



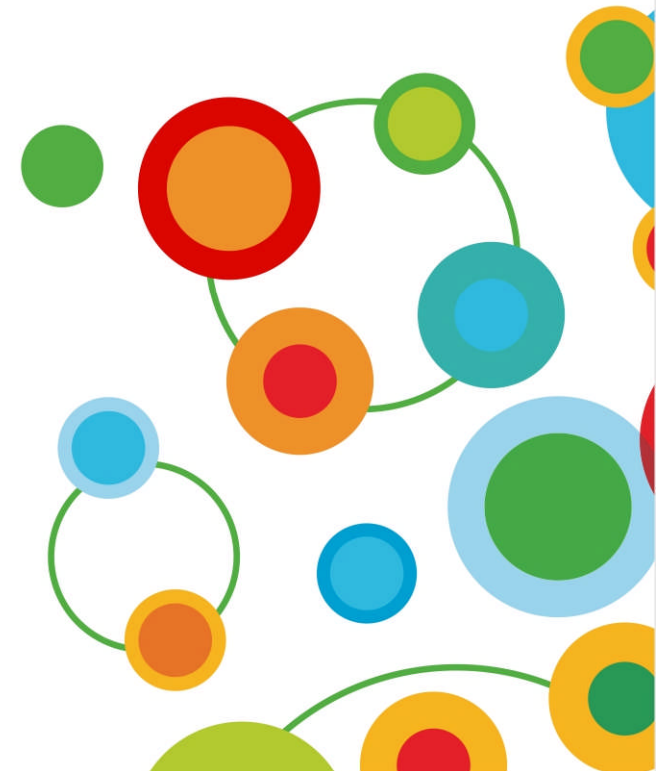
IBM Software

Information Management & Analytics Forum **2013**

Return on Information: The New ROI

Creating and Managing Single View of Master Data

Proven, Trusted MDM



What is Master Data? Why is it important?

What is Master Data?

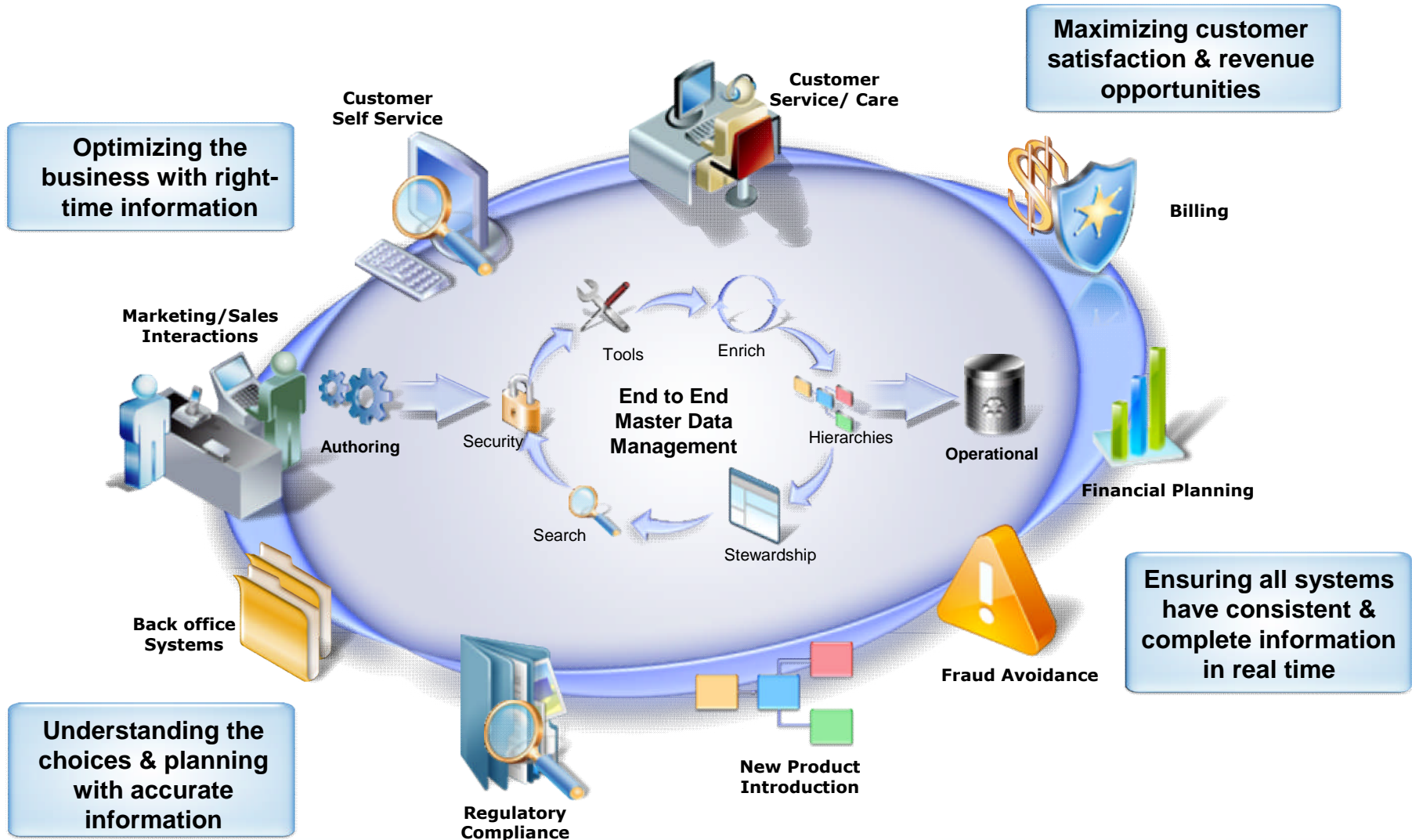
- **Master data** is the high-value, core information used to support critical business processes across the enterprise
- **Master Data** is business critical information about customers, suppliers, partners, products, materials, employees, accounts and more

Why is it important?

- **Master Data** is at the heart of every business transaction, application and decision
- Quality of data degrades over time and negatively impacts key business processes if **Master Data** is inaccurate, missing, duplicated or incomplete







Critical business processes leverage master data



What is Master Data Management?

IT APPLICATIONS

	Deposit Accounts Name: Billie Jones Address: 36 West 15th Street Address: NY, NY 32453
	Credit Card Name: William Jones Address: 53 West 15th St. Address: Toledo, OH 12345
	Loans Name: B. Jones Address: 35 West 15th St. Address: Toledo, OH 12345
	Investments Name: Barbara Jones Address: 35 West 15th St. Address: Toledo, OH 12345

Same Person?

Multiple Accounts?

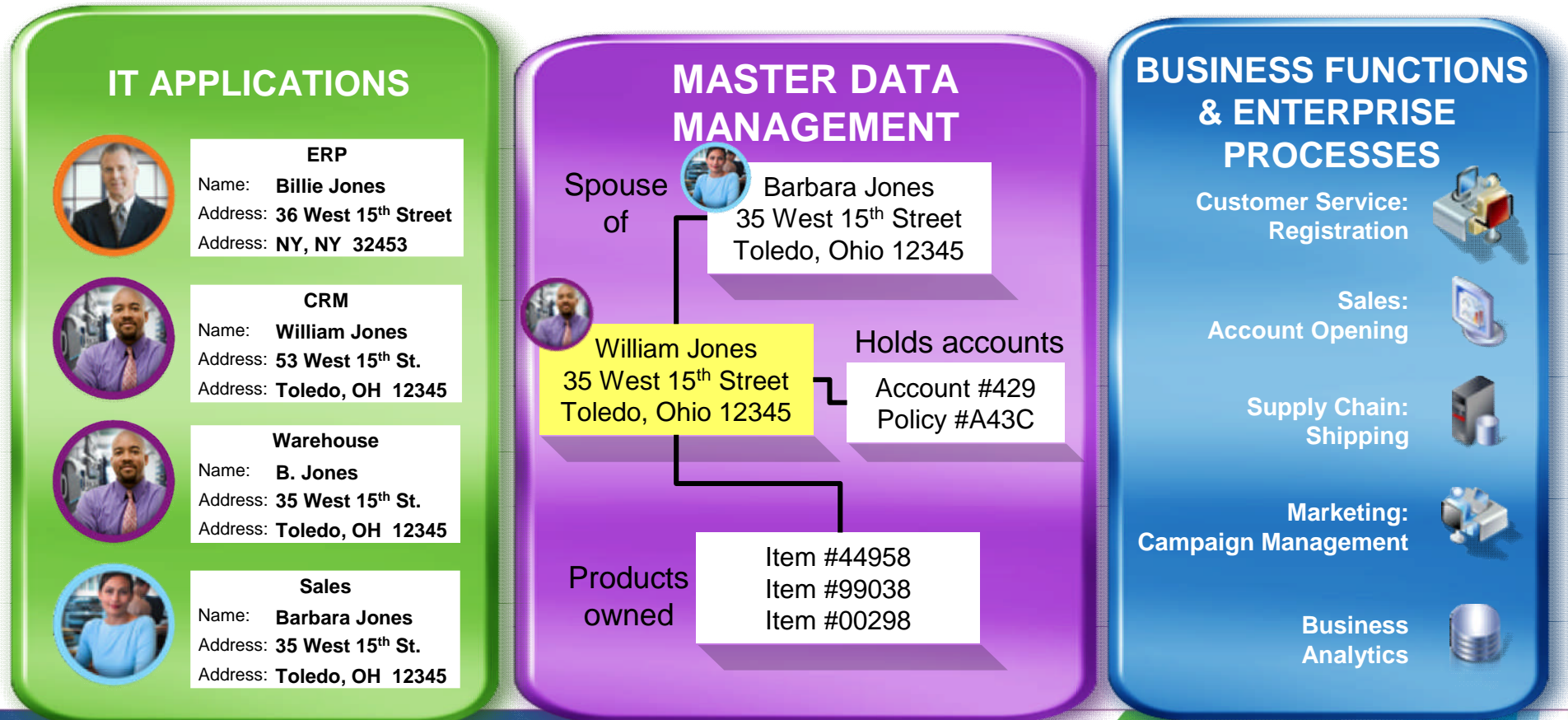
Related?

BUSINESS FUNCTIONS

- Customer Service 
- Sales 
- Supply Chain 
- Marketing 
- Business Analytics 

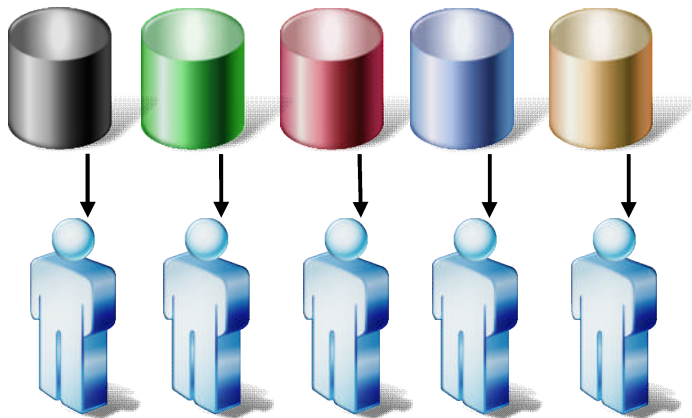
What is Master Data Management?

- A **Discipline** that provides a consistent understanding of master data entities, and their relationships
- A set of **Technologies** that provides mechanisms for consistent use of master data across the organization, prescribed by governance policies
- A set of governance **Practices and Processes** designed to accommodate, control and manage change in your master data assets



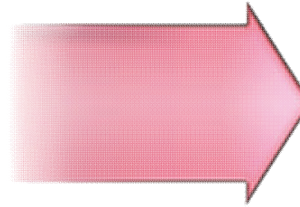
MDM Strategy: Customer/Account Centricity

Account/Policy Centric

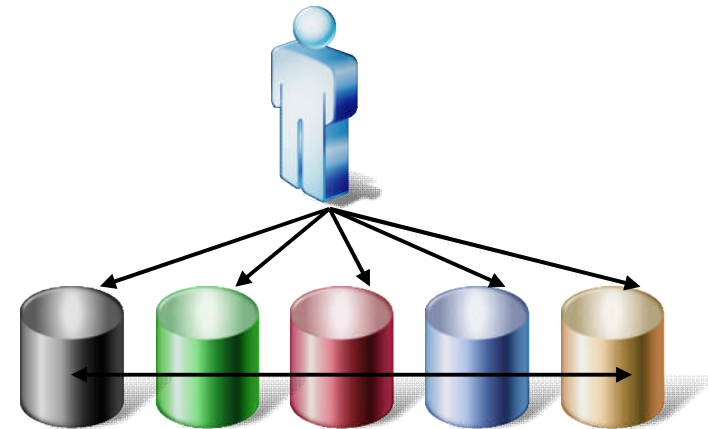


- No complete view
- Minimal understanding of relationships
- Customer may not have consistent experience
- Unrecognized opportunities

MDM



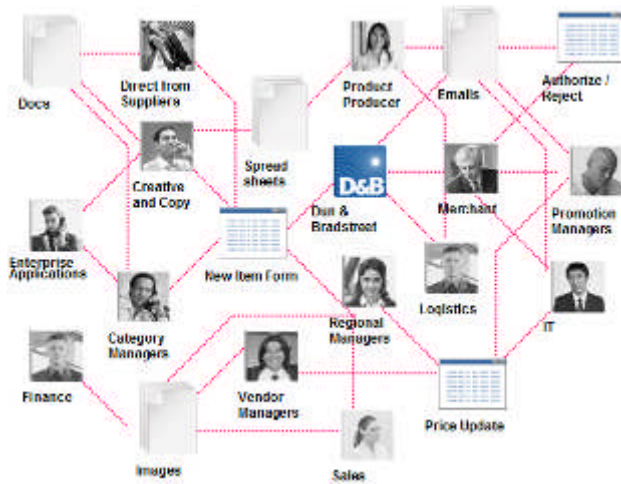
Customer Centric



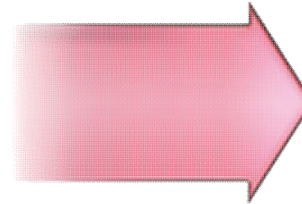
- Complete view
- Understanding of relationships and hierarchies
- Consistent customer experience
- Recognize cross-sell/up-sell opportunities

MDM Strategy: Single View of Product

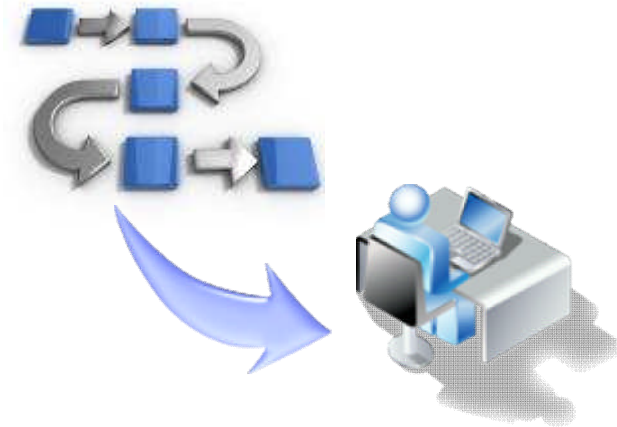
Disconnected Product Information



PIM & MDM



Streamlined Authoring & Access



- No collaborative authoring of products
- Lack of a single view of products
- No synchronization with up/downstream applications
- No ability to publish to commerce sites or product catalogs

- Collaboratively author, aggregate and distribute product information
- Align with and enforce existing business processes
- Access to consistent product information
- Product factory build process (assembly of products)

MDM Strategy: Managing Reference Data

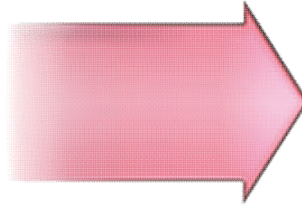
Siloed Reference Data



Gender Code	English	Spanish
0	Not Known	Desconocido
1	Male	Hombre
2	Female	Mujer
9	Not Applicable	No Aplica

- No clear ownership
- Managed in multiple places resulting in duplication and errors
- Lack of standard audit/change process

RDM & MDM

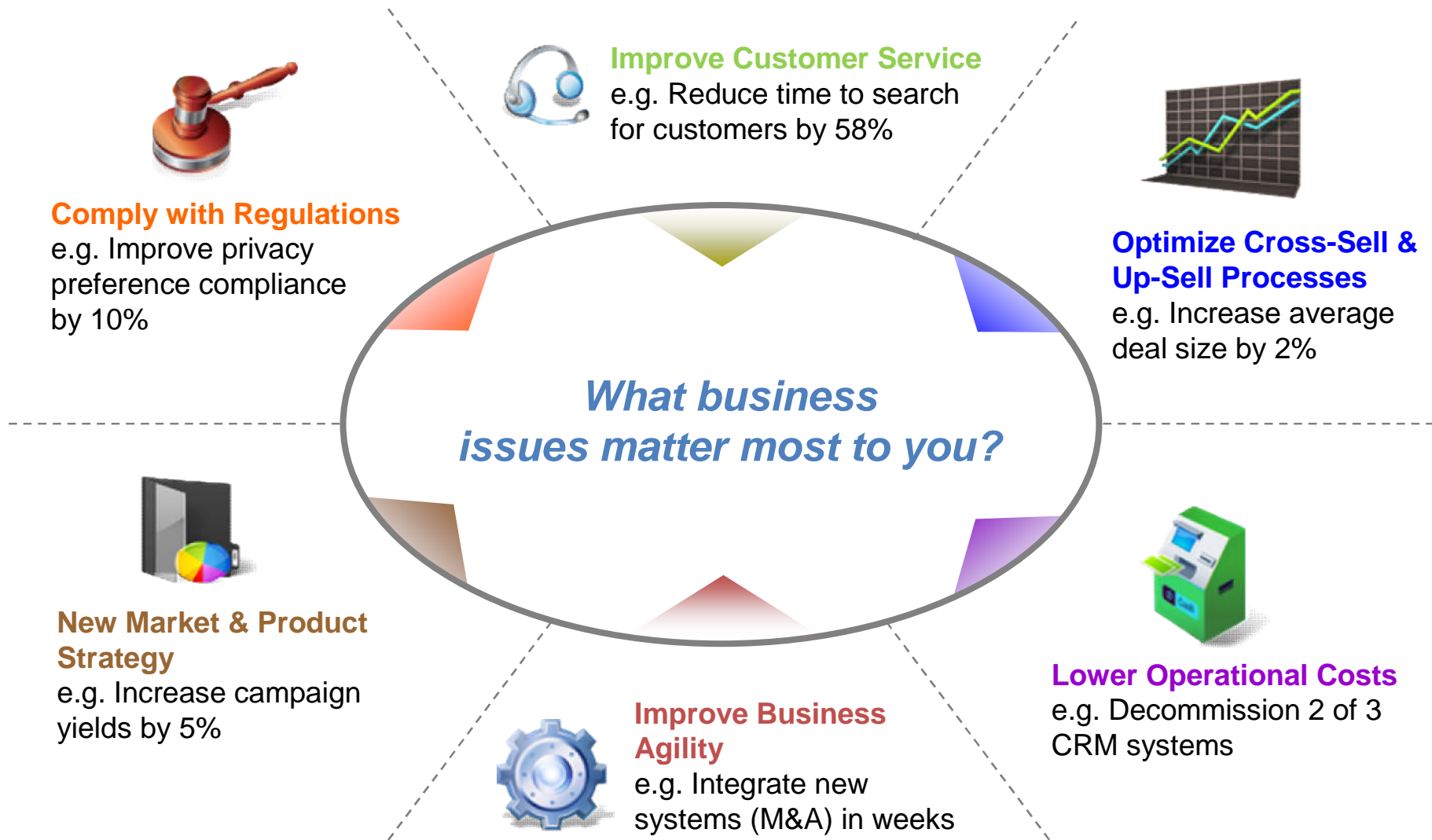


Enterprise Standard



- Role-based, centralized audit, security, and stewardship
- Versioning, mapping, lifecycle and hierarchy management
- Reduced risk, decreased costs, improved reporting, greater agility

Align MDM goals to key business priorities



Address key IT initiatives with MDM



Duplicate data in customer/product master database



Reports based on missing or incorrect information



Incorrect customer addresses used for invoicing process

What IT issues reduce trust?



Enterprise processes using untrusted, inaccurate information result in inefficiency and low quality decisions



Incomplete and inconsistent master data



Aging systems that are difficult to decommission

MDM Industry Use Cases

Healthcare



- Clinical Data Hub
- Multi-domain expansion
- Patient Registration
- Single view of Patient

Retail



- Interactive Marketing
- Advanced Catalog Management
- Customer loyalty program

Telco



- Provisioning and Billing
- Customer Churn
- Network Inventory Master Data

FSS



- Product Bundling
- Regulatory compliance
- Know your customer

Social Services



- Fraud Reduction
- Education – Longitudinal Record

Intelligence/ Policing



- Person screening
- Entity resolution on big data

Manufacturing



- End-consumer relationships
- Parts creation & search
- BOM Consolidation

Insurance



- Policy Management
- Claims Processing
- Customer up-sell

Master Data Management Key Stakeholders

"I need to improve customer-facing processes and service & cost performance."



Business Owners:

- COO/VP Operations
- Chief Marketing Officer/VP Marketing
- VP Customer/Member Service

"I need to manage risk, everything from reputational, legal & operational risk ."



Risk & Compliance:

- VP Risk & Compliance
- Mission Owners
- Analyst & Investigators
- Legal & Regulatory

"We have 20,000 tables from 30 legacy sources to pull data from. It has been a nightmare..."



IT enablers:

- CIO
- Data Architect
- Enterprise Architect
- IT Strategy

"Unprotected data in source systems is only accessed by authorized personal. We can not expose the same thing to business [applications]."



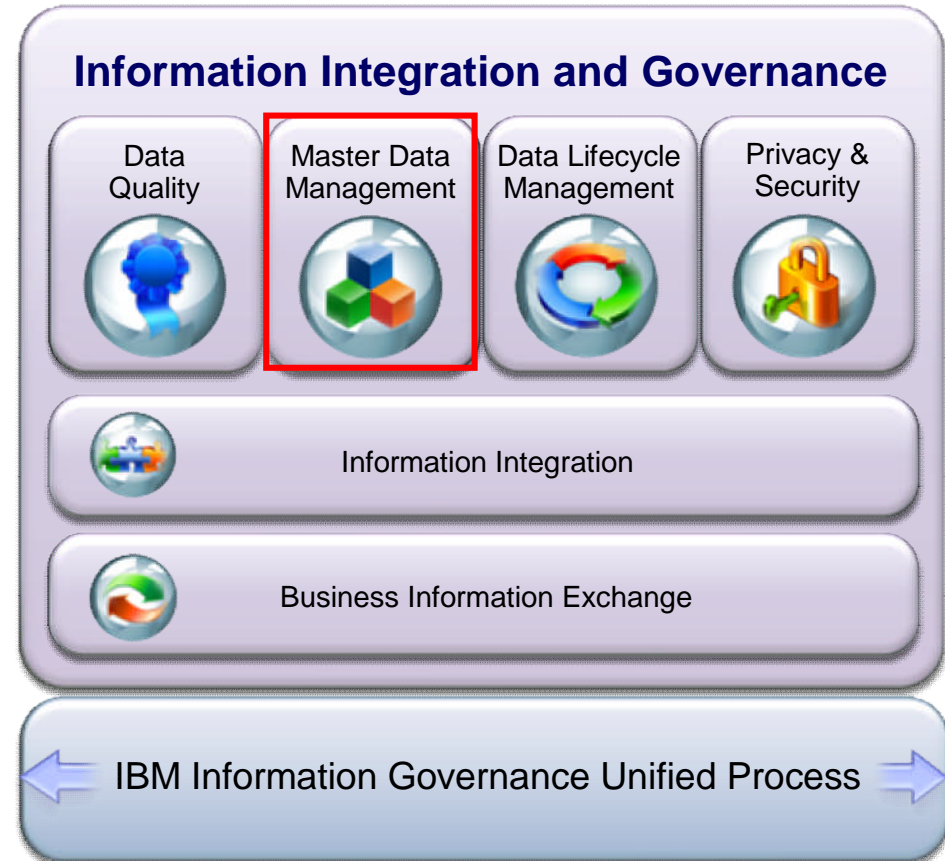
Governance Owners:

- Data Steward
- Financial Steward
- Compliance Manager

IBM InfoSphere information integration and governance platform enables trusted information across the organization

The desire for trusted information drives the requirements for an information integration and governance platform

- Ensure the highest quality information
- Master data into a single view
- Govern data throughout its lifecycle
- Protect and secure all information
- Integrate all data for a common view
- Ensure a single understanding and set of knowledge
- Provide assurances to consuming applications and processes



IBM InfoSphere MDM: 3 core competencies

Purpose: Active usage within applications and business processes

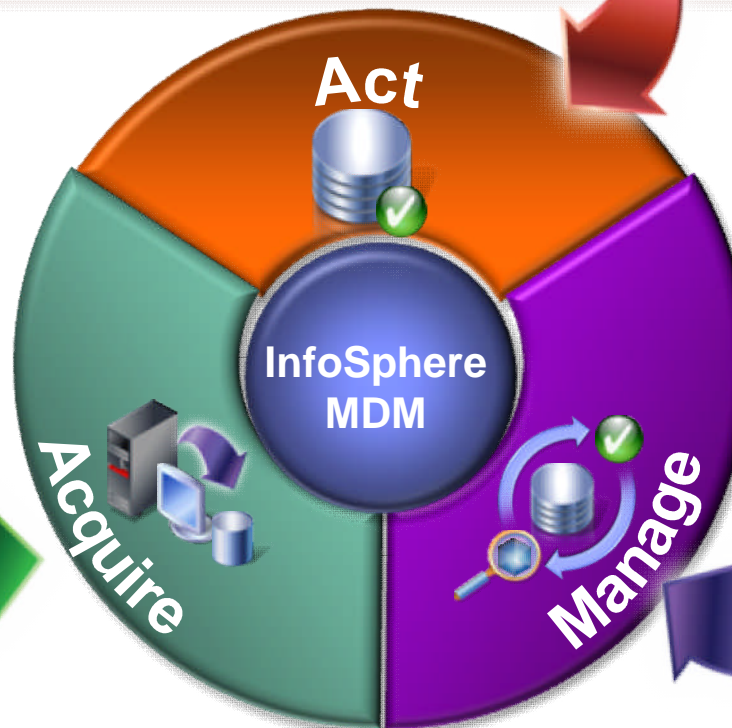
- MDM Business Services
- MDM UIs
- MDM UI generation - widgets/views
- Event notification

Purpose: Setup MDM and acquire source systems

- Discover, Profile, Load
- Configure MDM

Purpose: Create & proactively maintain master data

- Data quality and matching
- Multi-domain data
- Enrich core master data



IBM InfoSphere MDM

Proven, Trusted capabilities with 4 different editions to meet your specific needs

Enterprise Edition

Comprehensive

address all your MDM needs with a single comprehensive solution

Advanced Edition

Strategic

strategically transform your organization through improved business processes and applications

Standard Edition

Quickest Time to Value

delivers business value for MDM projects with the quickest time to value

Collaborative Edition

Collaborative Authoring

streamline workflow activities across users involved in authoring and defining master information

Additional Components:

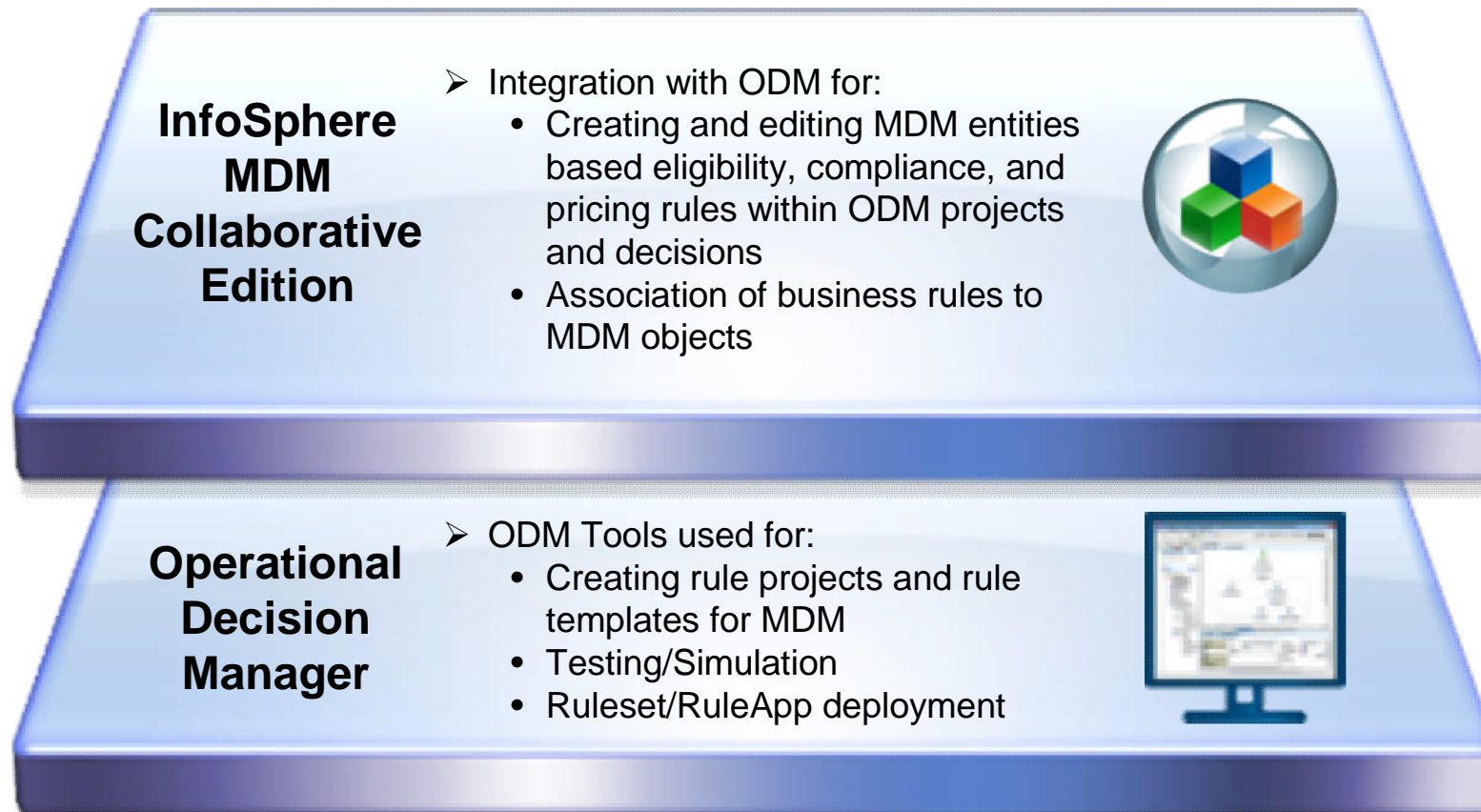
Reference Data Management

Manage and define reference data as an enterprise standard

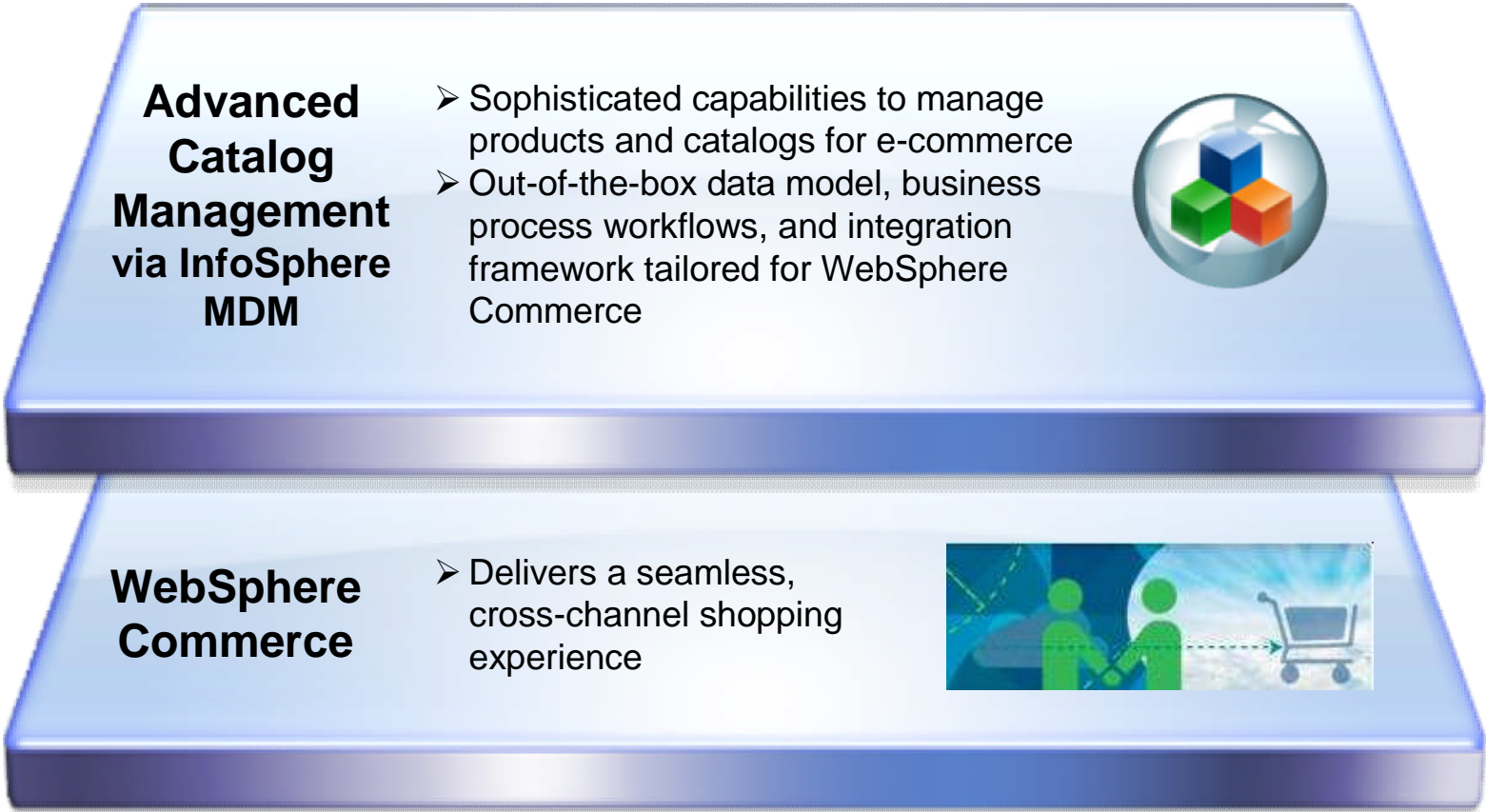
Custom Domain Hub (Stand Alone)

Enables delivery of trusted information based on custom data domains

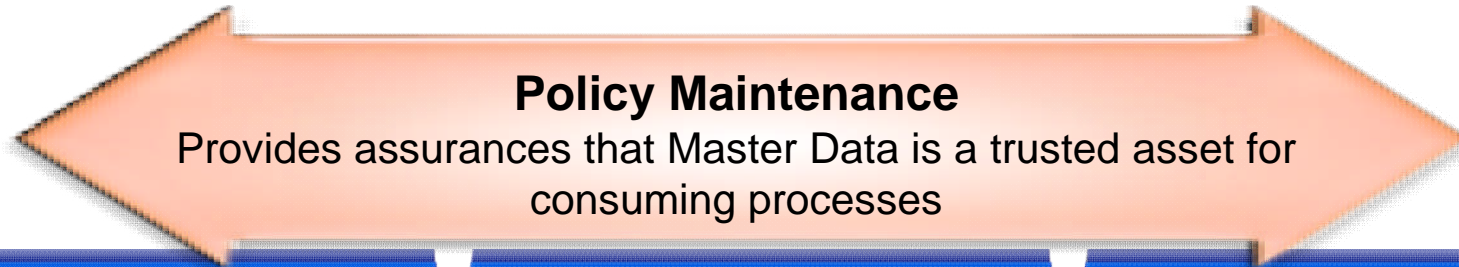
A single interface for Rule Authoring with MDM



Improve eCommerce Operations with MDM



IBM InfoSphere Master Data Policy Management



Policy Administration

- Define Monitoring Policies
- Define Entity and Record Remediation Policies

Policy Enforcement

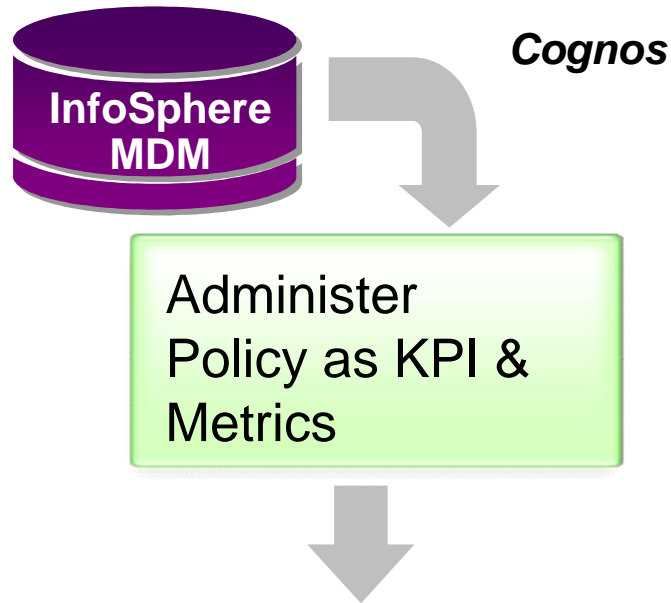
- Model Agile Remediation Processes and Activities
- Execute Data Policies Decisions on Master Data
- Collaborative Remediation of Policy Violations

Policy Monitoring

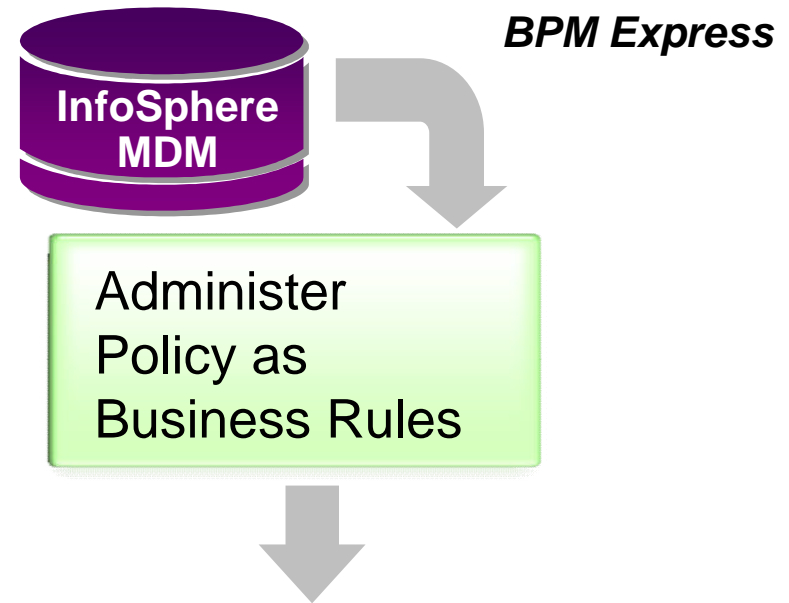
- Monitor Aggregated Policy Metrics Dashboard
- Review Policy Violations
- Publish Alerts and Notifications

Master Data Policy Monitoring & Enforcement

Policy Monitoring



Policy Enforcement



- Monitor master data
- Early issues recognition
- Inform remediation policies



- Workload distribution & assignment
- OOTB Remediation processes and activities
- Integration Toolkit

Why IBM?

InfoSphere Master Data Management

Create trusted views of your master data to improve applications and business processes.



Most Comprehensive

- All domains
- All styles
- All use cases
- All industries
- Fully Pre-Built or Build it Yourself

Best Solution for Real Time Processes

- Optimized for real time
- Business Services
- BPM Express
- MDM Powered Application Toolkit

Quickest Time to Value

- For your chosen implementation
 - Registry
 - Hybrid
 - Transactional
 - Collaborative Authoring

Proven with the Deepest Experience

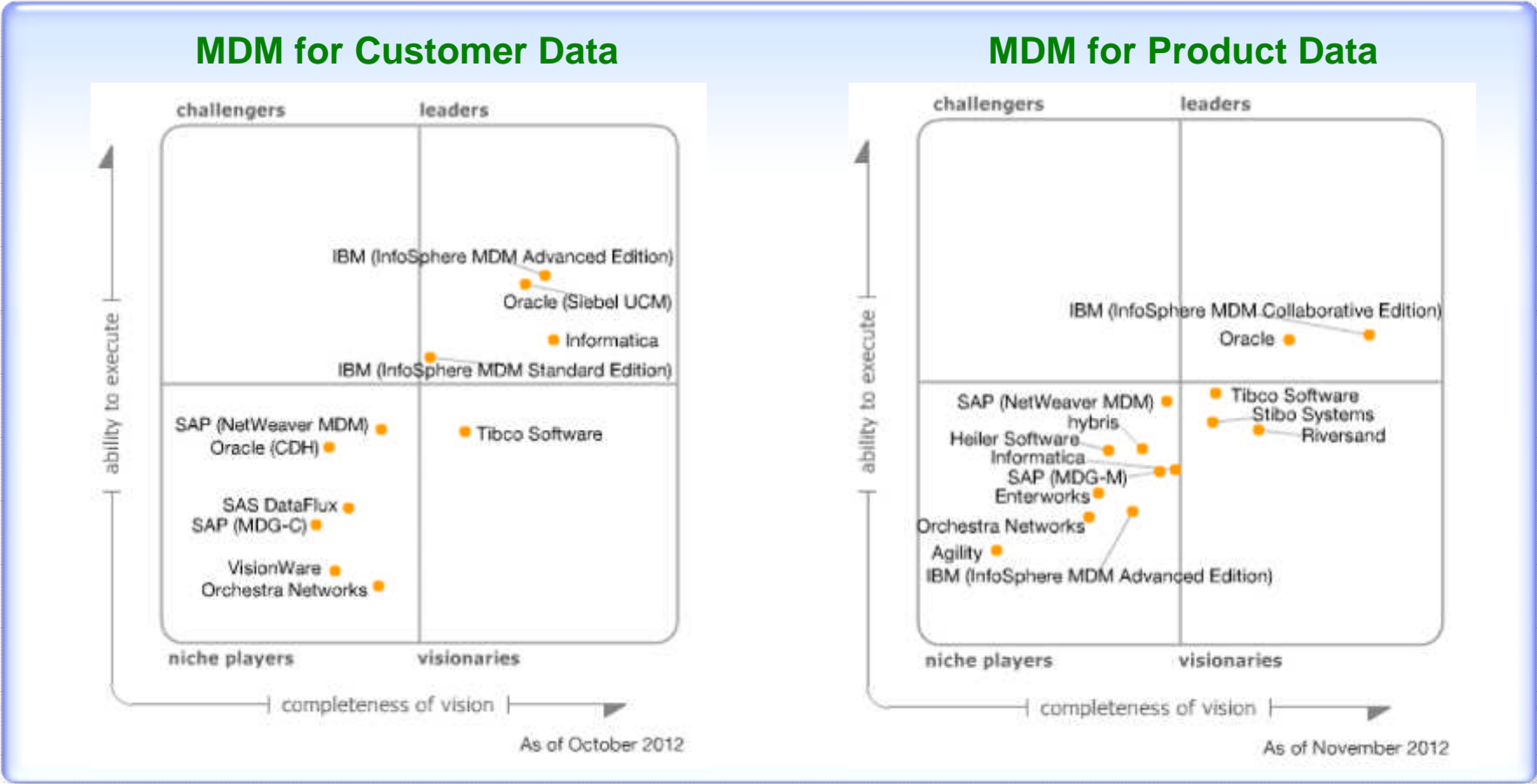
- #1 market share
- 800 + customers
- Lowest risk
- Global reach
- IBM Information Governance Workshops

InfoSphere MDM is the Market Leader

- #1 market share (Gartner, Sep 2011)
- 800+ customers across a variety of different industries
- Clients with 10+ years in production
- Recognized MDM leader in
 - Banking
 - Insurance
 - Healthcare
 - Government
- A single unified offering across
 - All domains
 - All use cases
 - All implementation styles
 - All industries



Gartner Magic Quadrants 2012



Gartner estimates that IBM is the market share leader, followed by Oracle, Informatica, SAP and Tibco

[Link to MQ reports](#)

IBM InfoSphere MDM provides integrated capabilities across various IBM products



- Platform for data governance and stewardship (formerly Lombardi)

Operational Decision Management

- Complements and extends MDM which is now enabled to author and update product/item related business rules (formerly iLog)



- Embeds MDM entity analytics capabilities, and is also a consumer of master data for general predictive analytics use cases



- MDM uses Cognos for providing operational, stewardship, and governance reports



- Compliments MDM by providing data auditing and vulnerability assessment capabilities for MDM implementations



- Compliments MDM by providing data archiving and Data Privacy capabilities for MDM implementations



- Leverages master data for improved customer segmentation and real-time, interactive marketing offers



- Leverages master data for more accurate customer and product data dimensions



- MDM complements the product catalog management capabilities of Sterling Commerce/WebSphere Commerce for greater flexibility



- Provides MDM a new source of customer information built up from online profiles based on web cookie data



- Enables connectivity for MDM customers with hundreds of cloud and on-premise apps and enables customers to go-live faster in days.

IBM is investing significantly to client success

- **\$16B+** in acquisitions since 2005
- **10,000+** technical professionals
 - **~8000** dedicated consultants
- **27,000+** business partner certifications
 - **8** Analytics Solutions Centers
- **100** analytics-based research assets;
almost **300** researchers

2012



2005

Ascential FILENET



Thank
YOU

IBM Software

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