IBM InfoSphere MDM

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Master Data Management Defined

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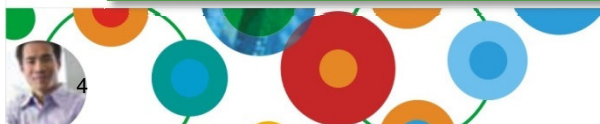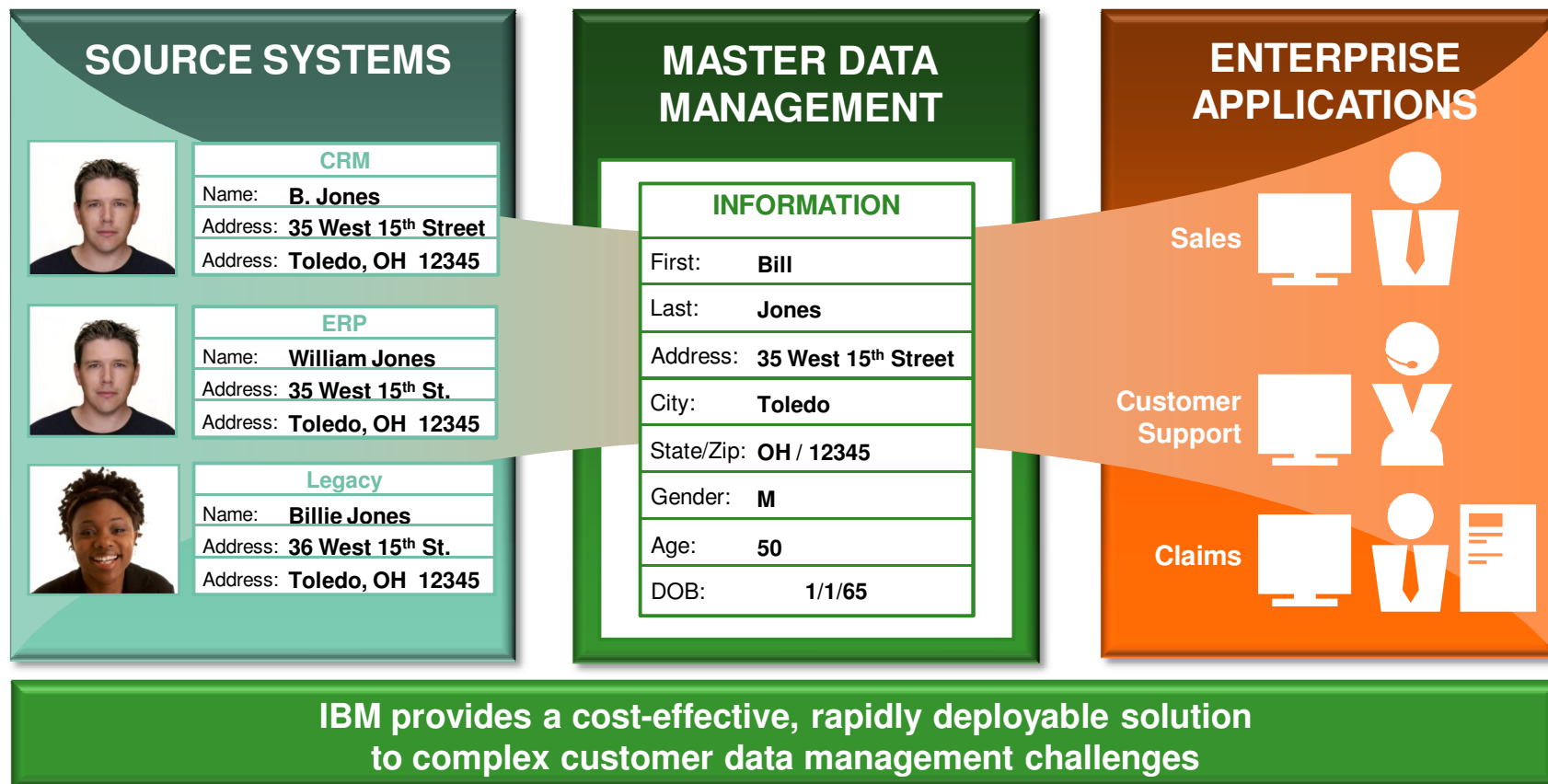
What is Master Data? Why is it important?

- **Master data** is a subset of all enterprise data

- **Master data** is the high-value, core information used to support critical business processes across the enterprise

- **Master Data** is information about customers, suppliers, partners, products, materials, employees, accounts and more

- **Master Data** is at the heart of every business transaction, application and decision

Master data

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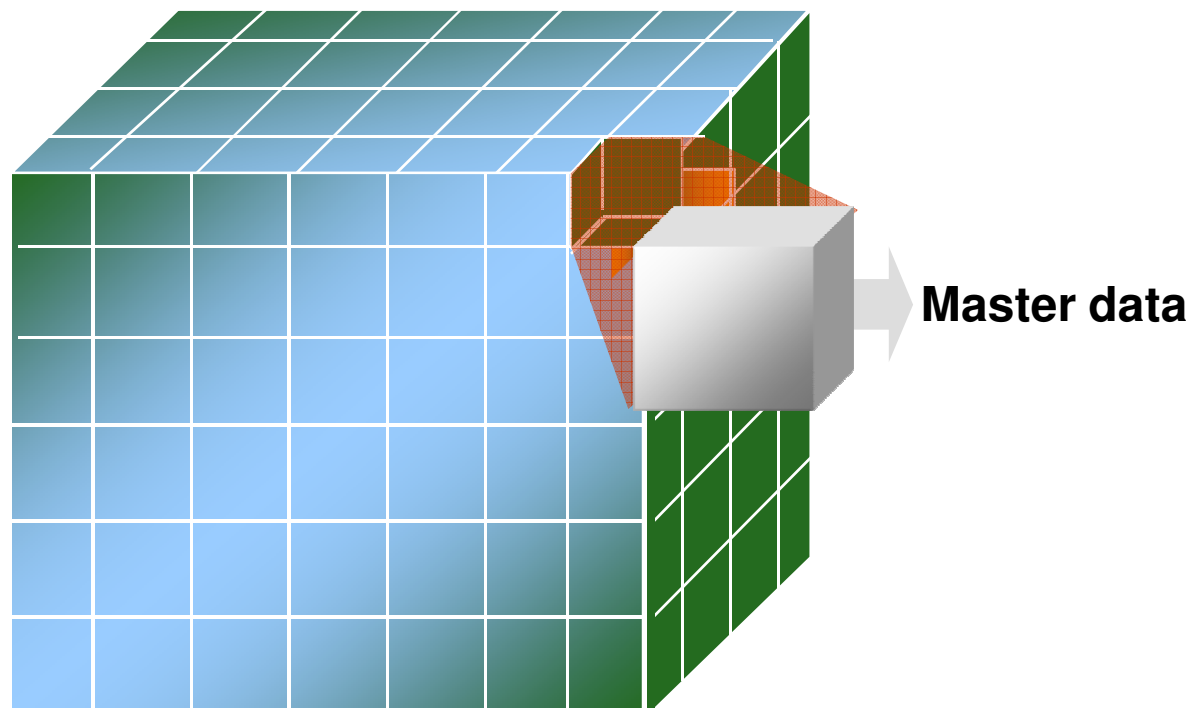
What is Master Data Management?

- A discipline that provides a consistent understanding of master data entities
- A set of functionality for data governance that provides mechanisms & governance for consistent use of master data across the organization
- Is designed to accommodate, control and manage change

SOURCE SYSTEMS

CRM
Name:	**B. Jones**
Address:	**35 West 15th Street**
Address:	**Toledo, OH 12345**

ERP
Name:	**William Jones**
Address:	**35 West 15th St.**
Address:	**Toledo, OH 12345**

Legacy
Name:	**Billie Jones**
Address:	**36 West 15th St.**
Address:	**Toledo, OH 12345**

MASTER DATA MANAGEMENT

INFORMATION
First:	**Bill**
Last:	**Jones**
Address:	**35 West 15th Street**
City:	**Toledo**
State/Zip:	**OH / 12345**
Gender:	**M**
Age:	**50**
DOB:	**1/1/65**

ENTERPRISE APPLICATIONS

Sales

Customer Support

Claims

IBM provides a cost-effective, rapidly deployable solution to complex customer data management challenges

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Business Drivers...Business Value

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Importance of the business case

"Building a business case for MDM is often more challenging than other technology initiatives, such as enterprise resource planning (ERP) implementations or business intelligence consolidation initiatives, which often provide transparent efficiencies and cost savings. MDM, by definition, supports other technology and business process investments and does not in itself return business value."

– Forrester 2008

Business challenges associated with MDM

Lower operational costs

Improve strategic decision making & business agility
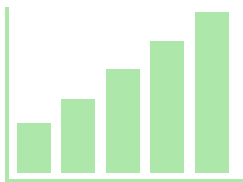
Improve customer service and customer intimacy

Master Data Management

Enter new markets, introduce new products, gain new customers

Cross-sell & Up-sell

Comply with regulatory requirements and reduce risk
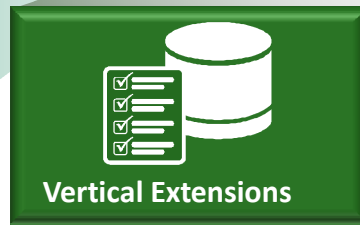
Why do customers choose IBM?

IBM® InfoSphere™ MDM

Adaptive

- Addresses business and IT requirements
- Out of the box functionality
- Configuration and customization facilities

Vertical Extensions

- Pre-built and extensible data model for parties – insurance and banking
- Pre-configured data models and configurations for Healthcare – patient, provider data

Time to Value

- Fastest, lowest cost deployments for all styles of MDM
- Proven return on investment

Performance, Scale & Accuracy

- Strong references, including high workload and high transaction rates
- Proof points with very high volumes
- Employs deterministic and advanced statistical techniques to resolve data quality issues

Comprehensive

- Extensible data model supporting Party, Product, Account and other domains and cross domain relationships
- Rich pre-built business services
- Supports multiple architecture and deployment approaches to MDM

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Business drivers

Revenue

- Identify cross-sell, up-sell opportunities
- Customize product offerings and bundles
- Introduce new products quickly
- Identify high value customers
- Improve customer retention

Agility/Strategic Initiative

- Consolidate data from silos/Integrate new systems quickly (M&A)
- Meet demands of new business channels
- Grow with the business
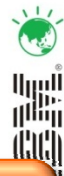- Identify key relationships and hierarchies

Cost

- Automate manual business processes
- Reduce data errors
- Eliminate excess mailings
- Identify risk (credit)
- Supports system consolidation initiatives

Compliance

- Reduce risk
- Control access to data
- Adhere to government and corporate regulations
- Manage customer privacy preferences

Business drivers – customer examples

Revenue

Qwest Telecommunications

- Leveraged MDM to increase revenue by getting products to market faster than competitors
- Revenue increase over $10M if time to market is reduced by 2 weeks

Strategic Initiatives

MetLife

- Shifted from policy-centric systems to customer-centric strategy
- Faster time to market with new services and offerings due to real-time availability of key data

Cost

Panasonic

- Reduced the time for creating and maintaining product information by up to 50%
- Reduced data entry errors from 5% to 0.1 %; saves €2 million per year

Compliance

Intuit

- Recognized a 300% increase in customer privacy compliance across the entire organization
- MDM created single point of management for a global Intuit identifier for each party

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