



# Information Management

InfoSphere Master Data Management Server for System z

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**Information Management** software

## *Agenda*

- *MDM Market Overview*
- *InfoSphere MDM Server Overview*
- *Why Consider IBM MDM?*

# Information On Demand Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability    Financial Risk Insight    Workforce Optimization    Dynamic Supply Chain    Multi-Channel Marketing

**Business Optimization**

## Better Business Outcomes

Dynamic Business optimization Requires these functions



Flexible Architecture for Leveraging Existing Investments

Leverage information to better understand and optimize business performance

Establish accurate, trusted information for a single version of the truth, managed over time

Manage data and content over its lifecycle and as part of processes

Other Information & Application Sources

# Trusted Information Is The Core Of Business Optimization



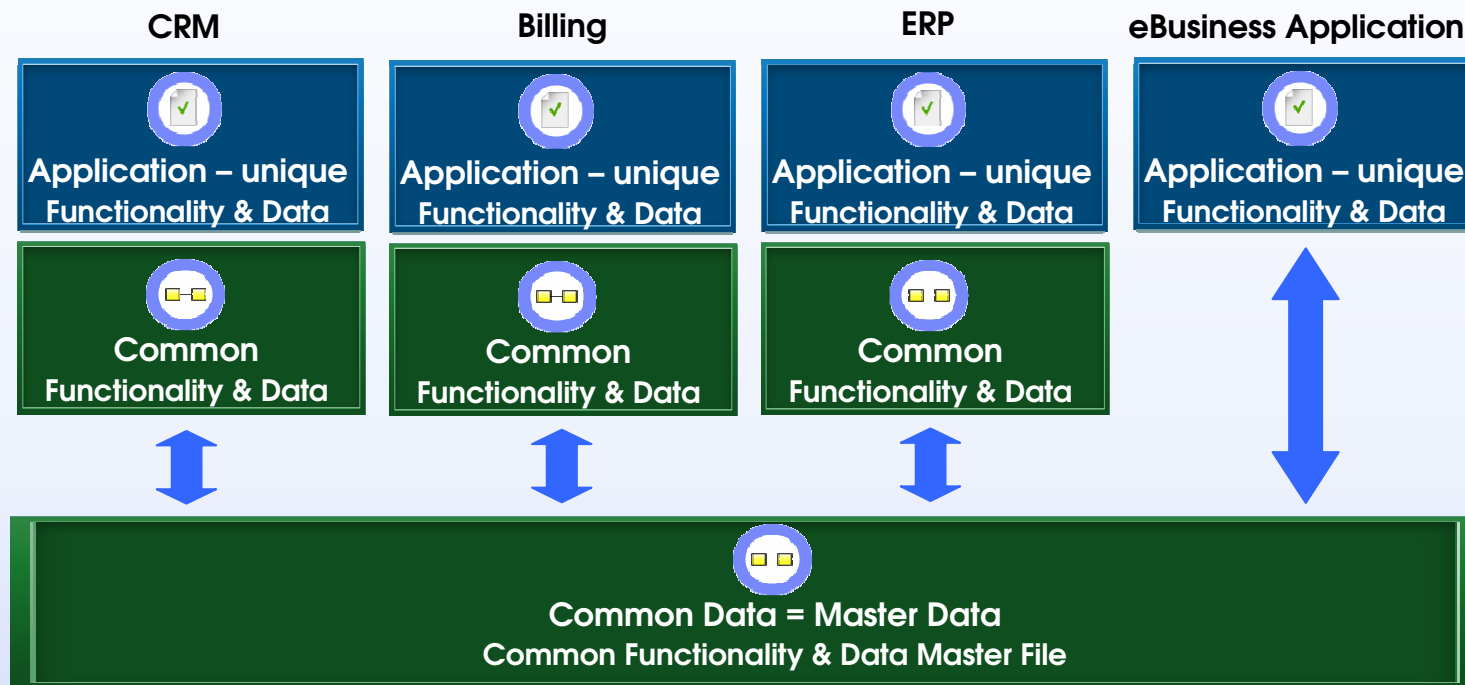
## What is Master Data?

- **High value information that a company uses across their business**
  - customers, suppliers, partners, products, materials, bill of materials, chart of accounts, location and employees
- **The challenge companies have is master data is scattered throughout their enterprise and there is no consistent view of master data**



## What is Master Data Management?

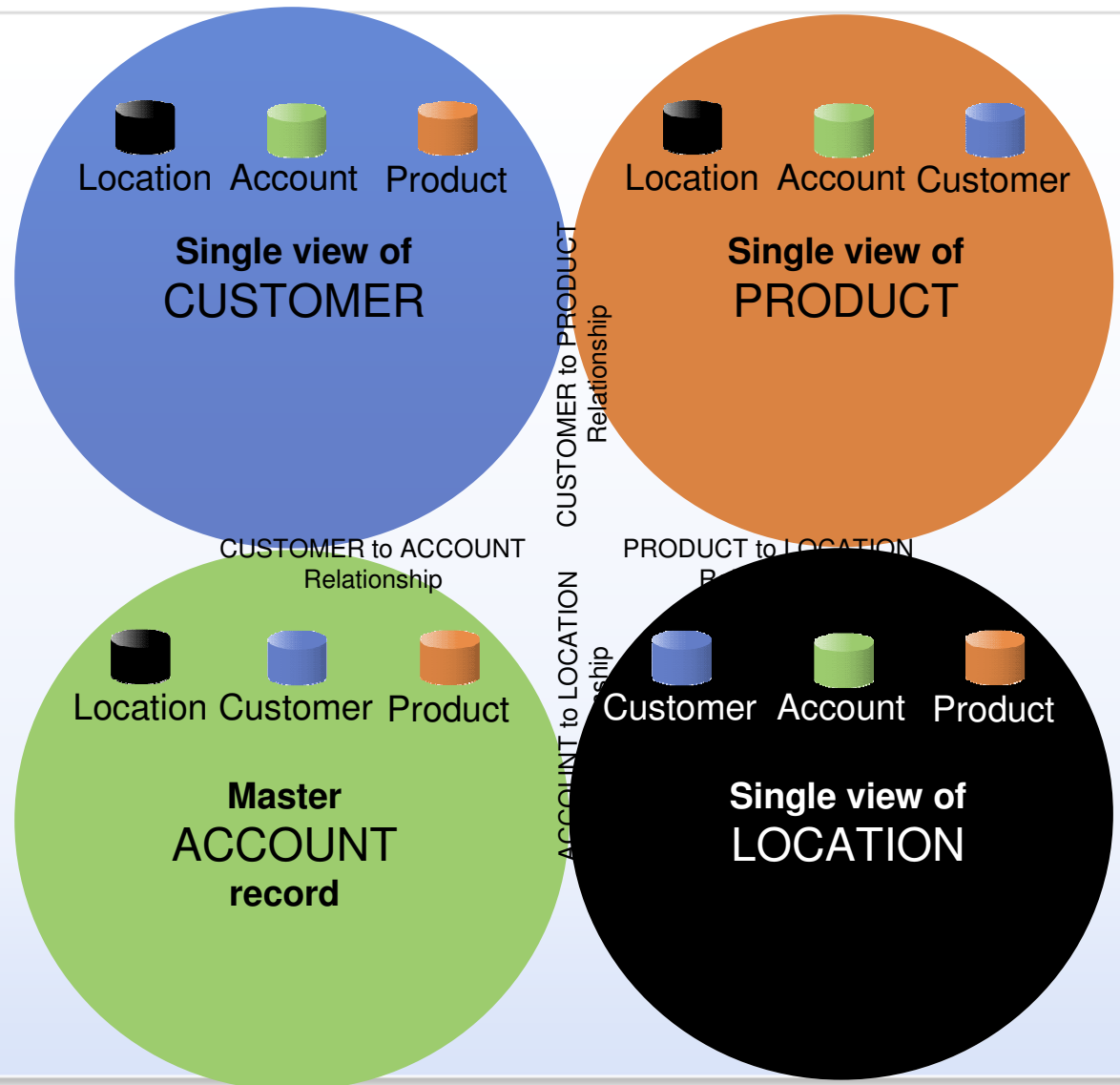
- **Provides a consistent understanding and trust of master data entities**
- **Provides mechanisms for consistent use of master data across the organization**
- **Is designed to accommodate and manage change**



## The Evolution of the MDM Market

### Client Demand for MDM right now

- Organizations recognize the commonality among MDM projects
- The market requires a common MDM strategy and application
- Clients continue to identify a starting point, often a single domain, and plan to grow over time



# IBM Multiform Master Data Management Provides Key Data for Critical Business Processes

## Types of Master Data

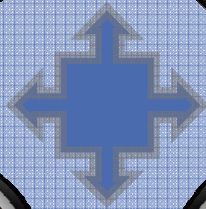
Product



Party



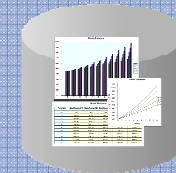
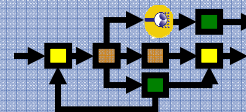
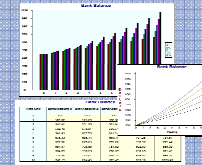
Account



Location



## Uses of Master Data



**Multiform MDM is IBM's strategy to help you understand and manage the intersection of complex relationships across domains.**



## *Business Value of MDM*



**MDM delivers the functionality to manage key business facts that have a significant impact on the most important business processes, allowing the organization to:**

### **Increase Revenue and Customer Retention**

- Leverage cross-sell and Up-Sell opportunities
- Identify the most valuable customers to provide differentiated service

### **Cost Reduction and Avoidance**

- Introduce New Products more quickly reducing time to market
- Streamline and automate business processes for greater efficiency

### **Increase Flexibility to Support Existing and new Business Strategy**

- Meet the dynamic requirements of the business with an SOA architecture
- Support New Strategic initiatives such as M&A with an integrated framework

### **Meet Compliance Requirements and Reduce Risk Exposure**

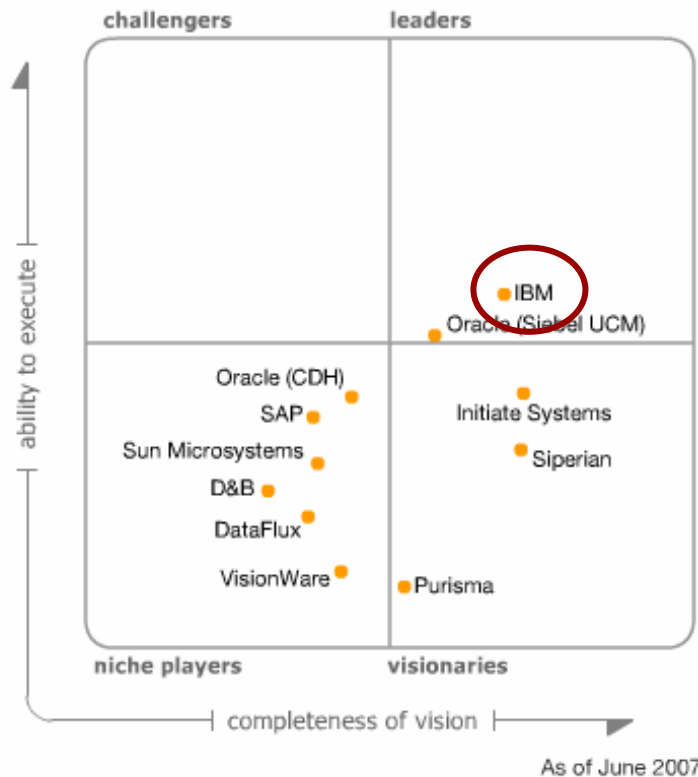
- Capture and manage net new elements such as Privacy Preferences
- Proactively uncover and action fraud risk

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# Delivering on the Requirements

## The IBM Master Data Management Portfolio



- *Recognized leader in all aspects of Master Data Management*
- *Complete operational master data management cross-domains*
- *Full Product Information Management capabilities*
- *Significant out-of-the-box functionality*

**IBM Master Data Management Offerings**

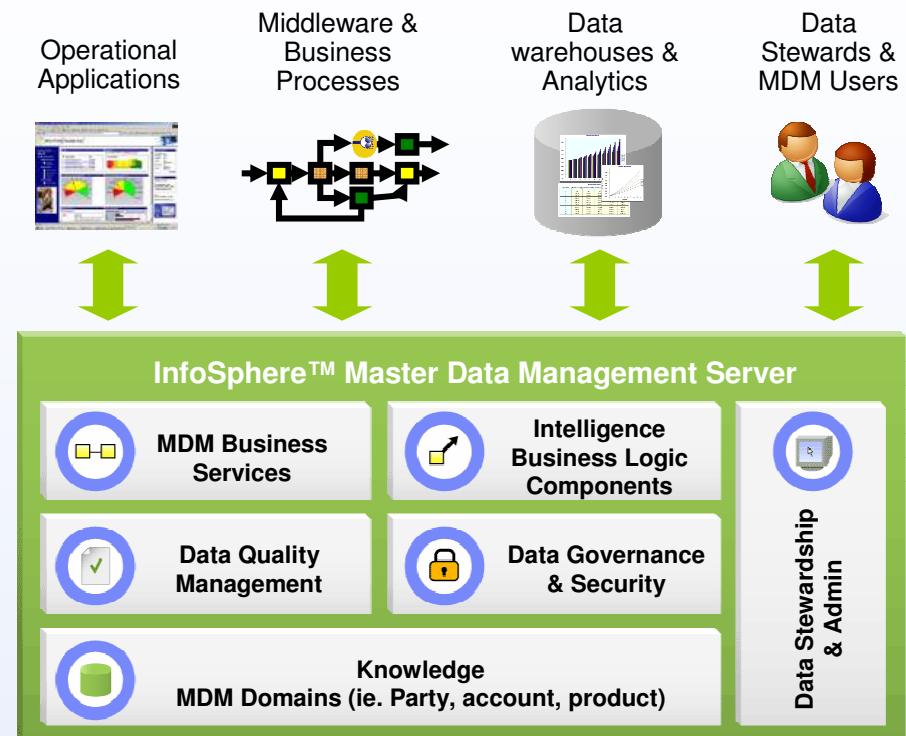
**InfoSphere™  
Master Data  
Management  
Server**

**InfoSphere™  
Master Data  
Management  
Server for Product  
Information Mgt**

- *Scales readily – from tactical to strategic enterprise initiatives*

## IBM InfoSphere MDM Server Value Proposition

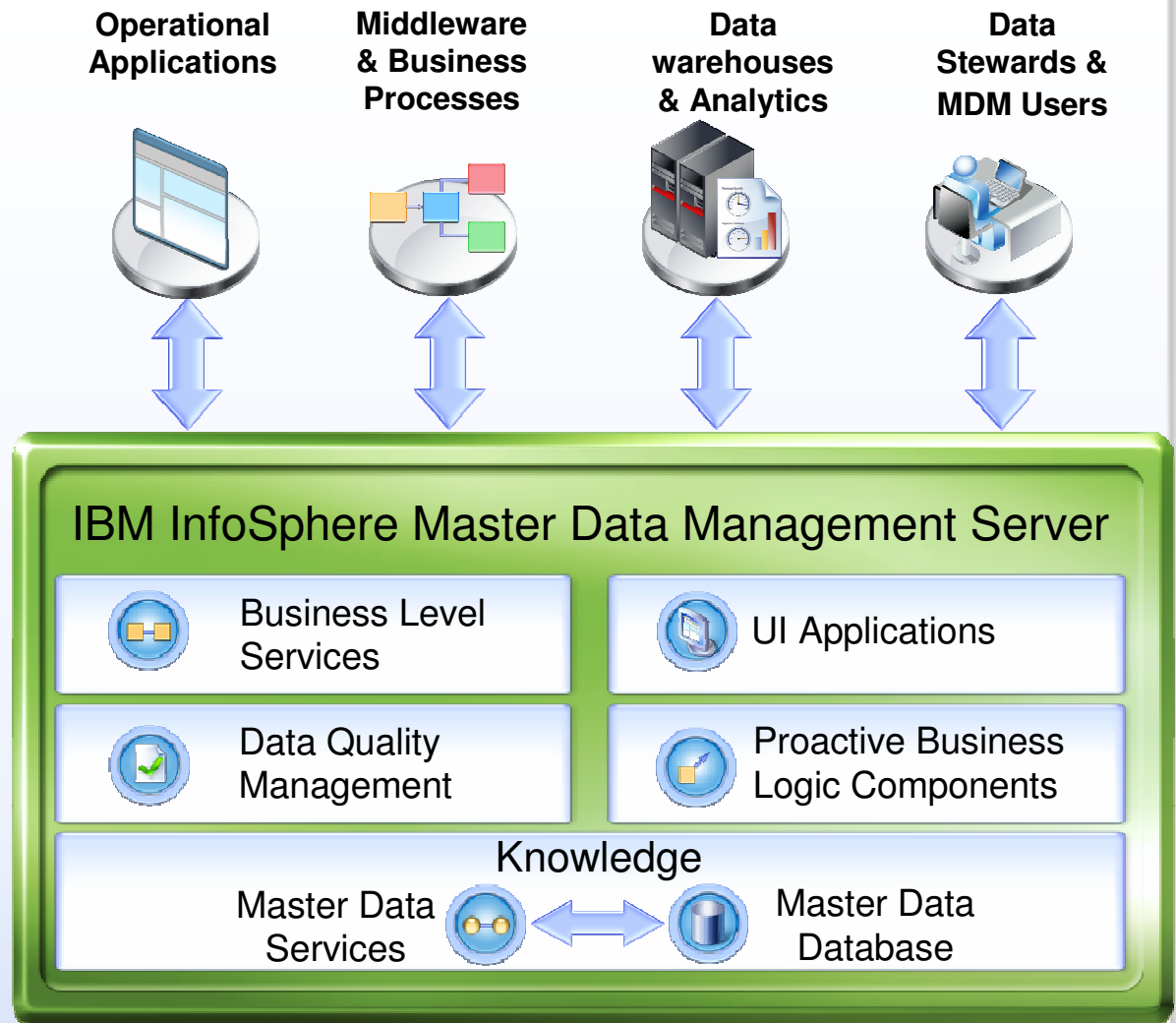
- **The first multi-domain, multi-function MDM product in the market**
- **Packaged to address all types of MDM implementations**
  - From small “registry” projects through to strategic “transaction-hub” deployments
  - Allows clients to grow as required by implementing existing functionality
  - Significantly lowers client risk and time/cost to implement
- **Enables as an SOA Library - 800 pre-packaged business services**
  - Significant out of the box product functionality
  - Reduces total cost of ownership
- **Provides leading performance & scalability**



# IBM InfoSphere MDM Server

## Wide audience of users of master data

- **There are many users of master data**
- **They have very different usage requirements for master data**
- **5 key requirements for MDM**
  - Unified multi-domain master data base
  - SOA – business services designed from the user's POV (not a database POV)
  - User Interface applications designed for MDM users
  - Data Quality & logic to maintain data
  - Proactive business logic to make MDM an active participant in the data lifecycle



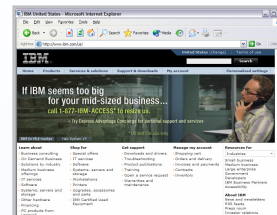
# The Challenge: Inconsistent Customer Treatment Across Channels



Priya Kapoor...

- Is a high value web customer
- Yet... to the call center she is completely unknown
- Priya calls the call center
- The call center does not view Priya as High Value customer
- She is not offered the promotion she deserves, published at the web site
- Silo'ed views of customer information lead to inconsistent customer service.

## Web Site



**Name: Priya Kapoor**

**Address: 437 Easy St**

**Sales History: Product 1234, 5748**

**Customer Value: High**

## Contact Center



**Name:**

**Address**

**Preferences:**

## POS Store



**Name: P Kapoor**

**Address: 123 Main St**

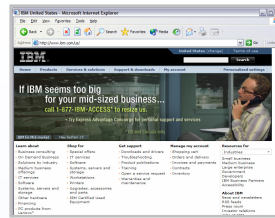
**Sales History: Product 6574**

*Ensure consistent customer treatment across multiple channels*

*The Solution: Gain A Single View of Customer for the right information at the right place at the right time*

- **Complete and current information about the customer – in real time**
- **Each channel can provide a personalized experience**
- **All customer interaction points are enabled**
- **Event-triggered business processes**
- **Once-and-done processing across the enterprise**

**Web Site**



**Contact Center**



**Data Warehouse**



**InfoSphere Master Data Management Server™**

<b>Name:</b> Jane F. Smith	<b>Interaction History:</b> Service Issue 4/23/06 Web Order 2/2/06 Store Order 1/5/06	<b>Demographics:</b> Income - \$100,000 Interests - Running Age - 41
<b>Address:</b> Home - 123 Main St Billing – 437 Easy St	<b>Relationships</b> Household Daughter – Jenny Husband – John Employer – IBM	<b>Life Events:</b> Daughters Birthday Wedding Anniversary
<b>X-Sell / Up-Sell</b> Products: 5432, 4355	<b>Customer Value:</b> High	<b>Agreements &amp; Contracts</b>
<b>Privacy Preferences:</b> Solicitation - No	<b>Identifier IDs</b>	
<b>Sales History:</b> Product 1234, 5748, 6574		



## Benefits of MDM under Linux on Z

- **Full MDM Server Function available**
  - Common code base and data
- **Runs on IFL – so traditional sw license costs unaffected**
- **Can run under z/VM for improved resource utilization targetting high utilization levels > 85% and HA**
- **Benefits from I/O offloading and Hyperchannel communications**
  - WebServices, JMS/MQ, database
  - Closer to enterprise data
- **Network simplification**
- **Easy to support multiple images for development/staging**
- **Reduced admin costs, physical space, power, cooling requirements when compared to more traditional environments (ie x86)**
- **Can be clustered – including geographically dispersed**
- **High availability security – ie LDAP**





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## IBM InfoSphere Master Data Management Server

- *The most experience - numerous proven high volume MDM implementations*
- *Ranked as leader by industry analysts*
- *The most complete MDM application available to the market - significant out-of-the box MDM application functionality*
- *Enables any MDM strategy - simple or the most complex – or anything in between*
- *Allows for phased, multi-style, multi-phased implementation*
- *Begin with our proven rapid start implementation*
- *Evolve to any level of complexity and scale using the same platform, technology and skills*



**MetLife**<sup>®</sup>



**citi**<sup>SM</sup>



Bank of America  Higher Standards



**Honeywell**



  
**Bell**



**PostFinance**



**DIE POST** 



 **Carlson Companies**

## Responding To The New Challenge Customer Care – Telco Success Story



### *A large North American Service Provider*

- ▶ Improve customer service and transform from a product to customer focus
- ▶ Challenges in tracking product/bundling offers, marketing campaigns and client households
- ▶ Complex infrastructure, numerous billing & customer systems with one month latency for data warehouse updates

### **Solution:**

- *The Customer Master File (MDM Server) is the cornerstone of the single view strategy to integrate households, billing and bundling.*
- *CSR's can now serve the customers seamlessly with integrated portfolio, demographic and warehousing information*
- *Publish customer information in a SOA environment with WebSphere Data Stage as the ETL tool*

### **Solution Results:**

- Improved marketing campaigns as a result of updated customer account and relationship information.
- Ability to quickly identify & classify customers at the CSR level resulting in offers that accurately represent segment and customer profile
- Enhanced experience for customers leading to increased loyalty and reduced “churn”
- Reduced administrative costs through improved efficiencies

## Responding To The Challenge

### Customer Care - Financial Services Success Story

#### Large Regional US Bank

- ▶ Needed the ability to store ATM customer preferences without significant costs
- ▶ Needed a foundational application to replace their existing core banking CIF system
- ▶ Needed the ability to integrate with the Banking Data Warehouse and with the existing CIF system for Basel II compliance

#### **Solution Value Proposition:**

- *Create a consolidated customer profile and enable customer-centric processing*
- *Manage “new” customer preference data that wasn’t managed in the current CIF*
- *Replace the legacy CIF to reduce maintenance costs while preserving existing application interfaces*

#### **The Solution:**

- Banking Data Warehouse Model
- Business knowledge: Practical Basel II implementation experience
- DB2 Universal Database
- WCC Customer Hub
- Cognos Reporting

#### **Why IBM?**

- Ability to create CDI infrastructure for future projects
- Discussions with references and Financial Services experience
- Completeness of product around Data Model and Services

## Responding To The Challenge

### Customer Care - Financial Services Success Story

#### Large US Insurance Firm



- ▶ Needed a single and consistent source of client information for data quality improvement and once and done processing
- ▶ Needed an enhanced ability to effectively data-mine/target market
- ▶ Needed to efficiently support enterprise initiatives that require a customer-centric approach such as Consolidated Statements, Bank eService, Privacy Act etc

#### **Solution Value Proposition:**

- Increase sales opportunities
- Improve the level of service to clients
- Support compliance requirements
- Create greater efficiencies for the sales office and back office

#### **Solution Results:**

##### **Business Benefits:**

- Increases sales opportunities = 25% of business case (increased cross-selling, tailored offers)
- Customer service = 10% of business case (eService, once and done transactions, client preferences)
- Client management = 15% of business case (decreased compliance liability, client info at point of sale)

##### **IT Benefits:**

- Cost reduction = 50% of business case (service differentiation, reduced mailing errors, consolidated mailings, email capabilities)

*Questions ????*

