IBM Information On Demand Conference 2009

Create, Manage, Govern & Deliver Trusted Information

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Agenda

- Business Problems

- What is Master Data and Master Data Management?

- IBM's MDM Approach

- Benefits to Clients
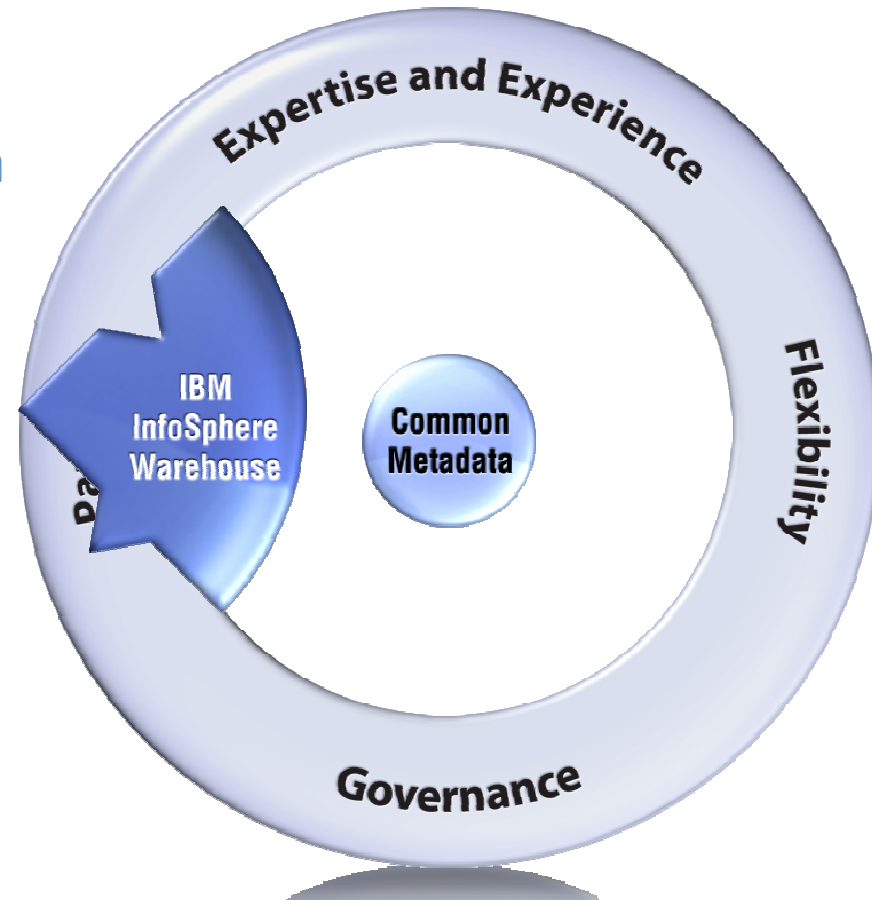
- Q&A

The IBM InfoSphere Vision

InfoSphere™
software

IBM InfoSphere
MDM

An Industry Unique Information Platform

IBM Industry
Models

the delivery of Trusted
on

elerate client value

- romote collaboration

- Mitigate risk

- Modular but In

IBM InfoSphere
Information Server

- Scalable – Proje prise

Expertise and Experience

IBM
InfoSphere
Warehouse

Common
Metadata

Flexibility

Governance

Business scenario – Managing Risk

Business problem:

A Financial Services company with diversified operations. Needed to create a single view of a customer across the enterprise. The main business driver was to gain a complete understanding of risk exposure while increasing customer satisfaction.

Results

- Fragmented view of a customer
- Unable to understand depth of business relationship with their customers
- Lack of trusted information results in poor business decisions

Business scenario drill down with MDM Server
Functionality Utilized

- **Captured risk score for enterprise understanding**
- **Needed SOA and transaction oriented architecture**
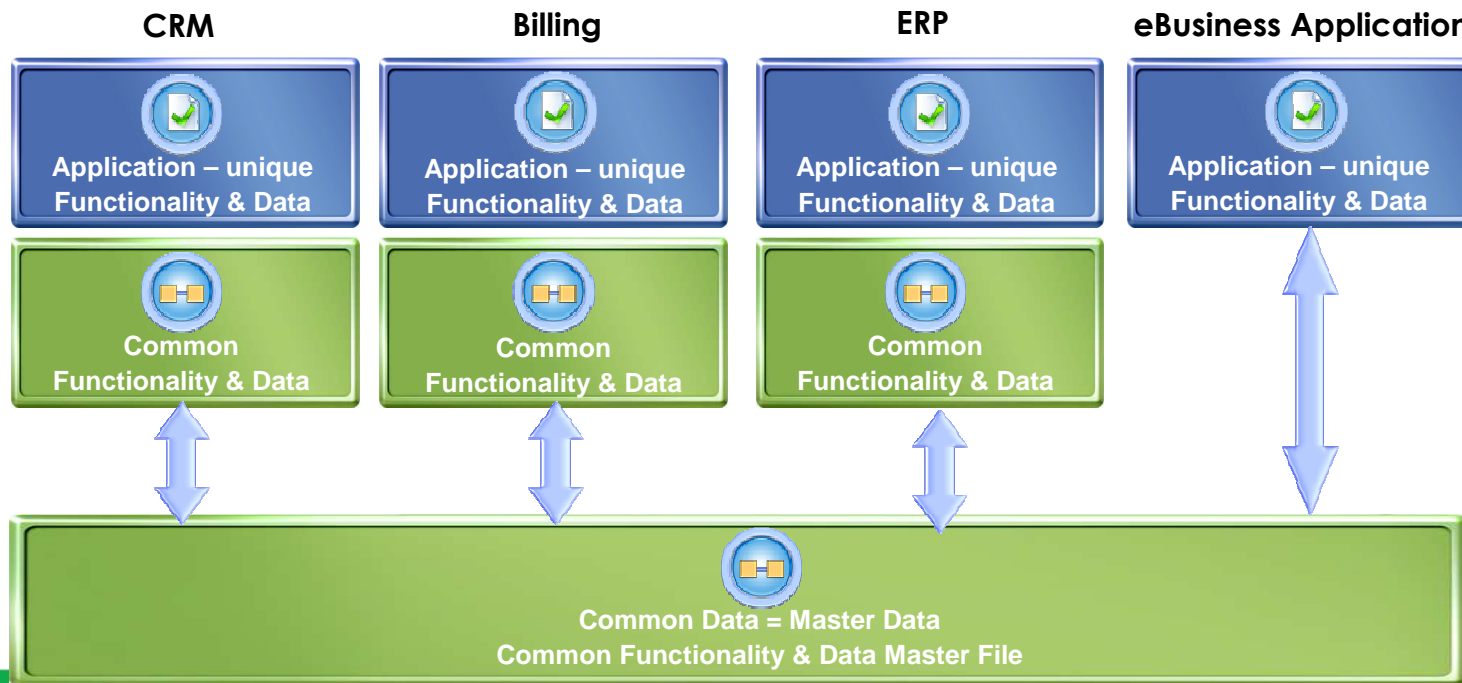- **Integration to heterogeneous environment**
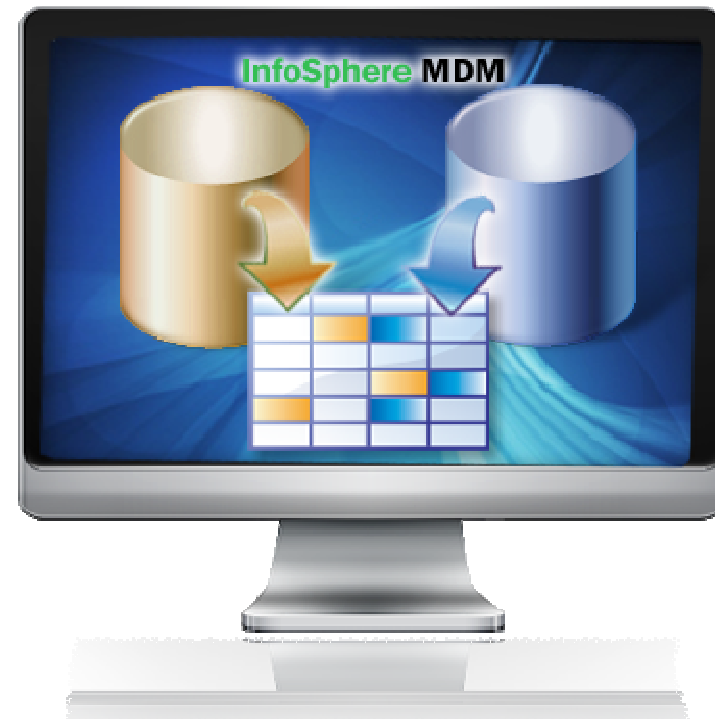
What is Master Data?

- Common info that is of high value 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

CRM

John Jones

112 Main Street

Customer Value – High

Risk Score – Low

Solicit – Do Not Call

Data Warehouse

John William Jones

1500 Industrial Drive

Customer Value – High

Risk Score - High

Solicit – No data

Legacy Application

J. Jones

112 Main Street

Customer Value – Low

Risk Score – High

Solicit – Do Not Call
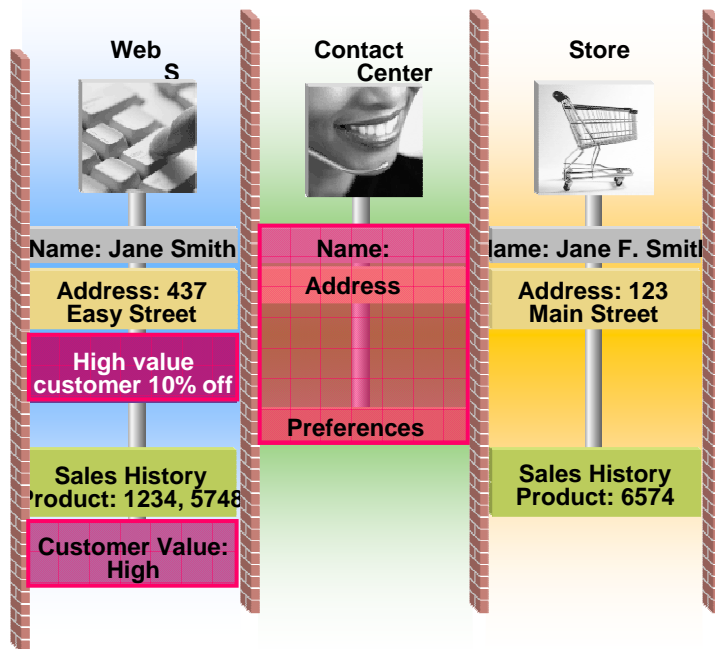
What is Master Data Management?

- An approach that decouples master information from individual applications and unifies it

- Becomes a central, application- and process-neutral, resource

- Ensures consistent, up-to-date master information across business processes, transactional and analytical systems

- Addresses key data issues such as governance, quality and consistency proactively

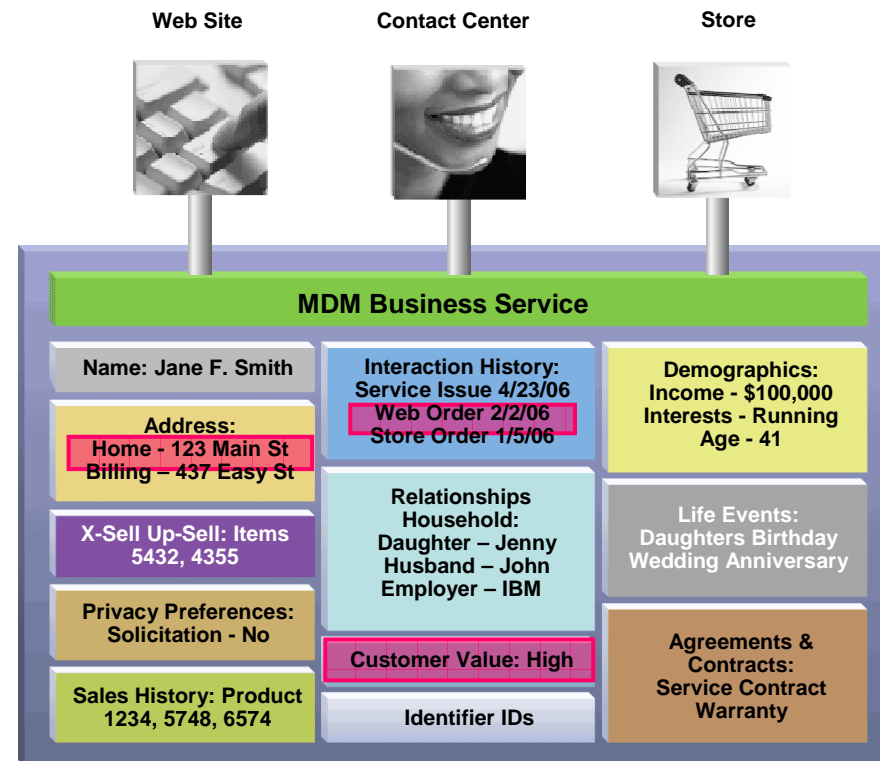- Simplifies ongoing integration tasks and new application development

CRM	Billing	ERP	eBusiness Application
Application – unique Functionality & Data	Application – unique Functionality & Data	Application – unique Functionality & Data	Application – unique Functionality & Data
Common Functionality & Data	Common Functionality & Data	Common Functionality & Data	

Common Data = Master Data
Common Functionality & Data Master File

Your Organization Needs MDM
To manage critical business information

BEFORE MDM

Web S

Name: Jane Smith

Address: 437 Easy Street

High value customer 10% off

Sales History Product: 1234, 5748

Customer Value: High

Contact Center

Name:

Address

Preferences

Store

Name: Jane F. Smith

Address: 123 Main Street

Sales History Product: 6574

- High value customer doesn't get treatment consistent with his/her value to organization because of an incomplete view across channels

AFTER MDM

Web Site   **Contact Center**   **Store**

MDM Business Service

Name: Jane F. Smith

Address: Home - 123 Main St Billing – 437 Easy St

X-Sell Up-Sell: Items 5432, 4355

Privacy Preferences: Solicitation - No

Sales History: Product 1234, 5748, 6574

Interaction History: Service Issue 4/23/06 Web Order 2/2/06 Store Order 1/5/06

Relationships Household: Daughter – Jenny Husband – John Employer – IBM

Customer Value: High

Identifier IDs

Demographics: Income - $100,000 Interests - Running Age - 41

Life Events: Daughters Birthday Wedding Anniversary
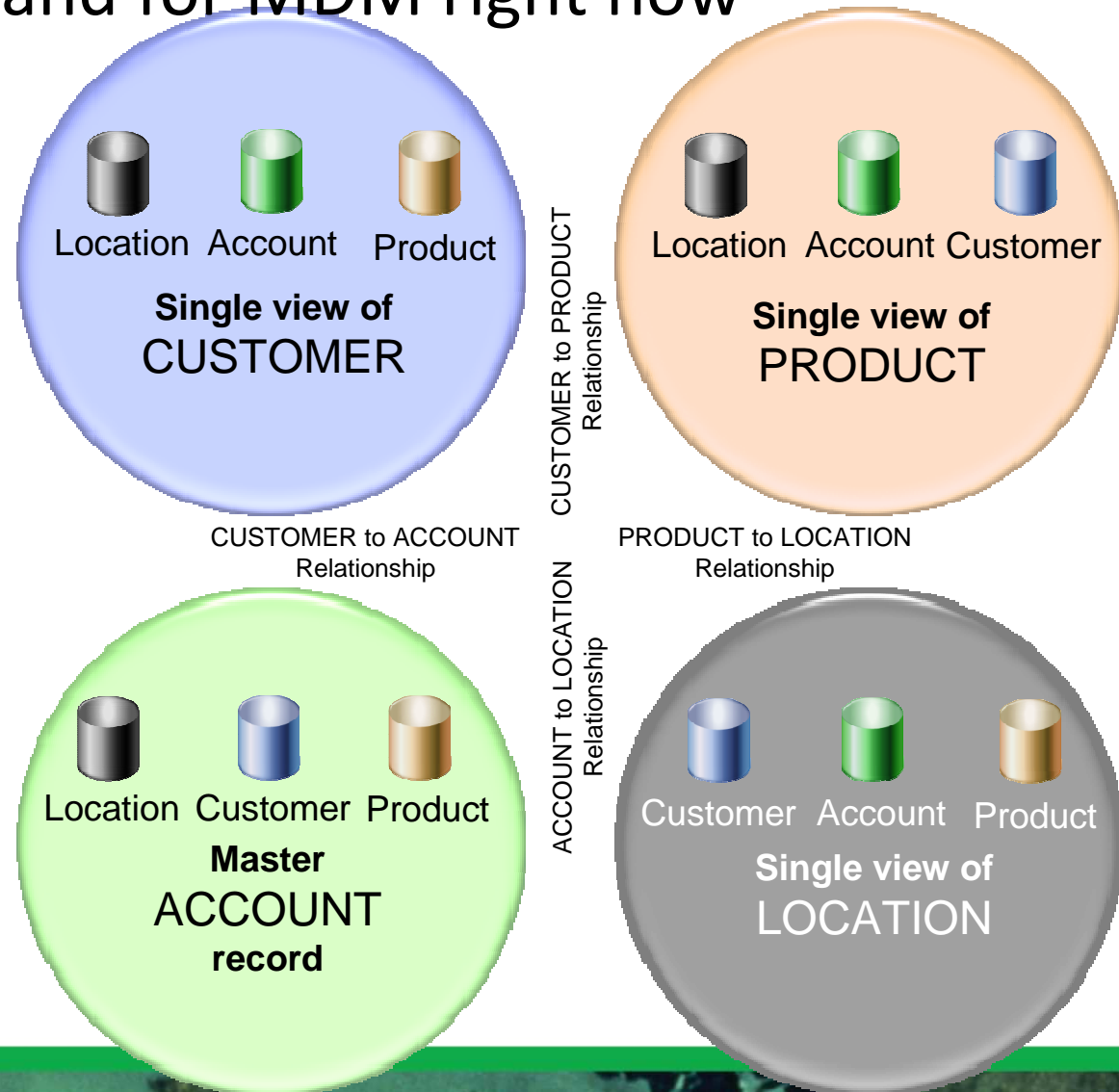
Agreements & Contracts: Service Contract Warranty

- MDM provides every customer interaction point with the complete view of the customer so the customer is viewed and treated equally across channels

The Evolution of the MDM Market
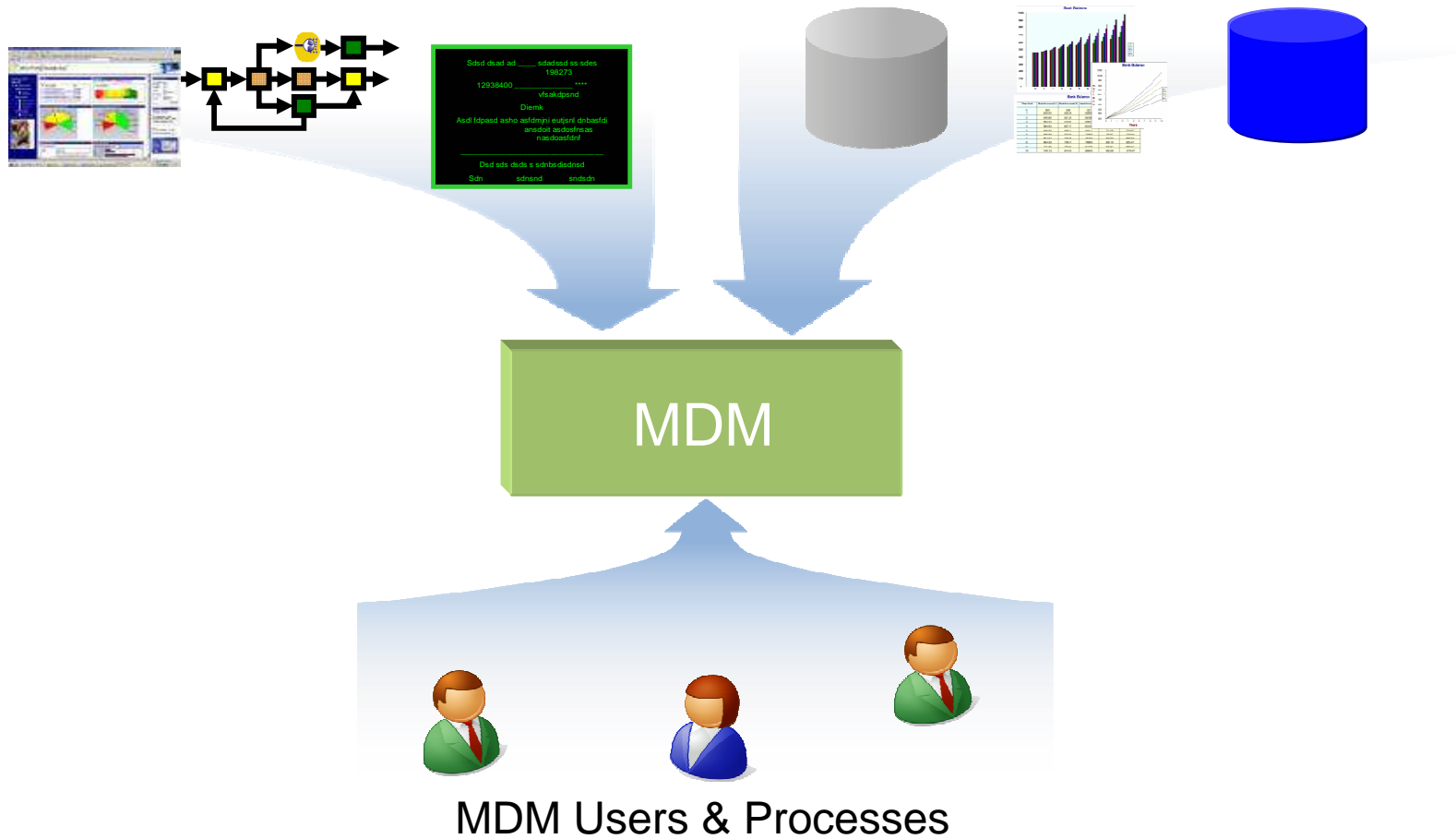## Client Demand for MDM right now

- *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*

Location Account Product
Single view of
CUSTOMER

Location Account Customer
Single view of
PRODUCT

Location Customer Product
Master
ACCOUNT
record

Customer Account Product
Single view of
LOCATION

CUSTOMER to ACCOUNT
Relationship

PRODUCT to LOCATION
Relationship

CUSTOMER to PRODUCT
Relationship

ACCOUNT to LOCATION
Relationship

MDM Functional Styles

Operational Applications

Analytic Applications

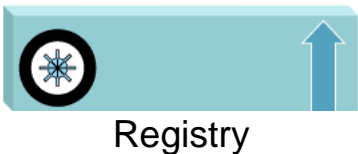## MDM

MDM Users & Processes

MDM Implementation styles

Successful Organizations Support All 4 Styles Simultaneously
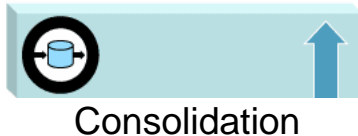
Consolidation

- Batch import of data from multiple sources
- Small to large amount of data
- Consolidation via data stewardship
- Batch export

Registry

- Less data – cross-reference and critical data
- Operational inquiry & search functions
- MDM User Interfaces for data stewardship & data maintenance

Co-existence

- More data - reference data
- Distributed authoring, MDM is the co-ordinator
- Synchronization with target systems
- MDM User interfaces for data stewardship & data maintenance

Transaction

- System of record for master data
- Central authoring
- SOA application integration
- MDM User interface for data stewardship

InfoSphere MDM Server

- **Business Services**
  - Enables business process to easily leverage master data
  - Speed time-to-value, reduce subsequent phase investment
- **Functionality**
  - Stewardship: Data Quality, Stewardship, and User Interfaces
  - Events: Event Management and Business Rules
  - Security and Entitlement: ROV
- **Multi-domain**
  - Extensible data model supporting domains including Party, Product, Account and Location
  - Relationships between domains
- **Robust Data Integration**
  - Pre-built Data Integration and Quality
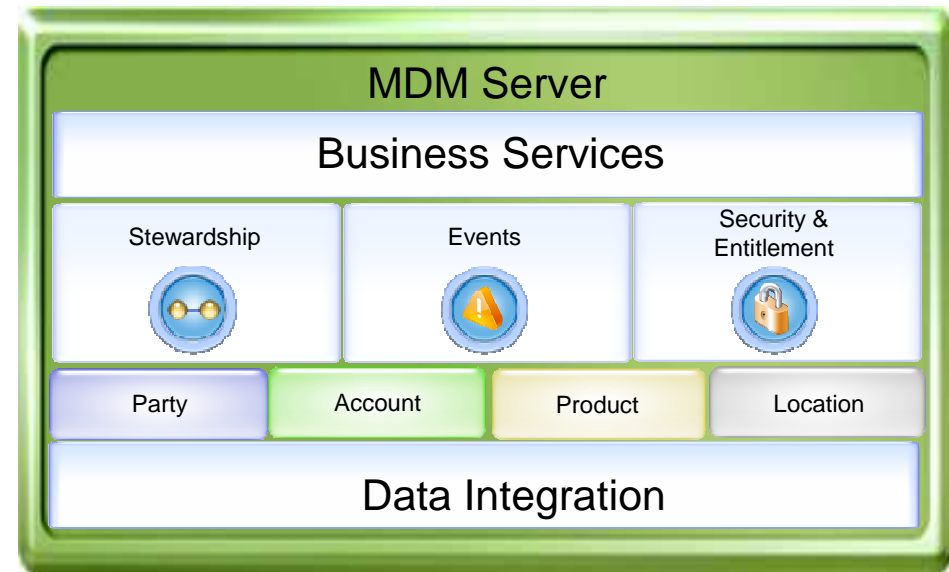
MDM Server

Business Services

| Stewardship | Events | Security & Entitlement |

| Party | Account | Product | Location |

Data Integration

IBM InfoSphere Master Data Management
How the IBM Approach Differs

- **Business Services**
  - Delivering trusted information to business processes
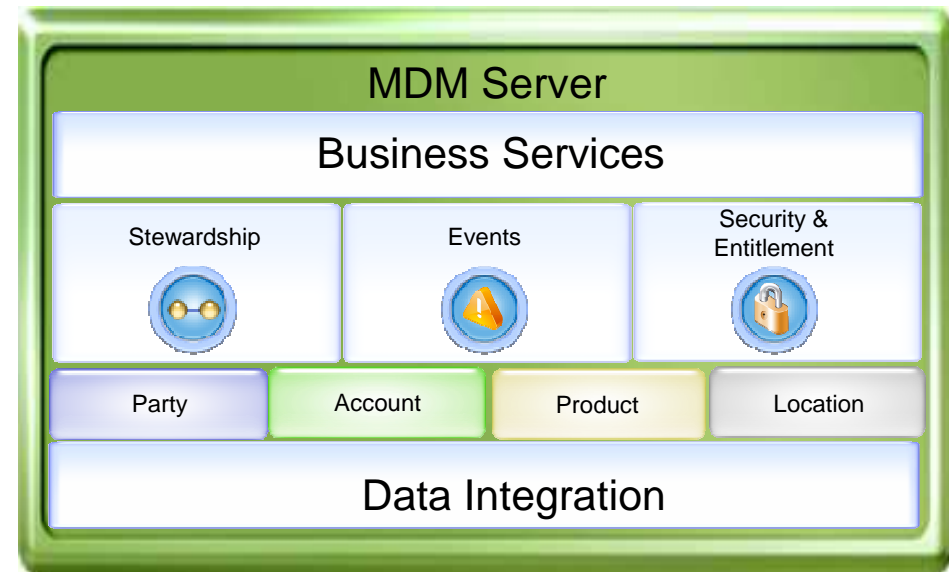 - Providing flexibility, Accelerating time-to-value

- **Technology Leadership**
  - Higher Quality Information with Faster Deployment
  - Managing Complexity and Volumes in data sources
  - High Performance, scalability, large scale references
  - Integrating to front and a back end applications

- **Strategic MDM Vision**
  - Roadmap for increasing scope over time
  - Additional Domains, New Functionality
  - Innovation

MDM Server – Business Services

- **Enables business process to easily leverage master data**
- **Speed time-to-value, reduce subsequent phase investment**
- **Categorized as:**
  - Master Data Services
  - Business Contextual Services

- **Completely meets the full requirements of a business process request**
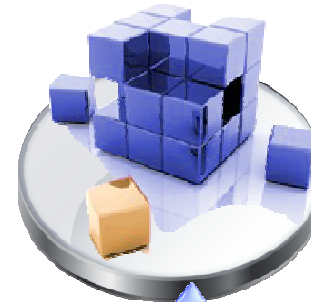 - Example: Add Questionnaire for KYC Compliance

MDM Server

Business Services

Stewardship	Events	Security & Entitlement

Party	Account	Product	Location

Data Integration

Value of Business Services

5. New cross-sell and up-sell offers proposed to customers

New Revenue Opportunities

CRM

Campaign Management

4. MDM Server Delivers new account information to Campaign management and captures response information

Marketing Effectiveness

MDM Server

Business Services

Stewardship	Events	Security & Entitlement

Party	Account	Product	Location

Data Integration

1. CRM requests golden version of the customer and delivers New Account update to MDM Server

Reduction of Errors impacting efficiency

3. MDM Server Delivers new account information to Analytics systems and captures customer value score
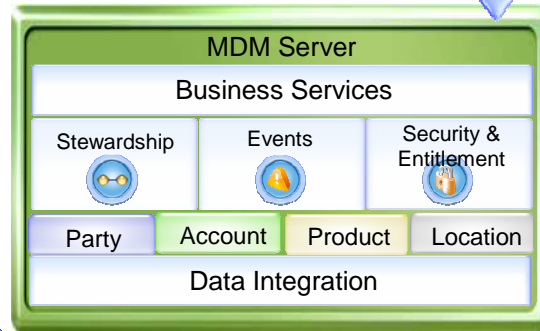
Greater Insight

2. MDM Server updates Web Self-Service

Enhancing Customer Service Levels

Web Self-Service

Cognos and the Data Warehouse

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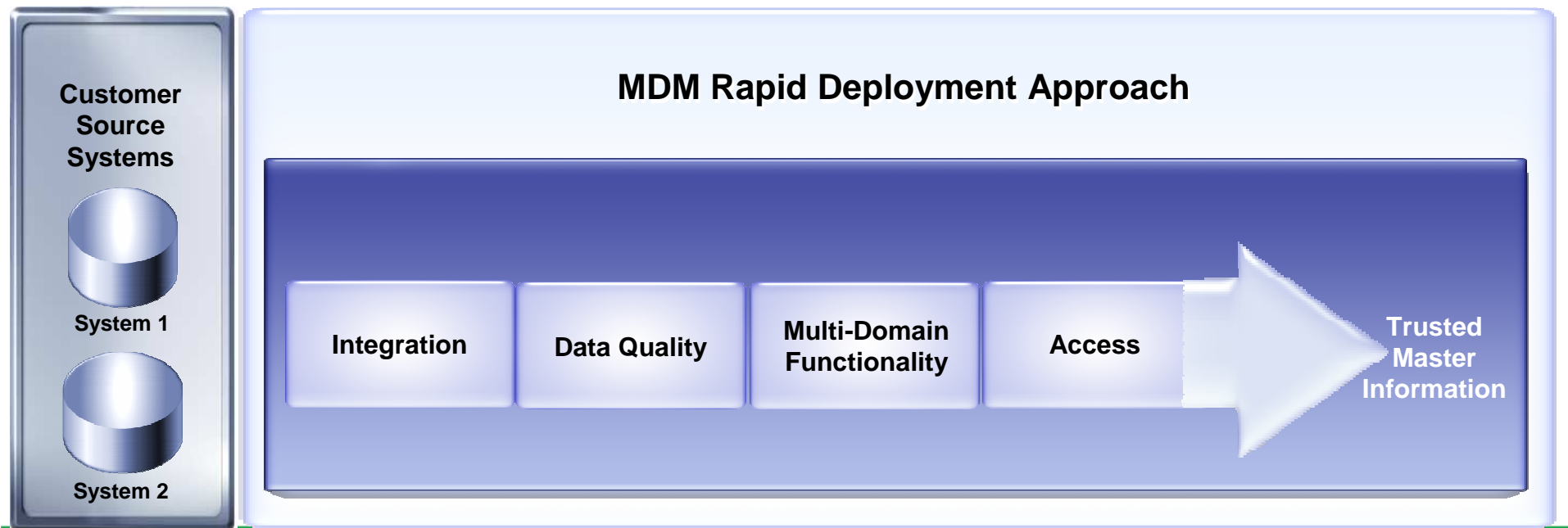 - Integrating to front and a back end applications

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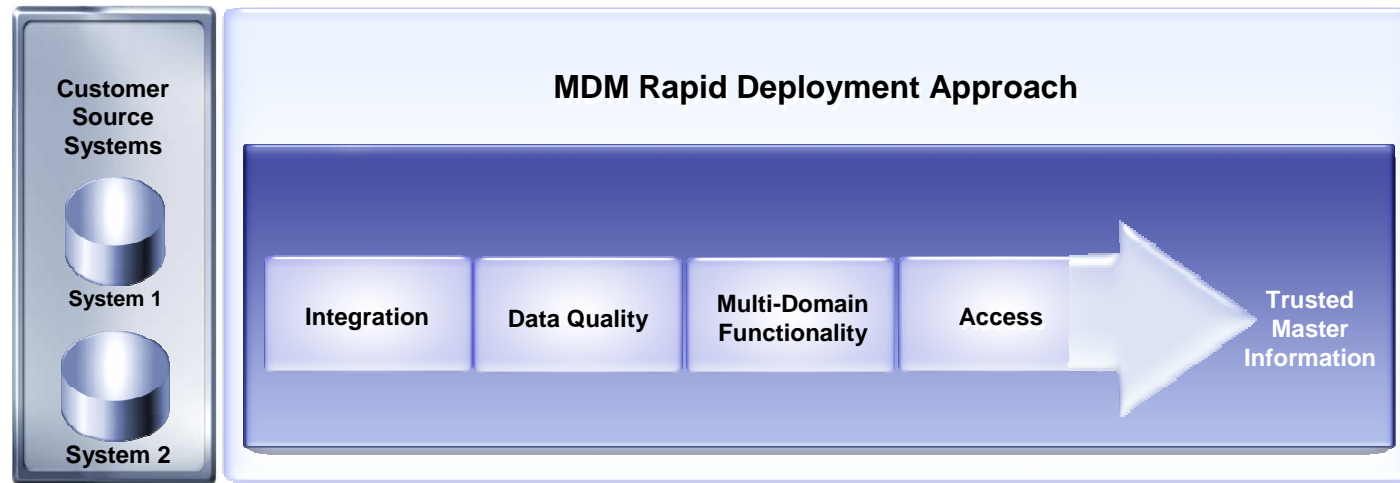 - Additional Domains, New Functionality
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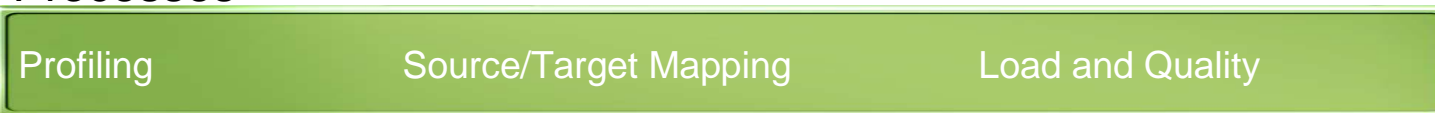# IBM MDM - Rapid Deployment

Rapid Deployment Package (RDP)

— Enabling the rapid deployment of MDM and delivery of trusted information

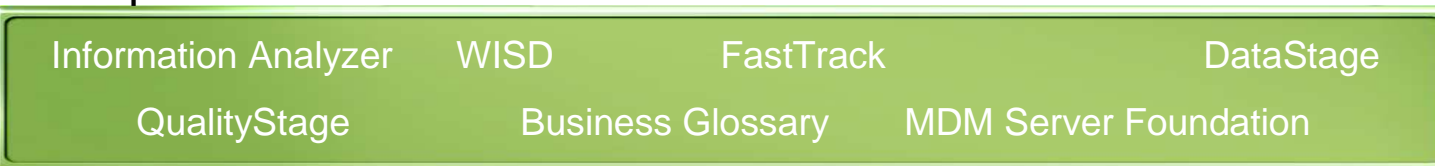- Leveraging Integration, Quality, MDM domain functionality and Access
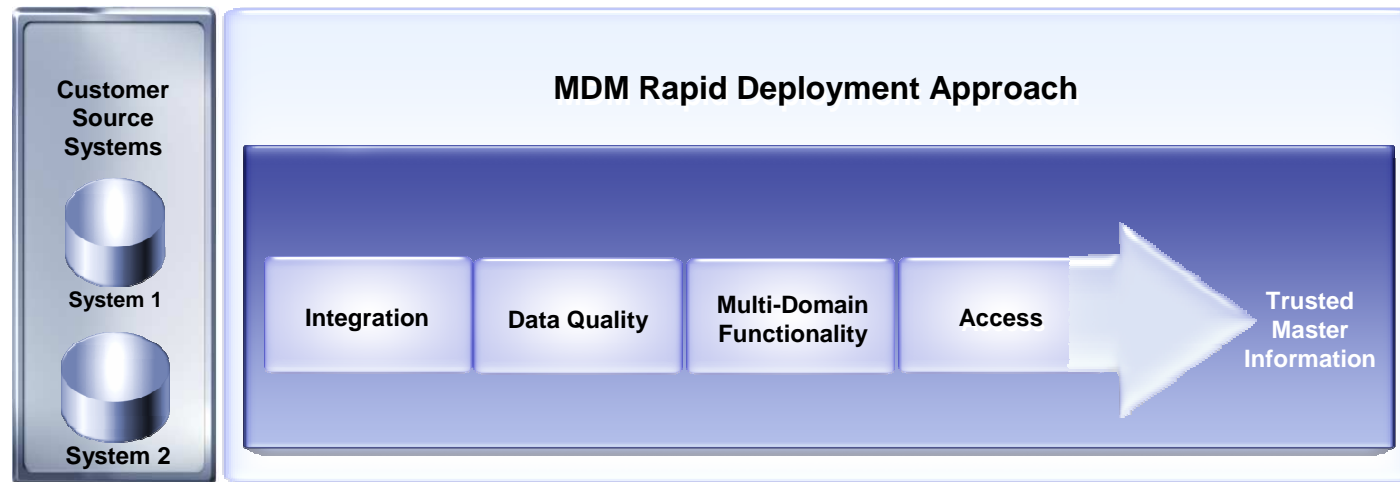
Customer Source Systems

System 1

System 2

MDM Rapid Deployment Approach

Integration	Data Quality	Multi-Domain Functionality	Access

Trusted Master Information

IBM MDM - Rapid Deployment

Customer Source Systems

System 1

System 2

MDM Rapid Deployment Approach

| Integration | Data Quality | Multi-Domain Functionality | Access | Trusted Master Information |

Processes

| Profiling | Source/Target Mapping | Load and Quality |

Services

| Pre-Entry Workshops | Implementation | Post Implementation |

InfoSphere Products

Information Analyzer   WISD   FastTrack   DataStage

QualityStage   Business Glossary   MDM Server Foundation

IBM MDM - Rapid Deployment

Customer Source Systems

System 1

System 2

MDM Rapid Deployment Approach

| Integration | Data Quality | Multi-Domain Functionality | Access |

Trusted Master Information

Processes

Profiling   Source/Target Mapping   Load and Quality

Services

Pre-Entry Workshops   Implementation   Post Implementation

Rapid Deployment Benefits

- Pre-built quality and integration logic
    - Increase de-duplication using complex matching algorithms

- Facilitates rapid integration of source systems
    - Data analysis and mapping -
    - Generation of integration logic - 70% of code generated

- Business & IT Alignment
    - Shared business vocabulary, business-level specification

- Scalable to any data volume

- Capable of handling incremental loads based on batch windows, changed data events, messages, SOA, or other mechanisms
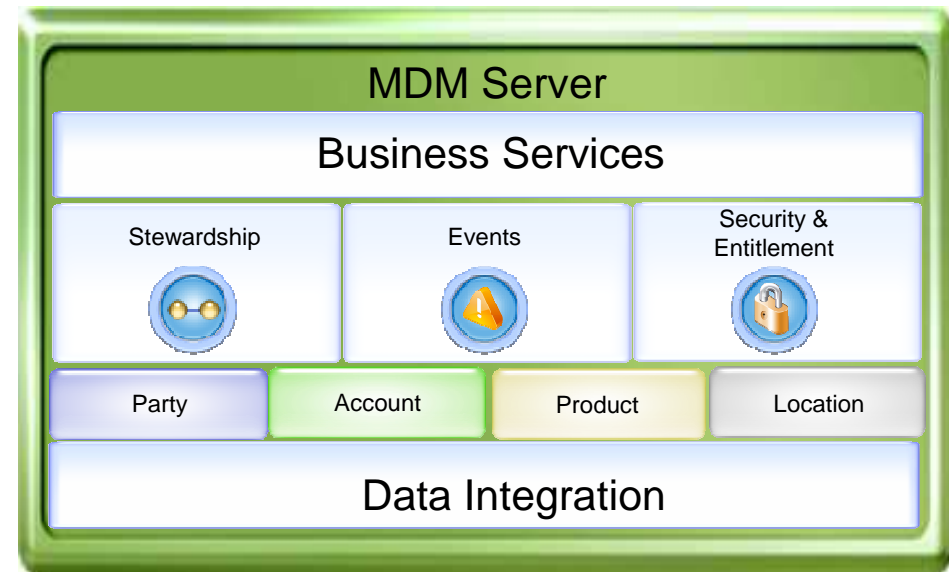
MDM Server

Events

- **Event Management to detect transactional or non-transactional events**

- **Event Notification Framework to monitor data changes which require alerts to other systems or users**

- **Critical data management services to regulate the processing of changes across LOBs**
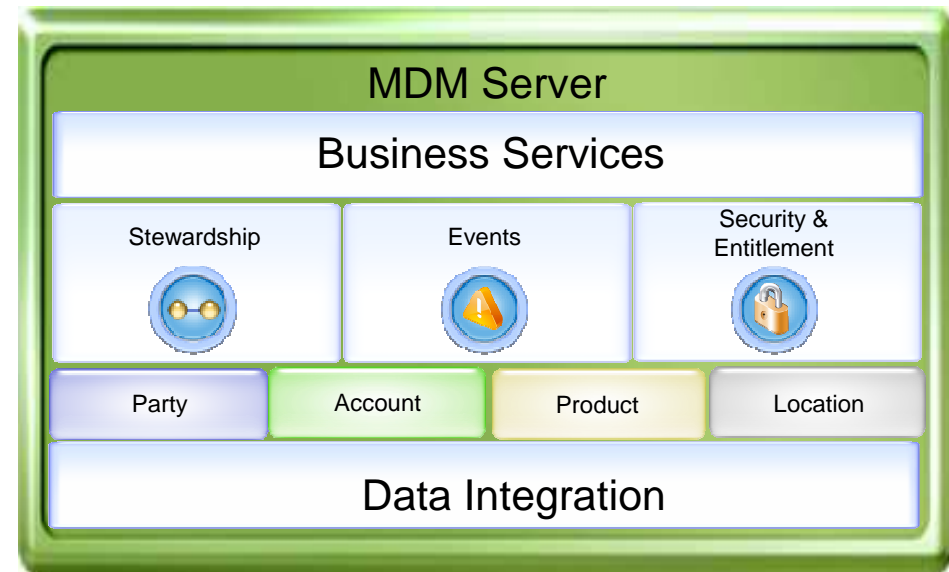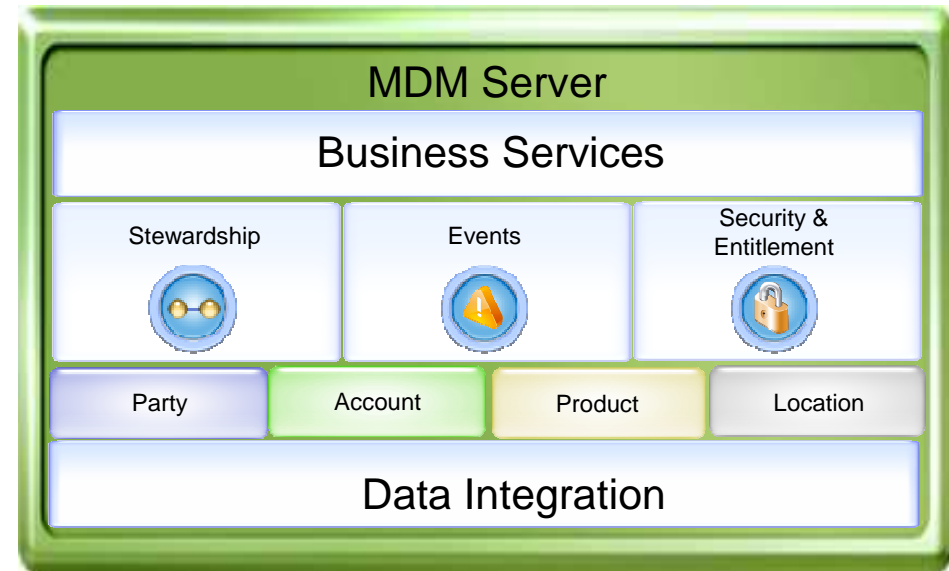
MDM Server

Security and Entitlement

- **Transaction-level security for access to specific transactions by user/group**

- **Attribute-level security for user or user group rights to data elements**

- **Rules of Visibility filtrates responses or information retrieved based on business rules**

- **Configurable data entitlements for users ability to add/update attributes**

MDM Server

Business Services		
Stewardship	Events	Security & Entitlement
Party	Account	Product	Location
Data Integration		

MDM Server

Stewardship

- **Evergreening allows for ongoing analysis of the MDM Server data to identify duplicates and ensure single customer view**

- **Can be used in loading processes**

- **Data loading in batch; no matching (reduce loading time)**

- **Use Evergreening to identify and collapse (based on rules)**

MDM Server

Business Services

Stewardship	Events	Security & Entitlement

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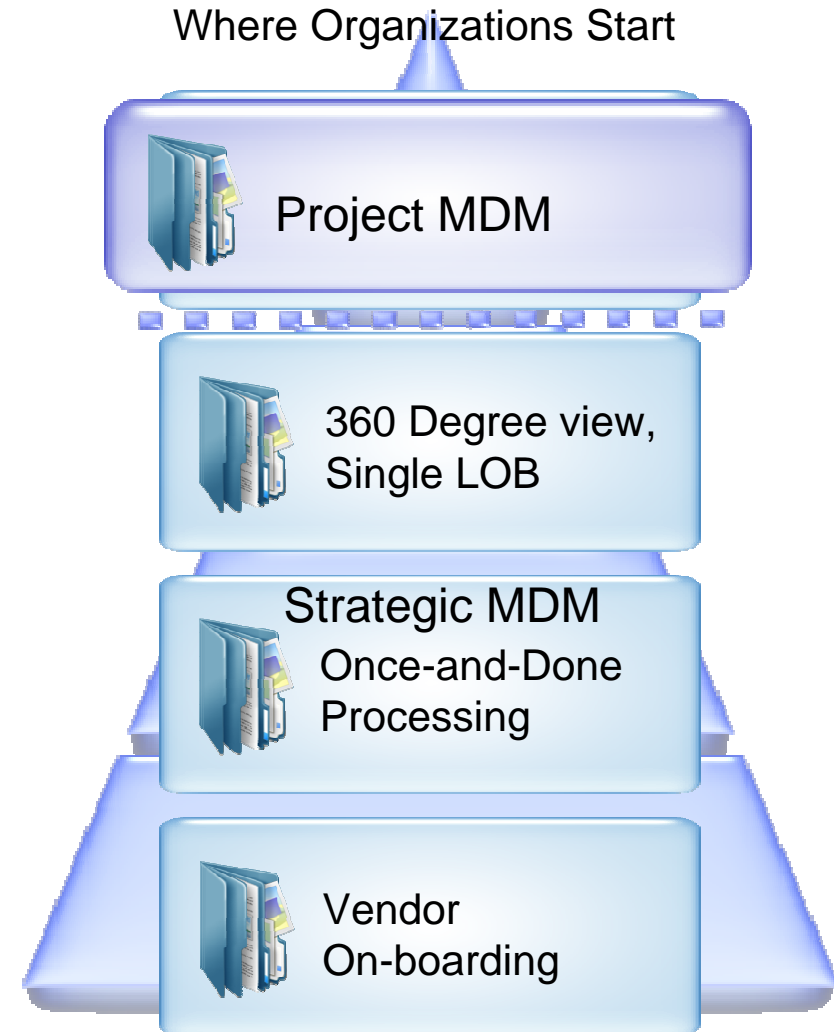 - Providing flexibility, Accelerating time-to-value

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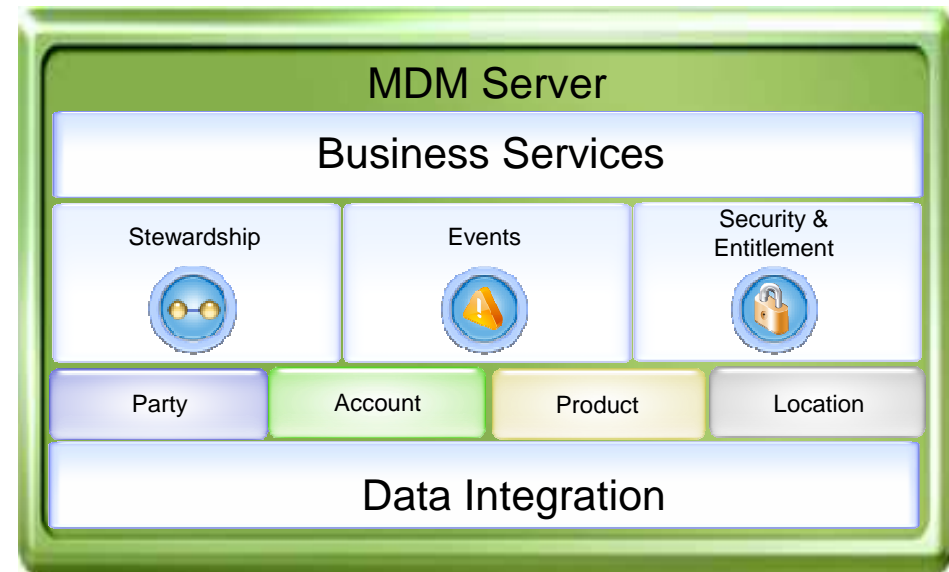 - Additional Domains, New Functionality
  - Innovation

Project-Based to Strategic MDM

- Organizations typically start MDM with discrete projects

  - High Value and Shortened time to ROI
  - Business Sponsored

- Strategic MDM Provides the ability to meet new and unforseen business objectives:

  - Grow over multiple phases
  - Increase level of functionality
  - Manage New Information

Where Organizations Start

Project MDM

360 Degree view, Single LOB

Strategic MDM
Once-and-Done Processing

Vendor
On-boarding

New in MDM Server 8.5

- Rapid Deployment Package (RDP)
  - Enabling the rapid deployment of MDM and delivery of trusted information
  - Leveraging the Information Server
- MDM UI Generator
  - Generate UIs based on unique user requirements for greater information insight
- Reporting
  - Greater insight into master information
  - User-Defined Reporting
- Additional Business Services
  - Supporting Party, Account and Product Domains

MDM Server

Business Services

Stewardship	Events	Security & Entitlement

Party	Account	Product	Location

Data Integration

Phased Implementation
Drive Business Optimization With Positive ROI

Reduce cost and improve customer satisfaction via once-and-done processing … e.g. address change

COST REDUCTION

Reduce risk exposure via holistic view customer household and product holdings

IMPROVE RISK MANAGMENT

Improve up-sell and cross-sell with relevant offers meeting customer requirements

IMPROVE SALES CAMPAIGN

Comply with government regulations … privacy act, risk exposure reporting, etc

REGULATORY COMPLIANCE

Forming a customer chassis to reduce M&A integration points and improve integration speed and cost

ASSIST MERGER & ACQUISITION

Large North American Bank

Rapid Deployment

Challenge

- Incomplete in analytic understanding of the customer for marketing activities

- Requirement for a strategic platform to deliver operational customer information over time

- Return value to the business in shortened timeframe

Solution

- IBM InfoSphere MDM Server Foundation with the Rapid Deployment Package

- Provides the integration, quality and master data functionality to manage an analytical understanding of customer information

- Accelerated implementation with RDP assets for shortened time-to-value

Business Benefits

Gained a rapid understanding of customer information across multiple lines of business, leading to:

- Increased effectiveness of marketing campaigns and mailers

- Increased accuracy in customer segmentation and profitability analysis

Business need

- Reduce costs related to data quality in referential systems (estimated at .2%-.4% of Carrefour's annual net sales

- Reduce lost sales due to out of stock situations and delays in new product introduction

- Improve efficiency and accuracy of exchanging product information with suppliers

- Create a single source of accurate product information to supply to downstream systems

IBM MDM Server Solution

- InfoSphere MDM Server GDS module allows synchronization of Carrefour's 2.5 million products with 1Sync (formerly UCCNet) Data Pool

- Supplier Portal built on InfoSphere MDM Server allows for exchange of data between Carrefour and their 80,000 suppliers and preserves data quality by enforcing validations

- InfoSphere MDM Server repository automatically cascades accurate product information to downstream systems including legacy and ERP

- Improved the organizational handling of product information through workflow

Master Data Management
Keys to Immediate Success

- Investment aligned to project size

  - Focused Scope

  - Meet initial business requirements

  - Initial investment in proportion to value delivered

- Proven implementation methodology

  - Proven over many implementations

- High Value and Rapid ROI

  - Recognized as high value by the business, and delivered quickly

- High Quality Information

  - Trusted Data

For more information…

- Pls visit http://www-01.ibm.com/software/data/master-data-management/ for more information.

- Thank you!

Information Management

IBM

IBM Information On Demand Conference 2009

Thank You!