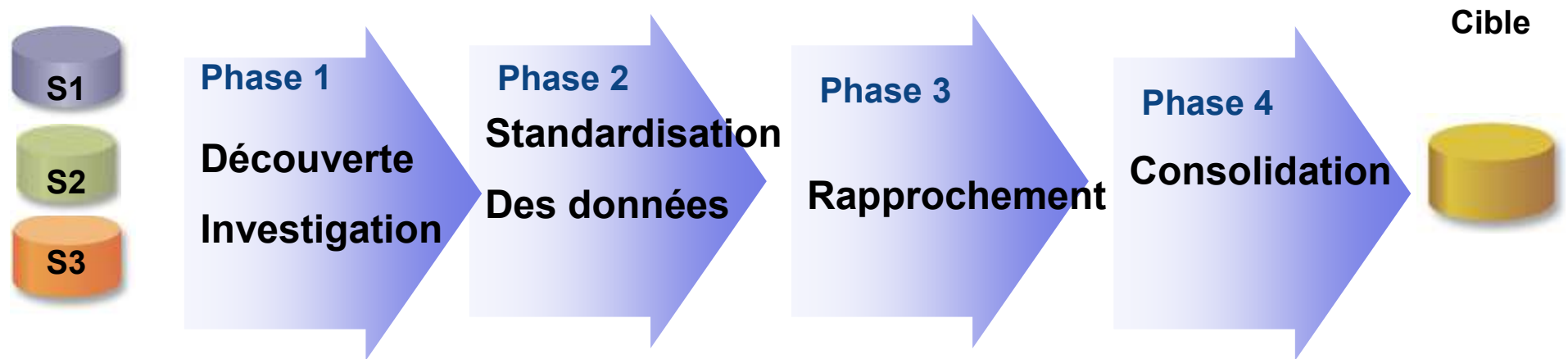


- Des dizaines de rapports disponibles.
- Sous différents formats : HTML, XML, Word, etc.
- Export vers une base externe pour un reporting 3rd party.



WebSphere QualityStage

Les différentes phases de la méthodologie



Comprendre et standardiser l'information

Investigation – Analyse des champs libres

<u>N° SS</u>	<u>Nom</u>	<u>Adresse</u>
1600975300003	ALEXANDRE DEMARIA	201 BLV PARADIS 75015 PARIS FR
1600975300003	DEMARA, ALEX	102 BOULEVARD PARRADIS 75 PARIS FRANCE

Analyse le texte format libre en éléments discrets

Adresse

|201| |BLV| |PARADIS| |75015| |PARIS| |FR|
|102| |BOULEVARD| |PARRADIS| |75| |PARIS| |FRANCE|

Investigation – Production de modèles

Adresse

|201| |BLV| |PARADIS| |75015| |PARIS| |FR|

N T A N P C

|102| |BOULEVARD| |PARRADIS| |75| |PARIS| |FRANCE|

N T A N P C

TABLE DE CLASSIFICATION	
RUE	T
BLV	T
BOULEVARD	T
PARIS	P
MARSEILLE	P
FR	C
FRANCE	C

LEGENDE
A = Alpha
C = Pays
N = Numérique
P = Ville
T = Type de Rue
> = Alphanum

Ces enregistrements relèvent en fait d'un même "modèle":

N T A N P C

Investigation – Word Rapport

Modèle	Fréquence	Pourcent	Exemple
NTANPC	212,000	38.3%	201 BLV PARADIS 75015 PARIS FR
>TANPC	184,021	27.6%	39bis AVE DU PRADO, 13008 MARSEILLE FR
HANPC	16,030	3.1%	HOTEL MERCURE, 47000, AGEN, FRANCE
.			
.			
NNTA^/^/^^	27	0.01%	12-14 RUE JUGE: 12/4/96

TABLE DE CLASSIFICATION

RUE	T
BLV	T
BOULEVARD	T
PARIS	P
MARSEILLE	P
FR	C
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LEGENDE

- A = Alpha
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- N = Numérique
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Normalisation - Adresse

Fichier source:

Adresse ligne 1	Adresse ligne 2
639 N MILLS AVENUE	ORLANDO, FLA 32803
306 W MAIN STR, CUMMING, GA 30130	
3142 WEST CENTRAL AV	TOLEDO OH 43606
843 HEARD AVE	AUGUSTA-GA-30904
1139 GREENE ST ACCT #1234	AUGUSTA GEORGIA 30901
4275 OWENS ROAD SUITE 536 EVANS	GA 30809
1775 RUSSELL CIRCLE MILLIS MASSACH	USETTS 02038

Resultat:

Num voie	Dir	Nom voie	Type	Unit	No.	NYSIIS	Ville	SOUNDEX	Etat	Cod Post
639	N	MILLS	AVE			MAL	ORLANDO	O645	FL	32803
306	W	MAIN	ST			MAN	CUMMING	C552	GA	30130
3142	W	CENTRAL	AVE			CANTRAL	TOLEDO	T430	OH	43606
843		HEARD	AVE			HAD	AUGUSTA	A223	GA	30904
1139		GREENE	ST			GRAN	AUGUSTA	A223	GA	30901
4275		OWENS	RD	STE	536	ON	EVANS	E152	GA	30809
1775		RUSSELL	CIR			RASAL	MILLIS	M240	MA	02038

Rapprocher

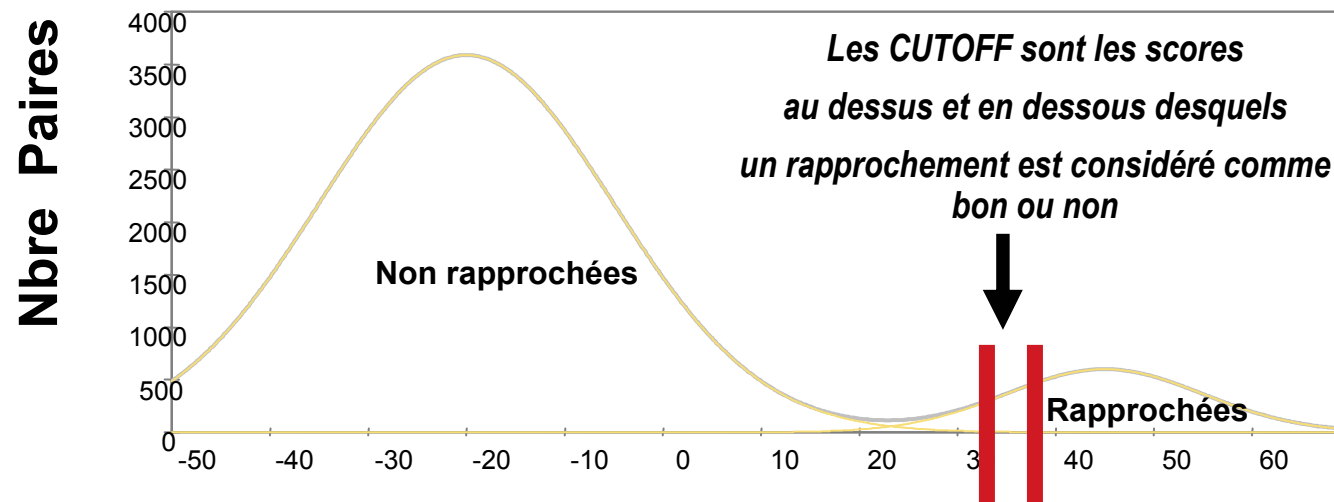
- Le rapprochement s'effectue en deux phases :
 - ✓ Le Blocking
 - ✓ Le Matching
- Le **Blocking** consiste à partitionner le jeu de données initial en N sous-groupes de sorte que la comparaison des enregistrements au sein de chaque sous-groupe intervienne sur un nombre restreint d'enregistrement
 - ✓ Tous les enregistrements portant les mêmes valeurs pour un champ donné sont placés dans le même sous-groupe.
- Le **Matching** consiste alors à calculer un score de ressemblance entre les enregistrements d'un même sous-groupe sur la base d'un ou plusieurs champs.
 - ▶ Plus de 24 algorithmes de comparaison sont disponibles
 - ▶ Ils tiennent compte du type des données (Chaîne, Numérique, ...), de la fiabilité du champ et de son caractère discriminant.

Rapprochement – Dédoublonnage

La méthode probabiliste

<u>Prénom</u>	<u>2ème Prénom</u>	<u>Nom</u>	<u>Fonction</u>	
ALEXANDRE	J	DEMARIA	DG	
ALEXANDRE	JEAN	DEMARA	DG	
+7	+1	+10	+5	= 23

Le score d'un poids est une mesure relative de probabilité de match



Rapprocher

- Des enregistrements rapprochés correspondent alors :
 - ✓ à des vrais doublons

36,10 M	MATHIEU PRINGALLEE	29 RUE DU CHAMOINE DE MOREL	16000	ANGOULEME
26,85 M	MATHIEU PRINGALE	29 RUE DU CHAMOINE DE MOREL	16000	ANGOULEME

- ✓ à un historique client (Mariage et déménagement)

15,32 MLE	MIREILLE BARBIERI	LE PERCHOIR 119 AV	DE LA BASTIDE	06130	GRASSE
10,59 MME	MIRIELLE BARBIERI	42 CHEMIN DU CARIGNAN		06130	GRASSE

- ✓ ou identifient la notion de foyer

36,36	MME	MARIE-NOELLE CAPDEVILA	3 RUE FOURNARIE	34000	MONTPELLIER
14,09	M	JEAN-LOUP CAPDEVILA	3 RUE FOURNARIE	34000	MONTPELLIER

Consolider ... et ne rien perdre

Détermine la meilleure donnée à garder “Best of Breed”

- ✓ La plus fraîche
- ✓ La plus fréquente
- ✓ Selon la source
- ✓ La plus complète

....

Résout les conflits de valeur et complète les valeurs manquantes

Crée les formats de sortie:

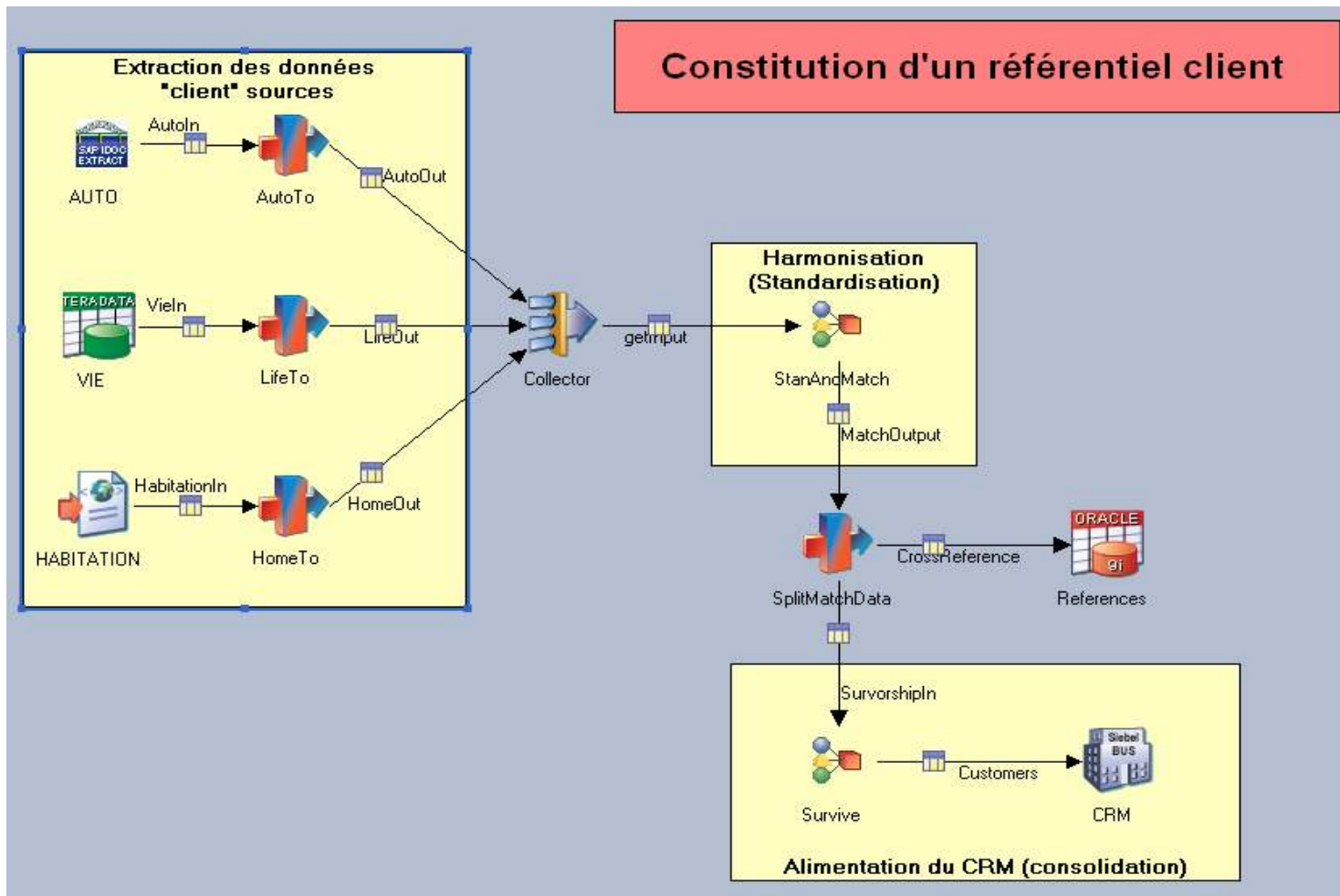
- ✓ Tables relationnelles avec clés
- ✓ Transactions pour mettre à jour les bases de données
- ✓ Fichiers de références croisées, tables de synonymes
- ✓ Pistes d’audit, rapports divers

555	36,36	MME	MARIE-NOELLE	CAPDEVILA	3 RUE FOURNARIE	34000	MONTPELLIER	23976
555	14,09	M	JEAN-LOUP	CAPDEVILA	3 RUE FOURNARIE	34000	MONTPELLIER	23830

Groupe	Nom	No	Type	Nom	Code	Ville
			Rue	Rue	Postal	
555	CAPDEVILA	3	RUE	FOURNARIE	34000	MONTPELLIER

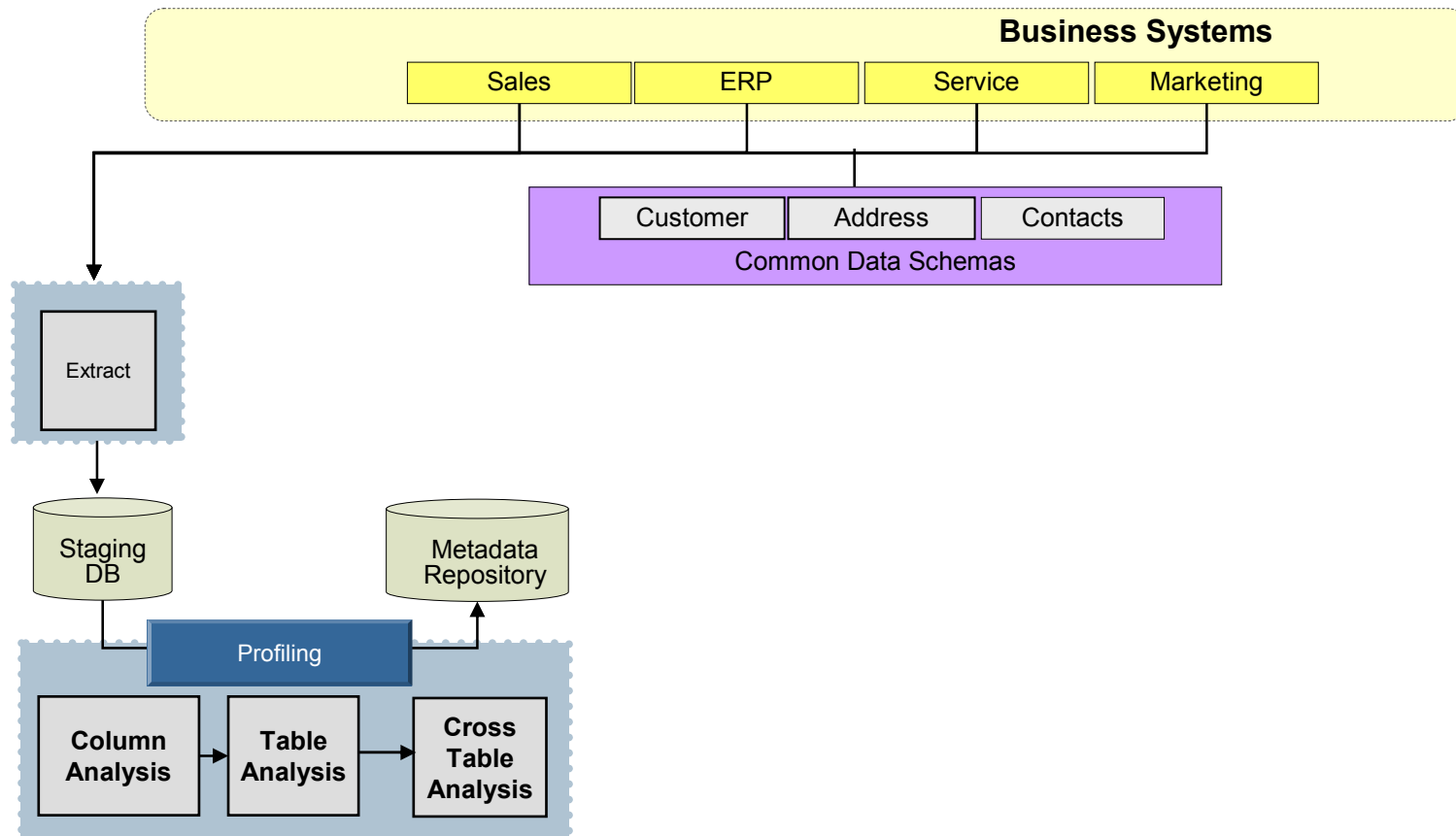
Groupe	Legacy
1	23976
	23830

Intégration dans les jobs WebSphere DataStage

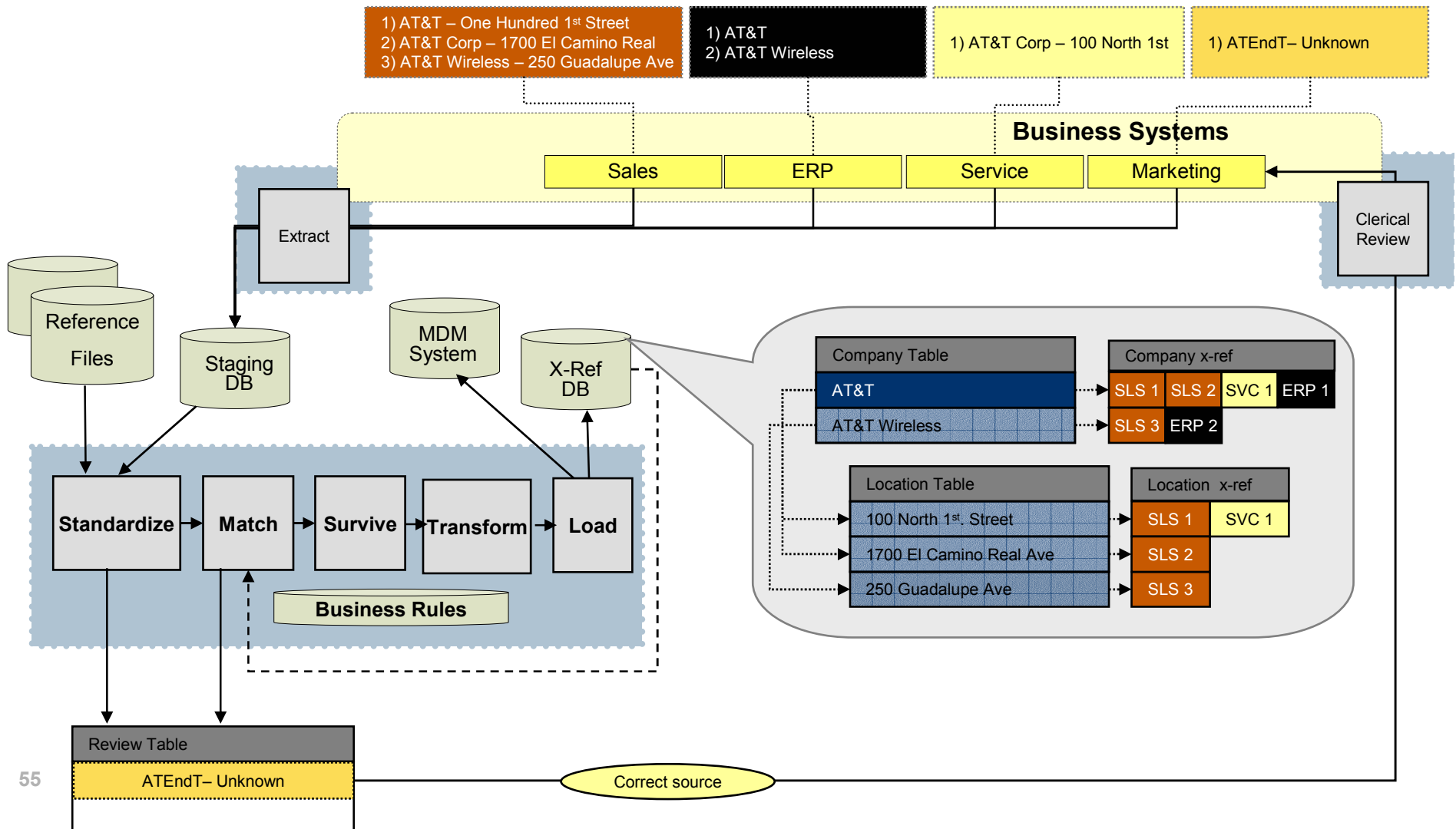


Master Data Management (Gestion des référentiels) – Phase 1

Compréhension des systèmes existants

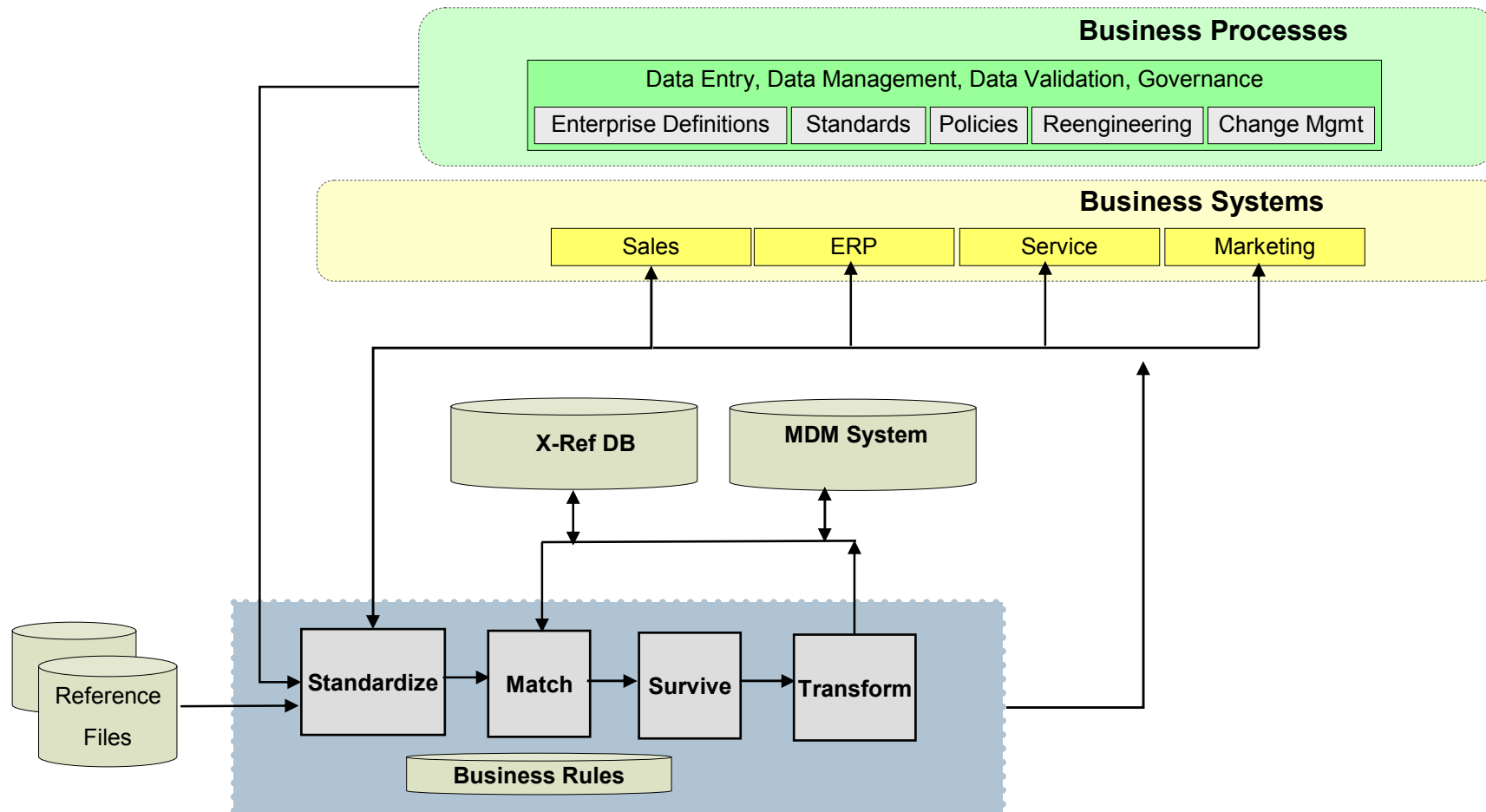


Master Data Management (Gestion des référentiels) – Phase 2 Création du MDM system ou d'une base de références croisées



Master Data Management (Gestion des référentiels) – Phase 3

Service de validation en batch ou en temps réel





Information On Demand

Démonstration



ON DEMAND BUSINESS™

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The "Information On Demand" logo is contained within a black rectangular box with rounded corners. The text "Information On Demand" is written in a white, sans-serif font. The box is set against a background of a purple and blue nebula or galaxy image.

Information On Demand

Information On Demand

Jean MINA
Consultant Avant-Vente
Enterprise Master Data Solutions

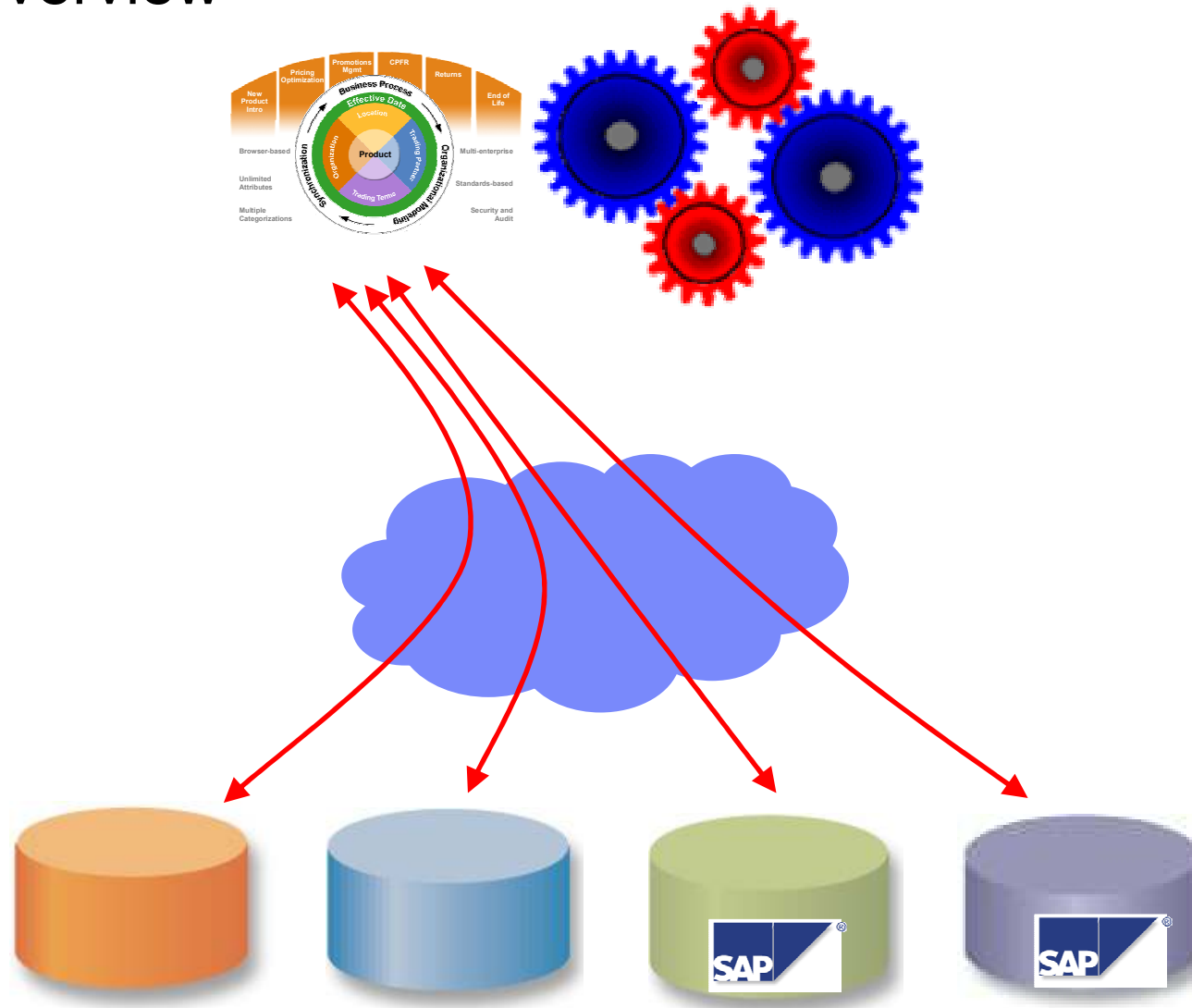


ON DEMAND BUSINESS™

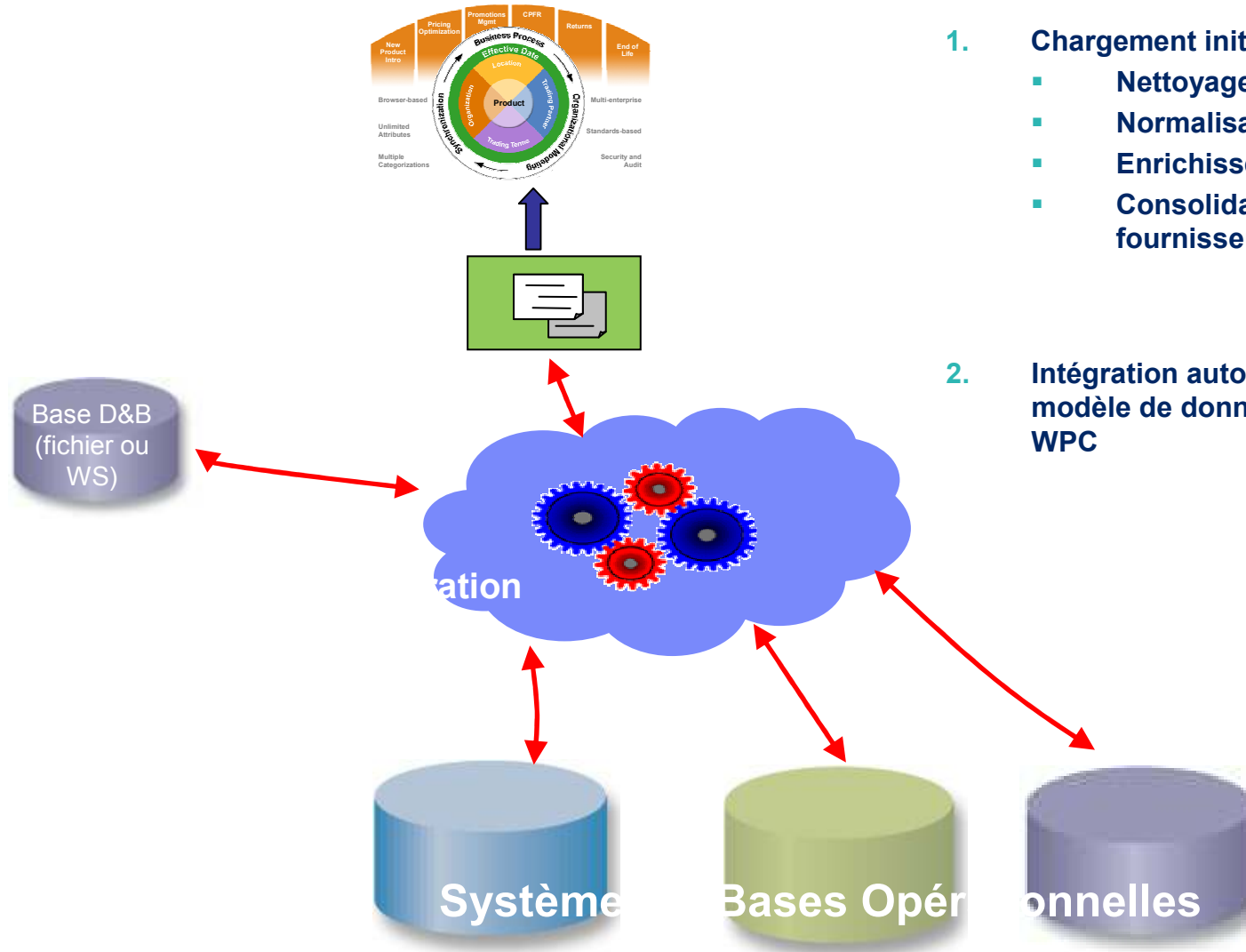
Information On Demand



Solution Overview



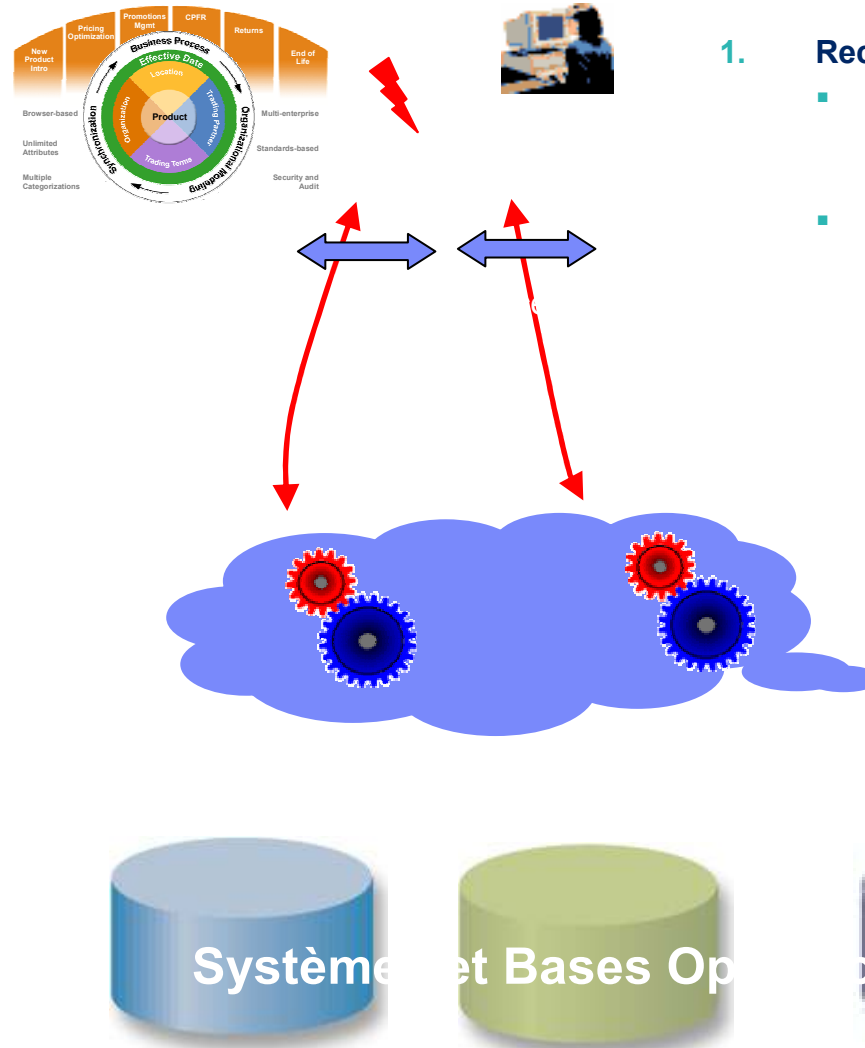
Scénario de chargement initial du référentiel Fournisseur



1. Chargement initial (en mode bulk)
 - Nettoyage des données
 - Normalisation et dédoublonnage
 - Enrichissement (ex : D&B)
 - Consolidation (vue unique du fournisseur)

2. Intégration automatique dans le modèle de données défini dans WPC

Thème : Scoring via Web Services



1. Recherche d'un fournisseur dans le MDM
 - Retour d'une liste avec score de similitude (.i.e. Recherche Intelligente)
 - Sélection d'un fournisseur et déroulement du workflow de Référencement



Conclusion

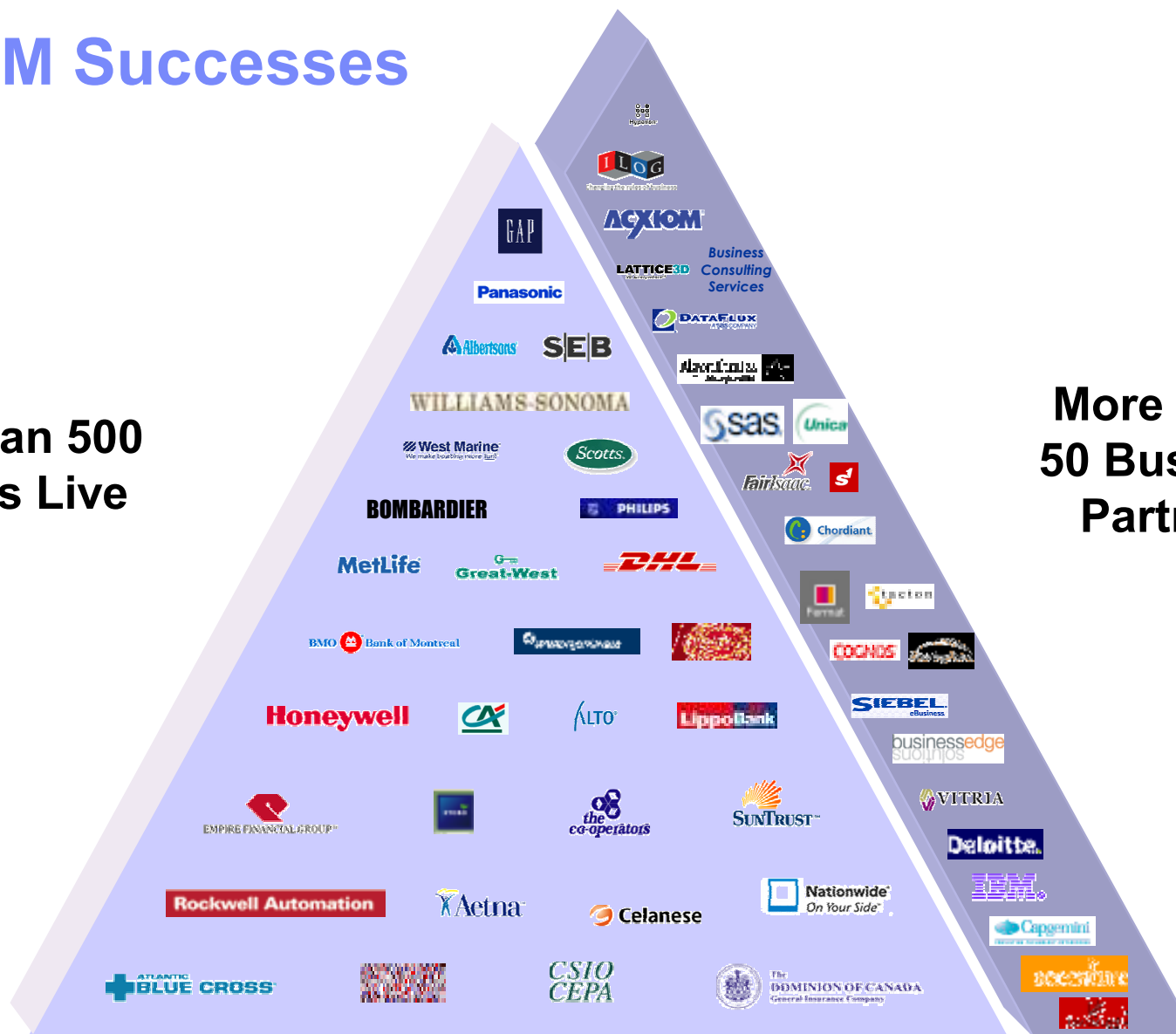


Summary

- The application silos we have created over the last 30 years are inhibiting new strategic initiatives and business transformation
- Master data management represents a dramatic paradigm shift – moving master information and process from applications to infrastructure
- Hundreds of IBM clients and partners have already created significant ROI and competitive advantage from deploying IBM Master Data Management

IBM MDM Successes

More than 500
Clients Live



More than
50 Business
Partners

Les points clefs de l'offre IBM MDM

- De nombreuses références en production

- Une solution évolutive, flexible et dynamique dans le temps

- Une gestion complète du cycle de vie des données de référence (depuis le nettoyage jusqu'à l'intégration dans le SI)

- Une simplicité de mise en œuvre, de déploiement et d'exploitation

- Des technologies qui reposent sur les standards du marché et sur une architecture SOA





Merci !



Master Data Management is Much More than Software

Internal process, controls and politics are the hardest part

Governance
Internal Standards
Change Management
Data Stewardship
Business Processes
Privacy and Compliance
Local vs. Global Issues
Methodologies



Reduces organizational risk and critical to CFOs for the snapshot of all related information!