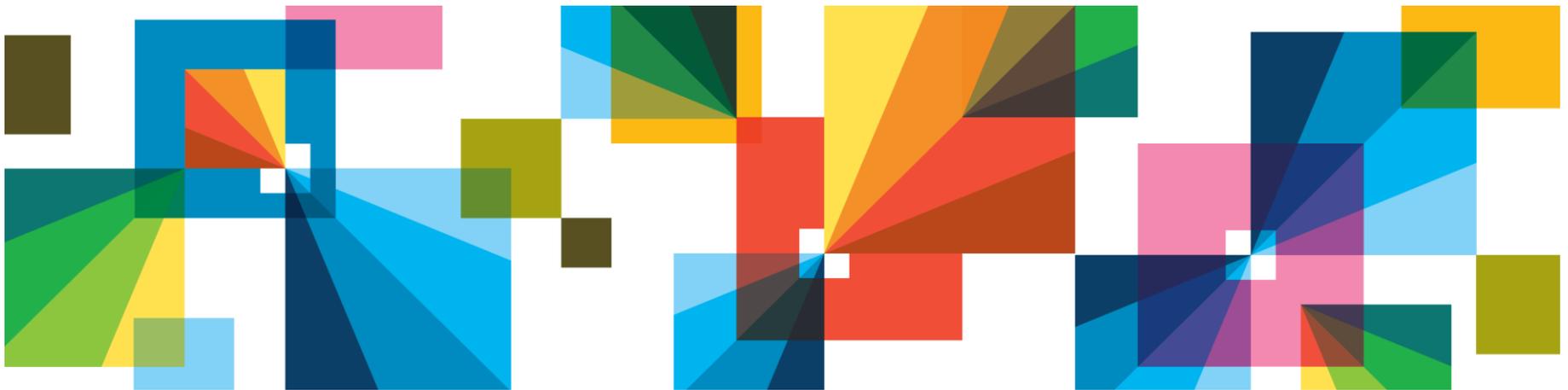


Stuart Cranch
Master Data Management Lead, Asia Pacific

The Role of IBM MDM in Enterprise Architecture



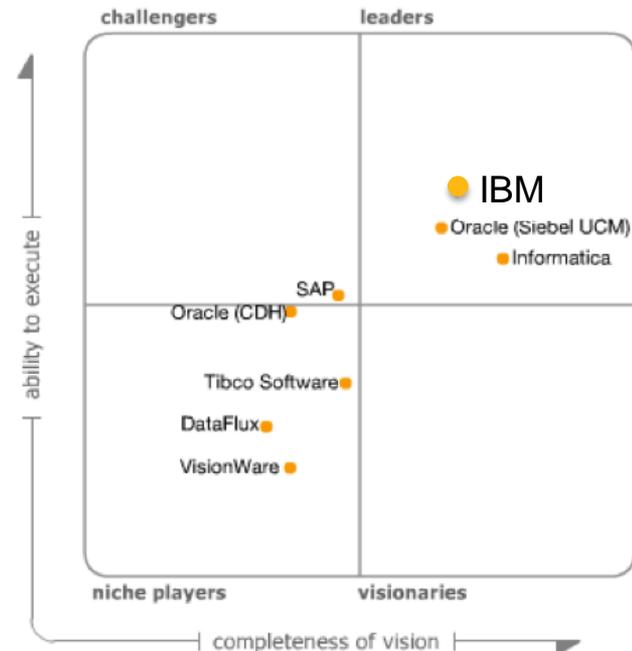
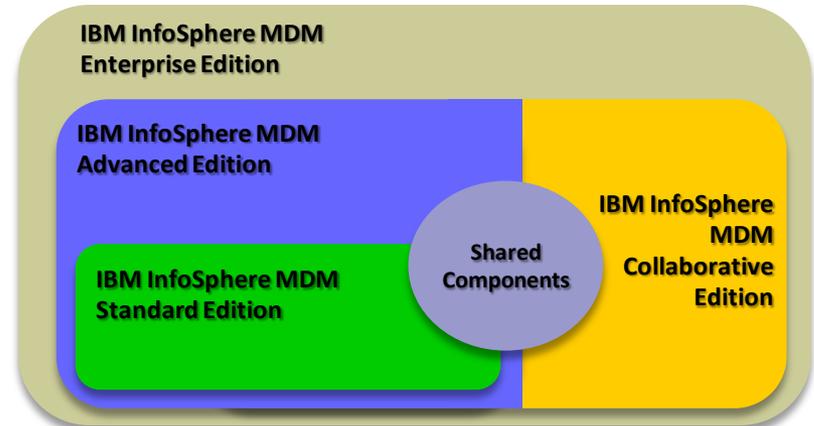
Agenda

- Master Data Management
- Examination of Common MDM usage patterns
- Single Trusted View - Trusted Data for Analytics
- MDM Enterprise Architectures Customer Case Studies
- Observations



IBM's MDM Investment

- R&D investment is larger than independent MDM vendor revenues combined
- Broadest and deepest MDM portfolio in the industry solves the widest array of challenges and complexity
- IBM's investment guarantees customers will never out grow what we can offer and need to reinvest
- MDM is a core decision and an IBM choice removes the risk and uncertainty associated with the acquisition and funding of smaller independent vendors
- Recognised by Analysts as the market leader



IBM is driving business value for ...

600+ customers across a variety of different industries. 50+ in Asia Pacific.

Clients with 10+ years in production

Adding more new customers a quarter than competitors entire customer base

The only vendor with a large number of implementations of all MDM styles

More multi-domain implementations than any other vendor



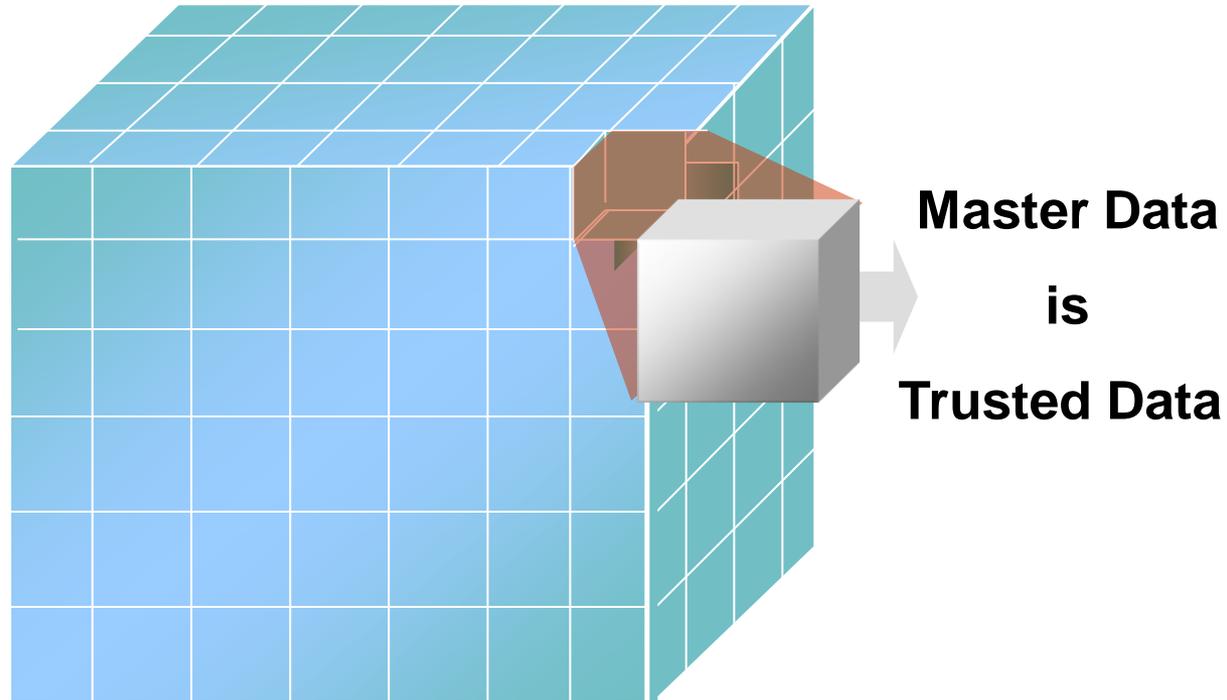
What is Master Data? Why is it important?

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

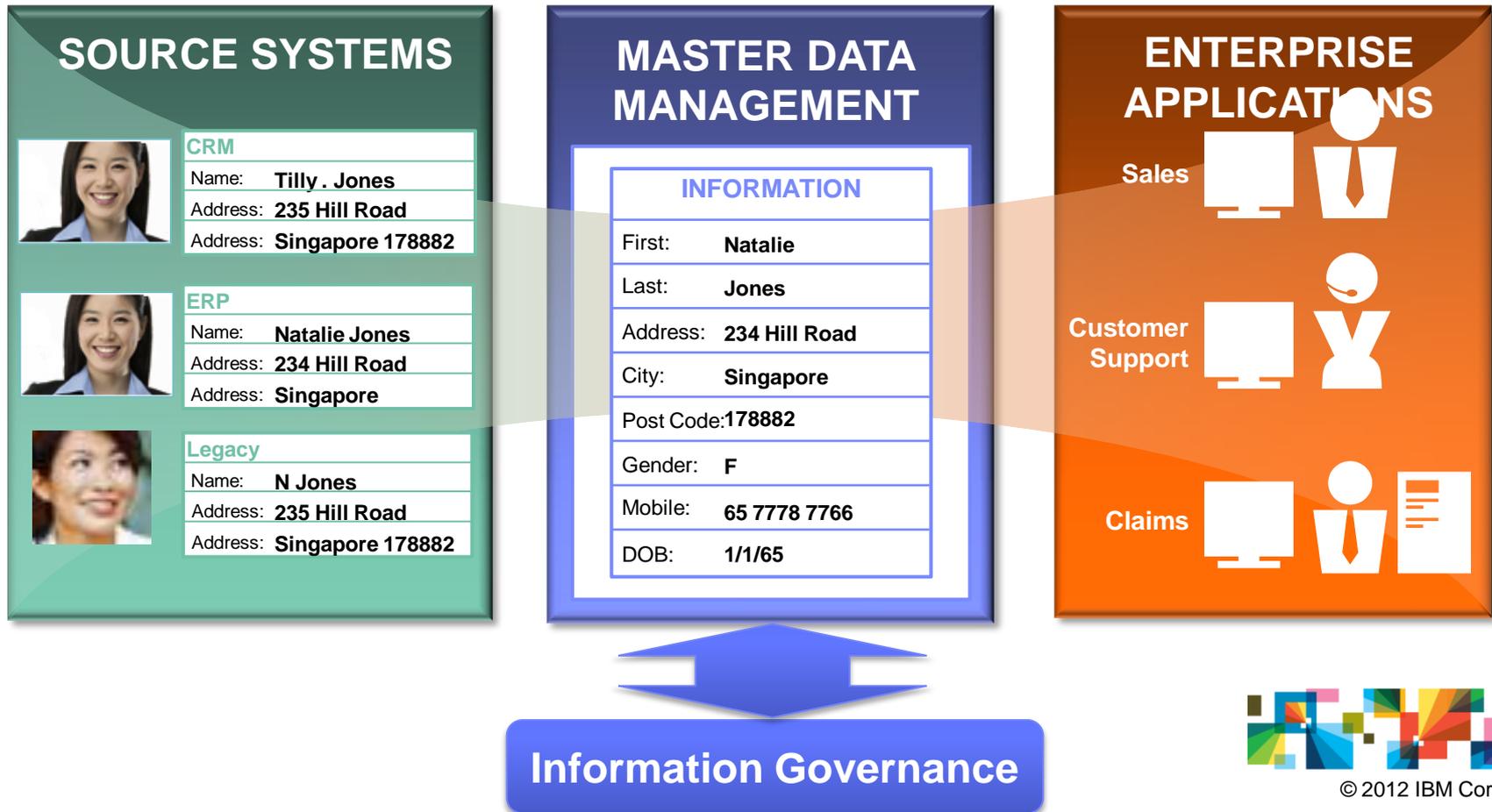
Master Data is information about customers, suppliers, partners, products, materials, employees, accounts and more

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



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 and governance for consistent use of master data across the organization
- Is designed to accommodate, control and manage change



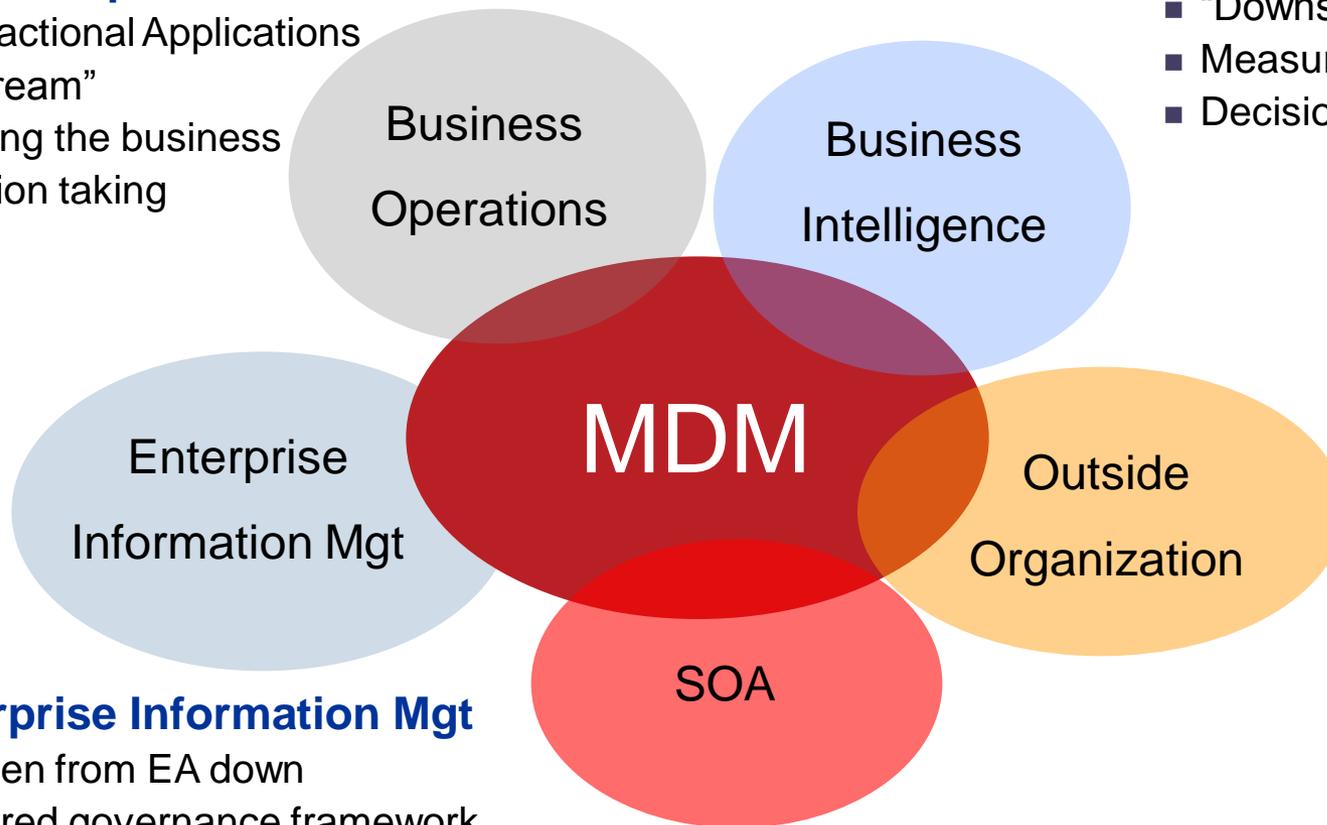
What is happening in MDM today?

Business Operations

- Transactional Applications
- “Upstream”
- Running the business
- Decision taking

Business Intelligence

- Analytical Applications
- “Downstream”
- Measuring the Business
- Decision making



Outside the Org.

- Content Services
- Information and Data Exchange
- Cloud-based MDM

Enterprise Information Mgt

- Driven from EA down
- Shared governance framework
- Active Data Stewardship

SOA

- Information Infrastructure
- MDM as a Service
- BPM

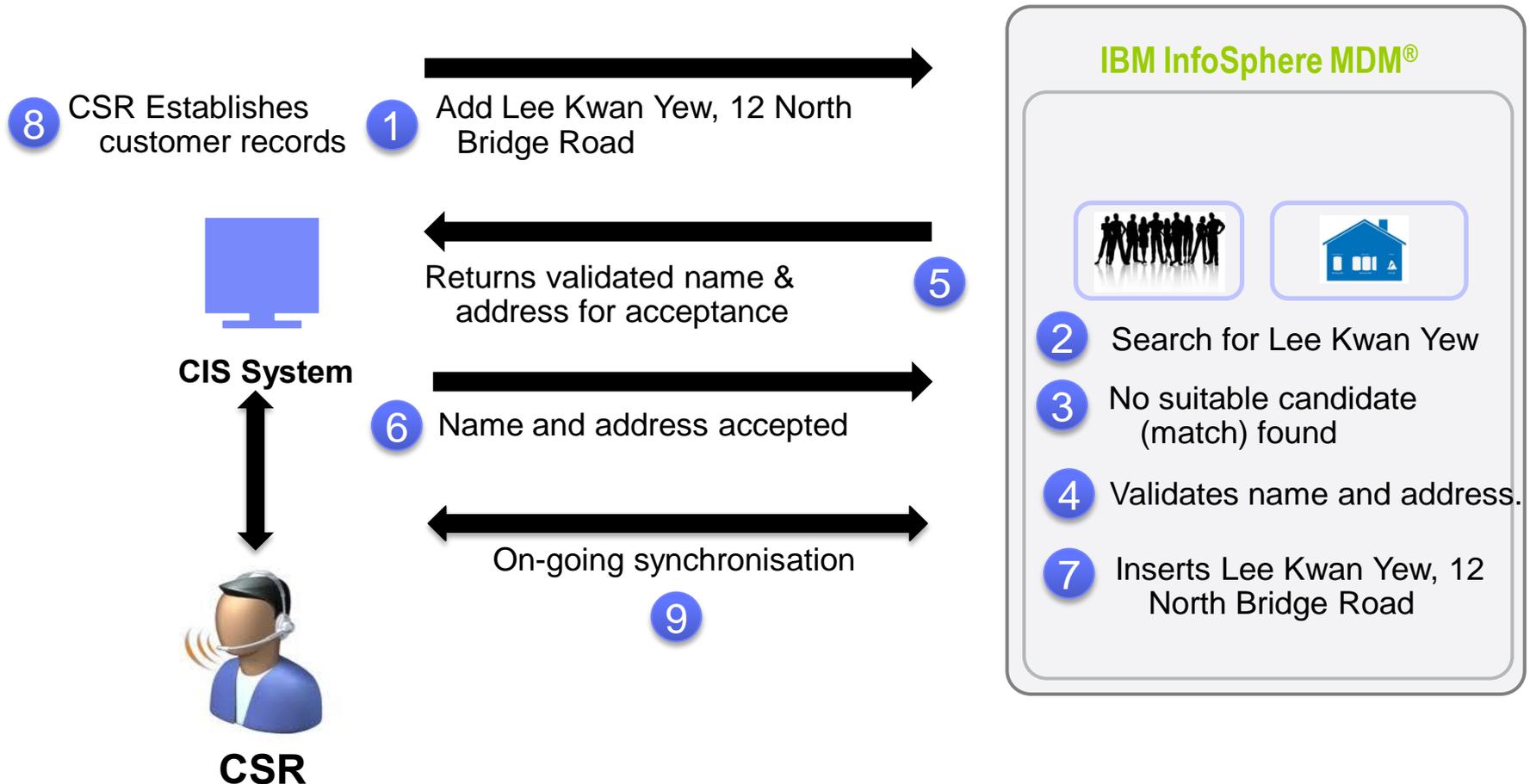


Examination of common MDM Usage Patterns

Resolution Pattern

Supporting on-boarding and a validation business process

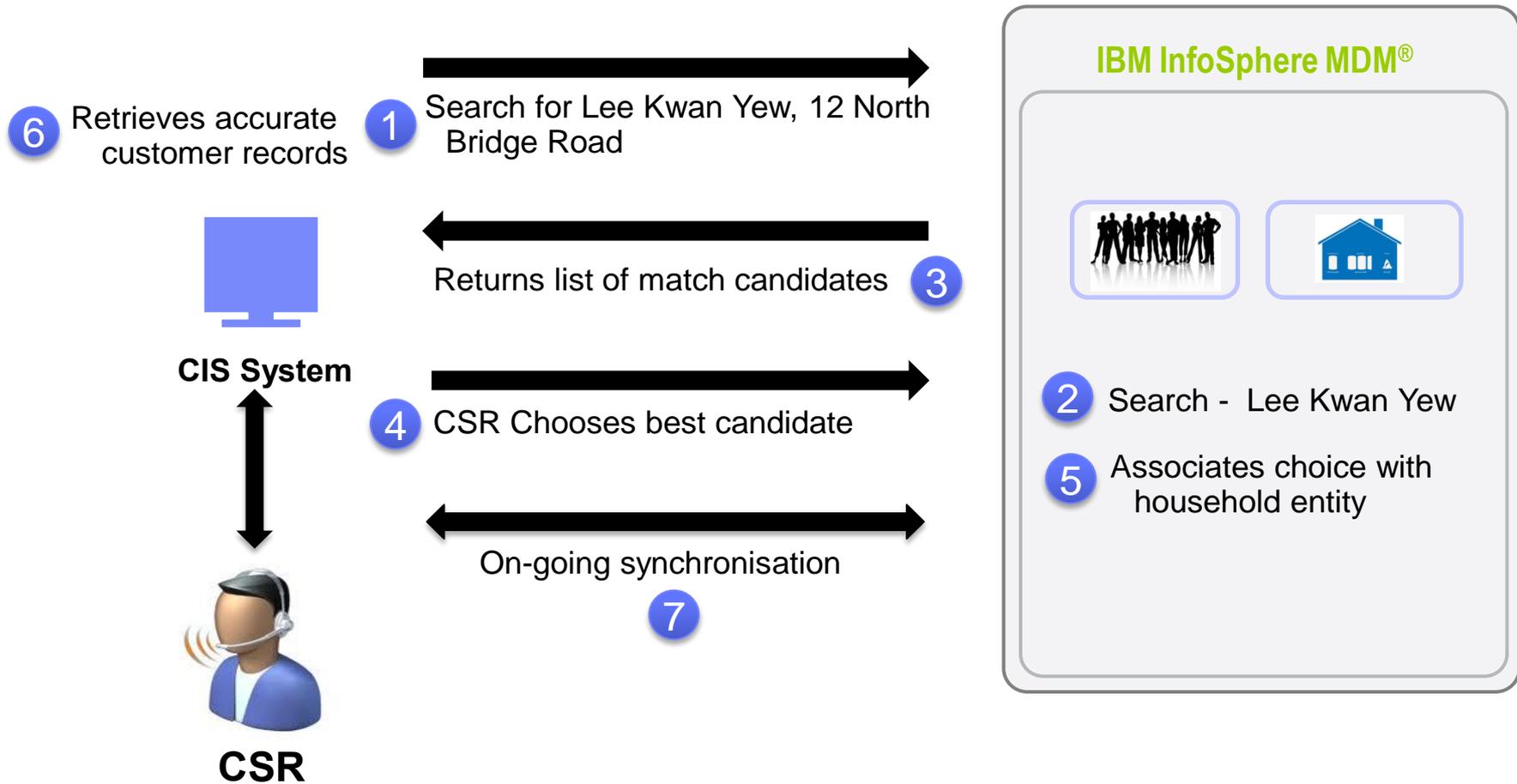
Scenario 1 – Harry Lee Kwan Yew does not exist in the MDM



Resolution Pattern

Supporting on-boarding and a validation business process

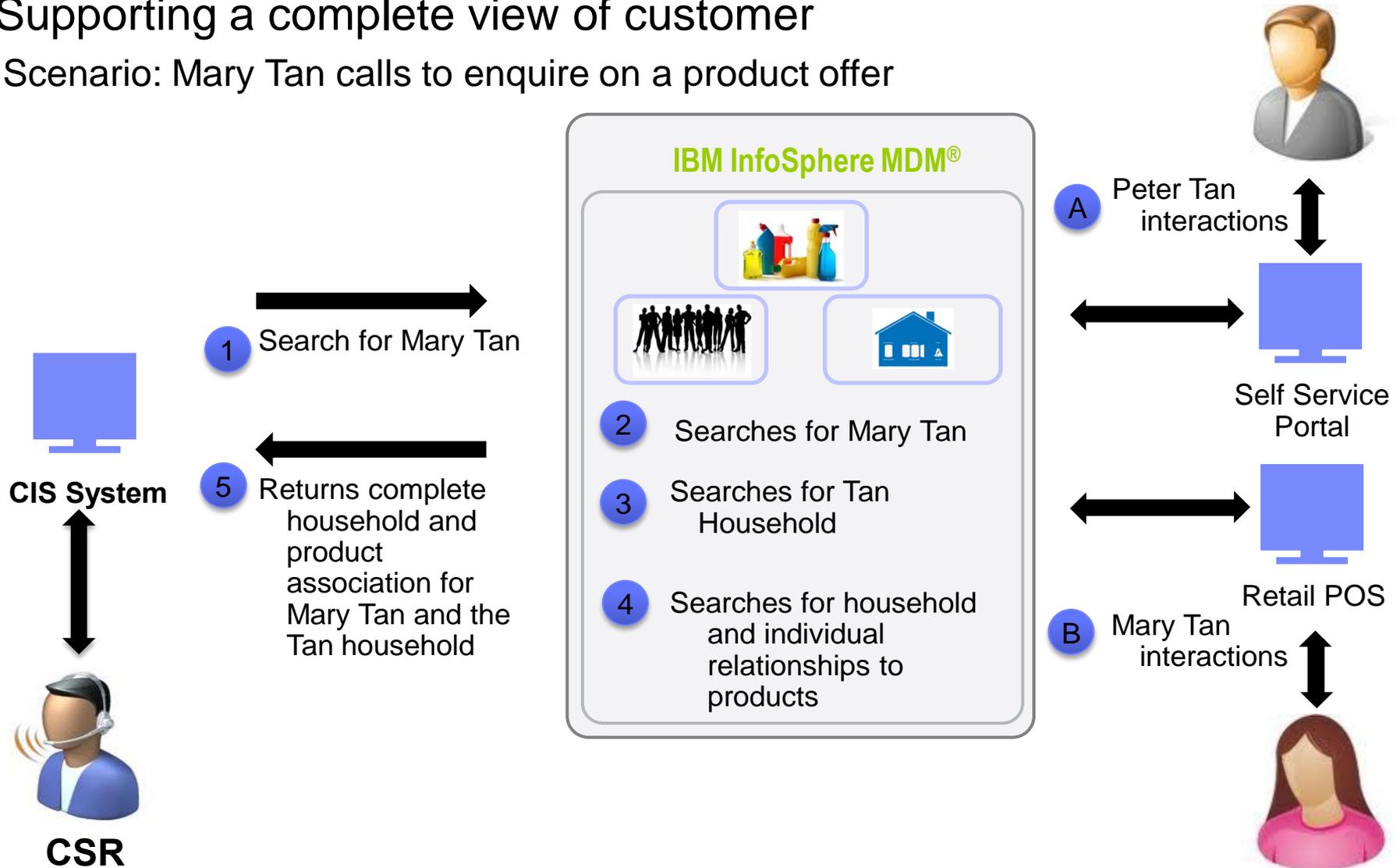
Scenario 2 – Harry Lee Kwan already exists in MDM



Multi-Channel Synchronisation Pattern

Supporting a complete view of customer

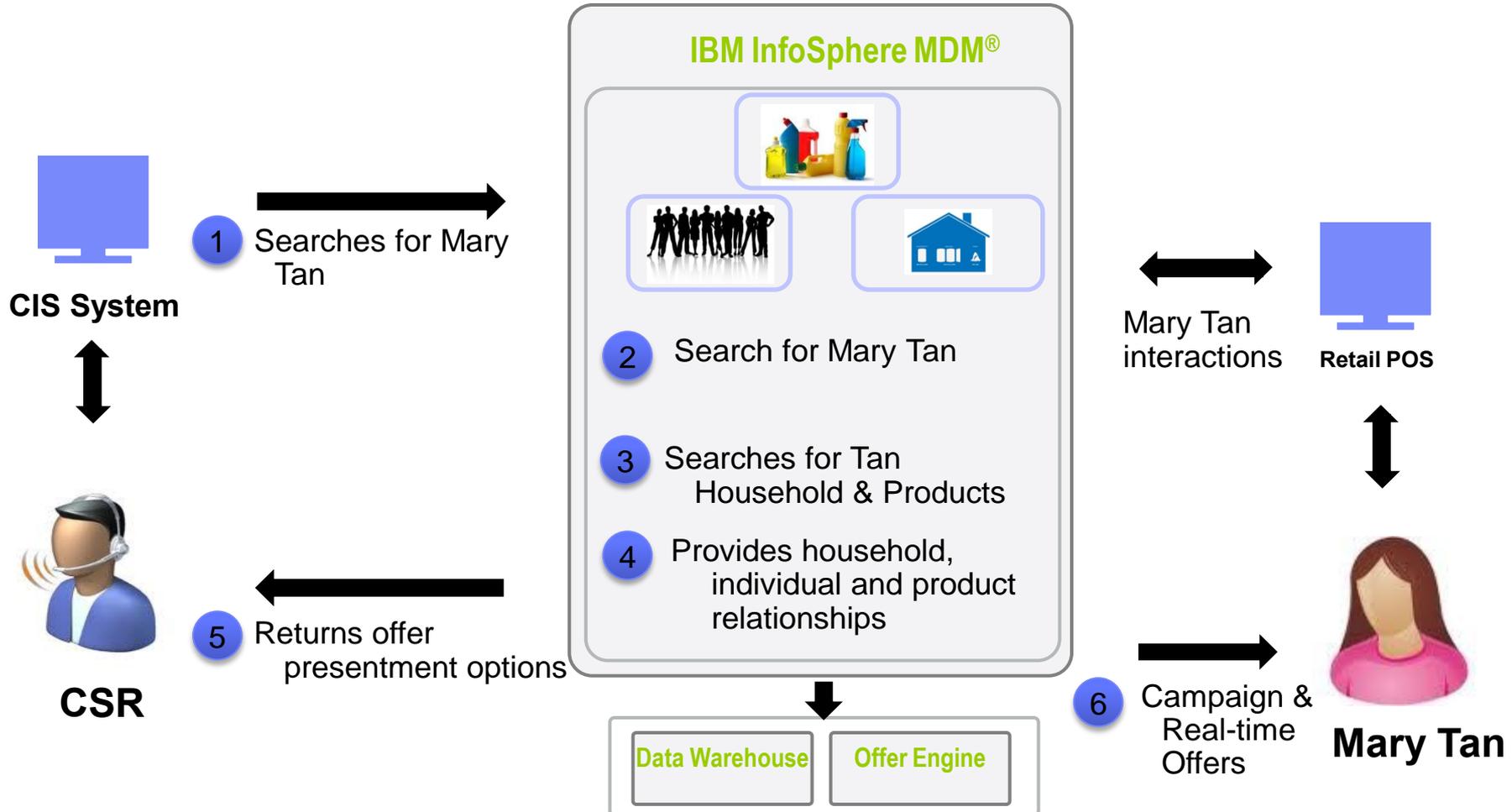
Scenario: Mary Tan calls to enquire on a product offer



Analytics Pattern

Supporting proactive customer interaction

Scenario: Mary Tan calls to update her address



Single Trusted View

Trusted Data for Analytics

CEO & CIO Study: CEOs and CIOs are both highly focused on insights, clients and people skills

CEO focus over the next 5 years

CIO focus over the next 5 years

Getting closer to customer **88%**

Insight and intelligence **79%**

People skills **81%**

Client intimacy **71%**

Insight and intelligence **76%**

People skills **66%**

Enterprise model changes **57%**

Internal collaboration & Communications **64%**

Risk management **55%**

Risk management **50%**

Industry model changes **54%**

Enterprise model changes **48%**

Revenue model changes **54%**

Industry model changes **39%**

Revenue model changes **35%**

“Business Intelligence will provide information to the company that no one in the industry has ever seen, and will open up opportunities that were not previously considered.”

Utilities CIO, USA

Source: 2010 CEO Study Q13: “Which of the following dimensions will you focus on more to realize your strategy in the new economic environment over the next 5 years?” (n=1,523); 2011 CIO Study, Q13: “Where will you focus IT to help your organization’s strategy over the next 3 to 5 years?” (n=3,018)

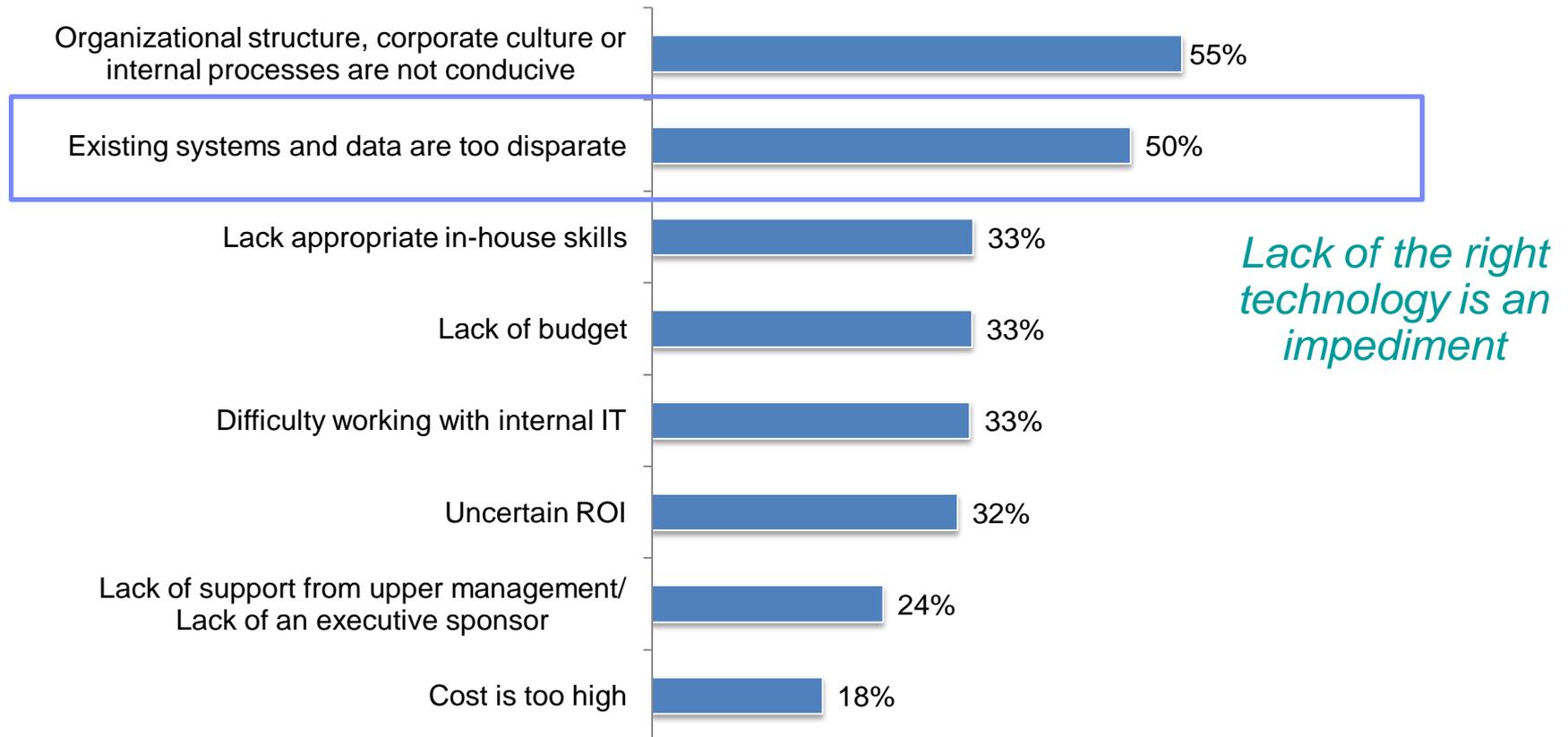
CIO Study: A wide array of innovative tools and methods are actively deployed to turn data into real intelligence – MDM has highest priority

Activities to turn data into intelligence

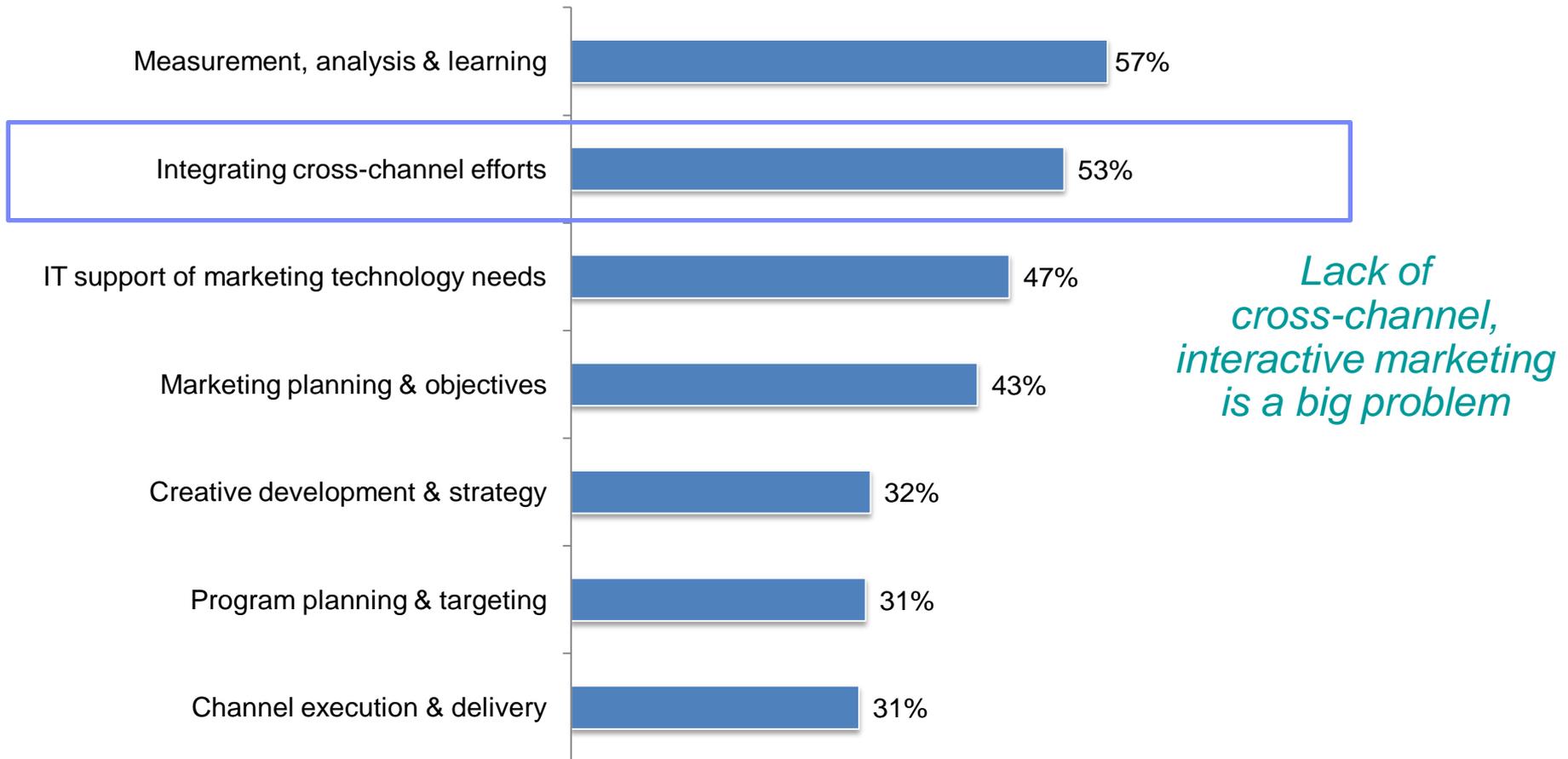


“We are focusing on real-time and measurable information and to enable our business functions in quick decision making.”
 Telecommunications CIO, Pakistan

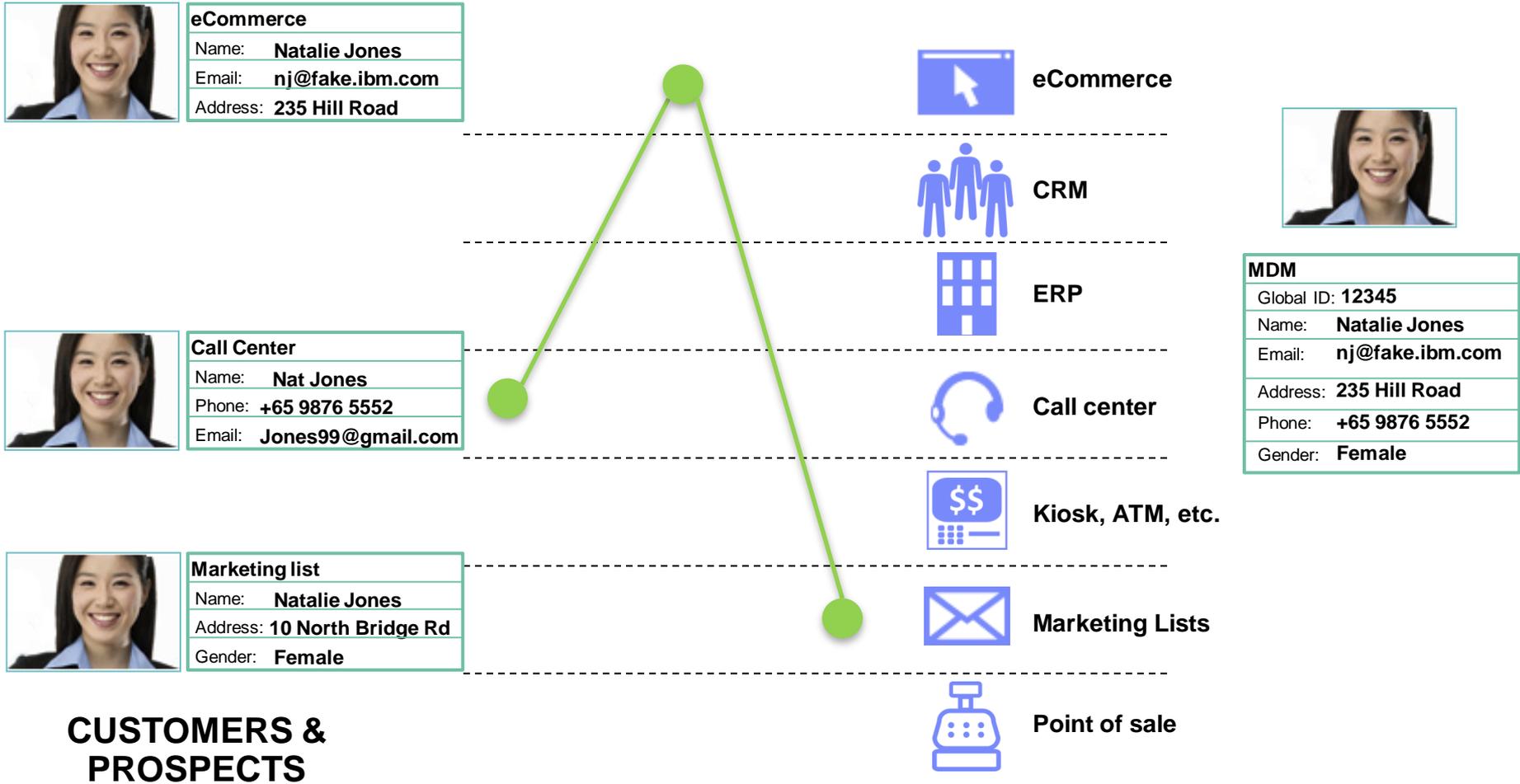
Survey question: “three biggest barriers to ‘interactive marketing?’”



Survey question: “biggest bottleneck in your marketing organization?”



A typical MDM problem – establishing a single trusted view



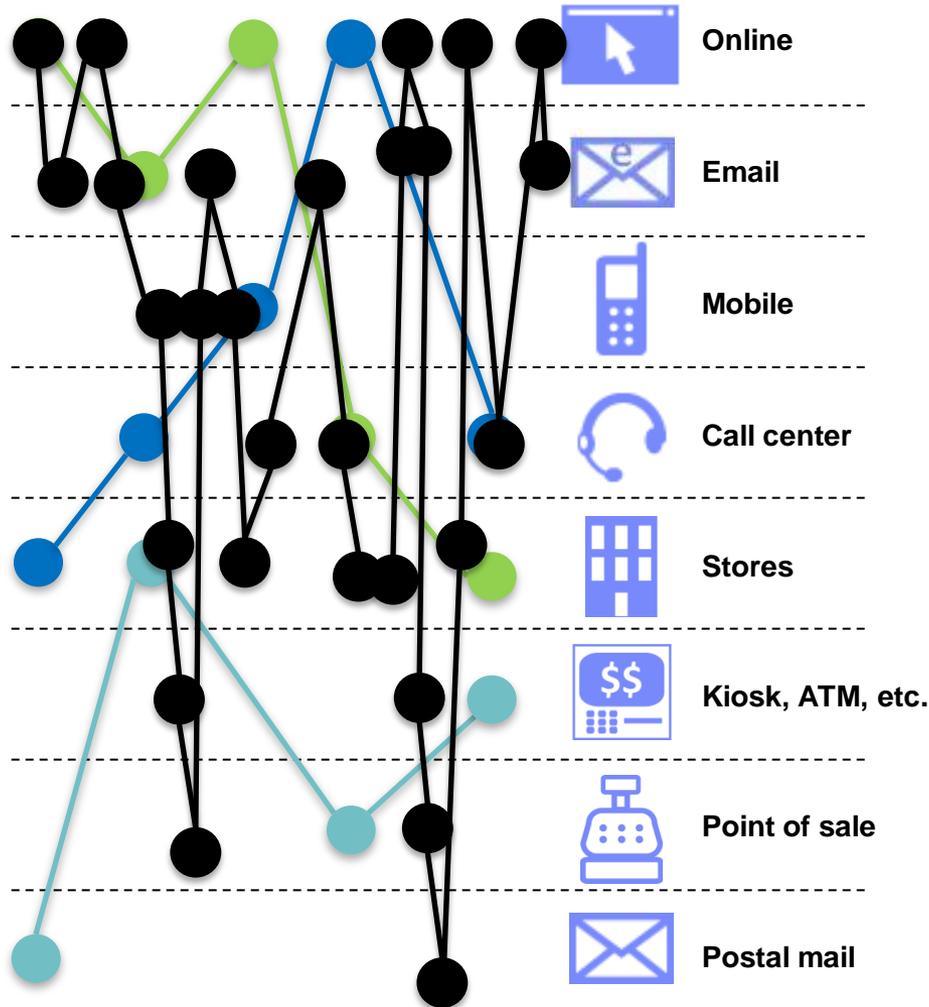
CUSTOMERS & PROSPECTS

A typical marketing problem – how your customers behave

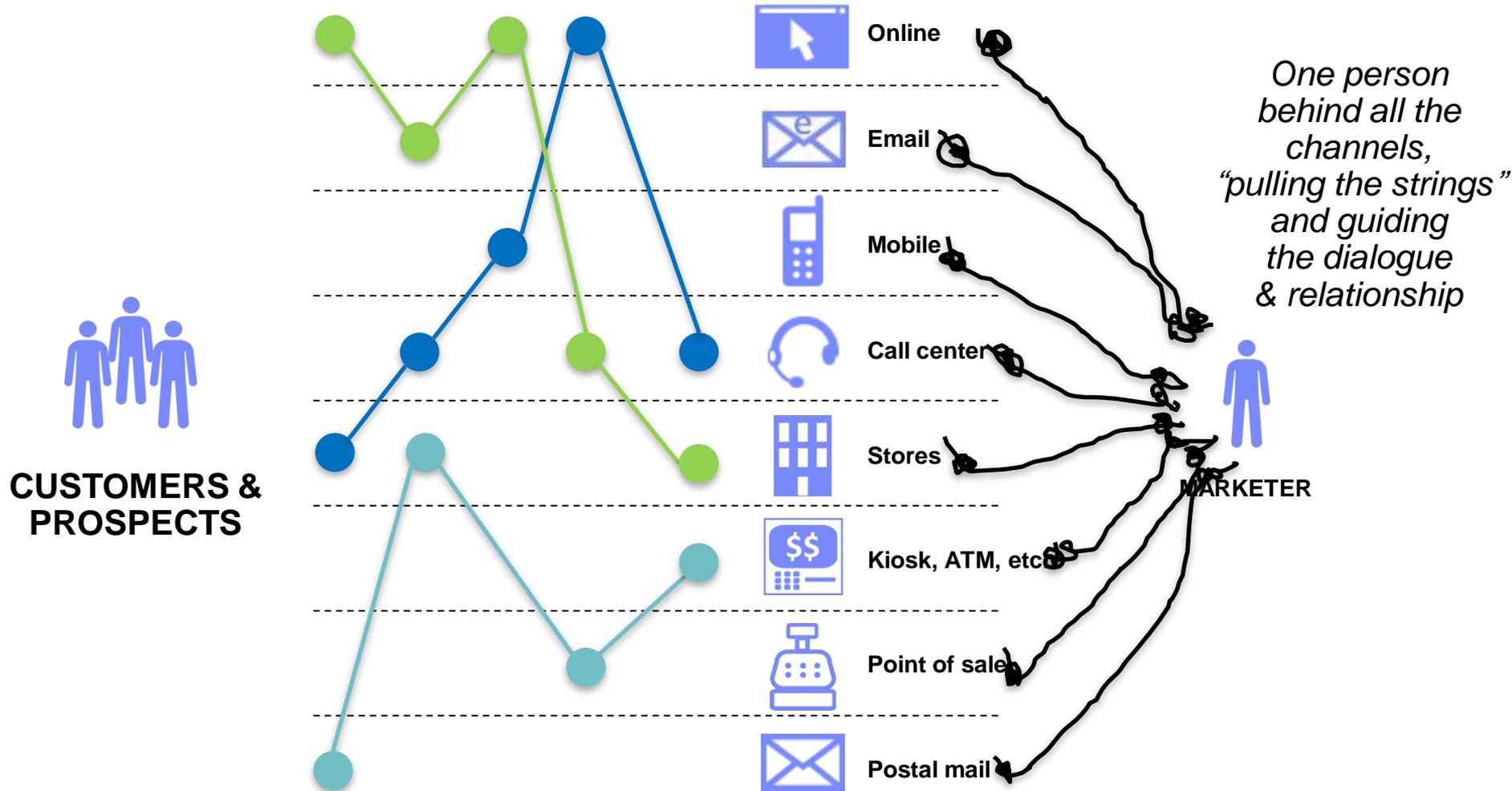
some more like this!



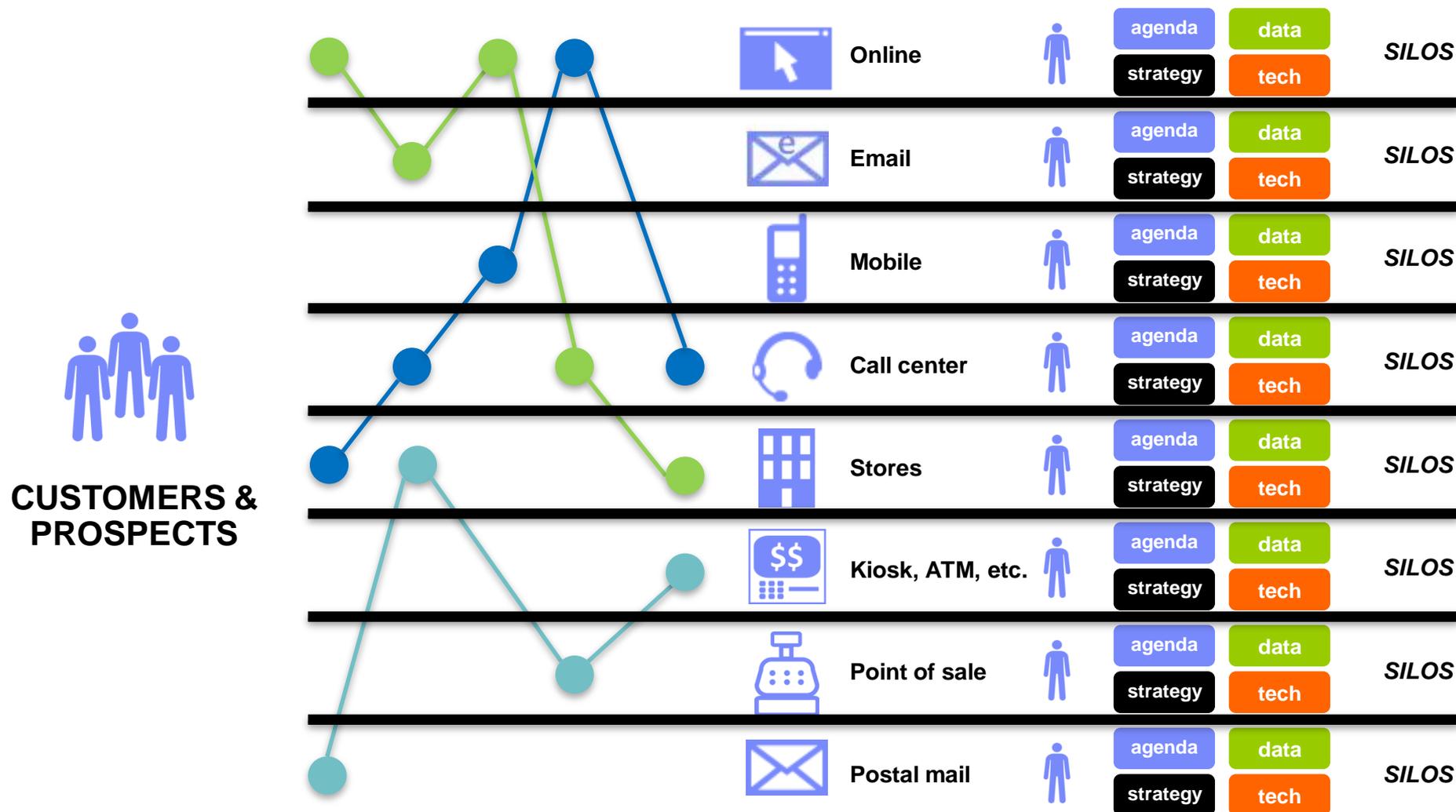
CUSTOMERS & PROSPECTS



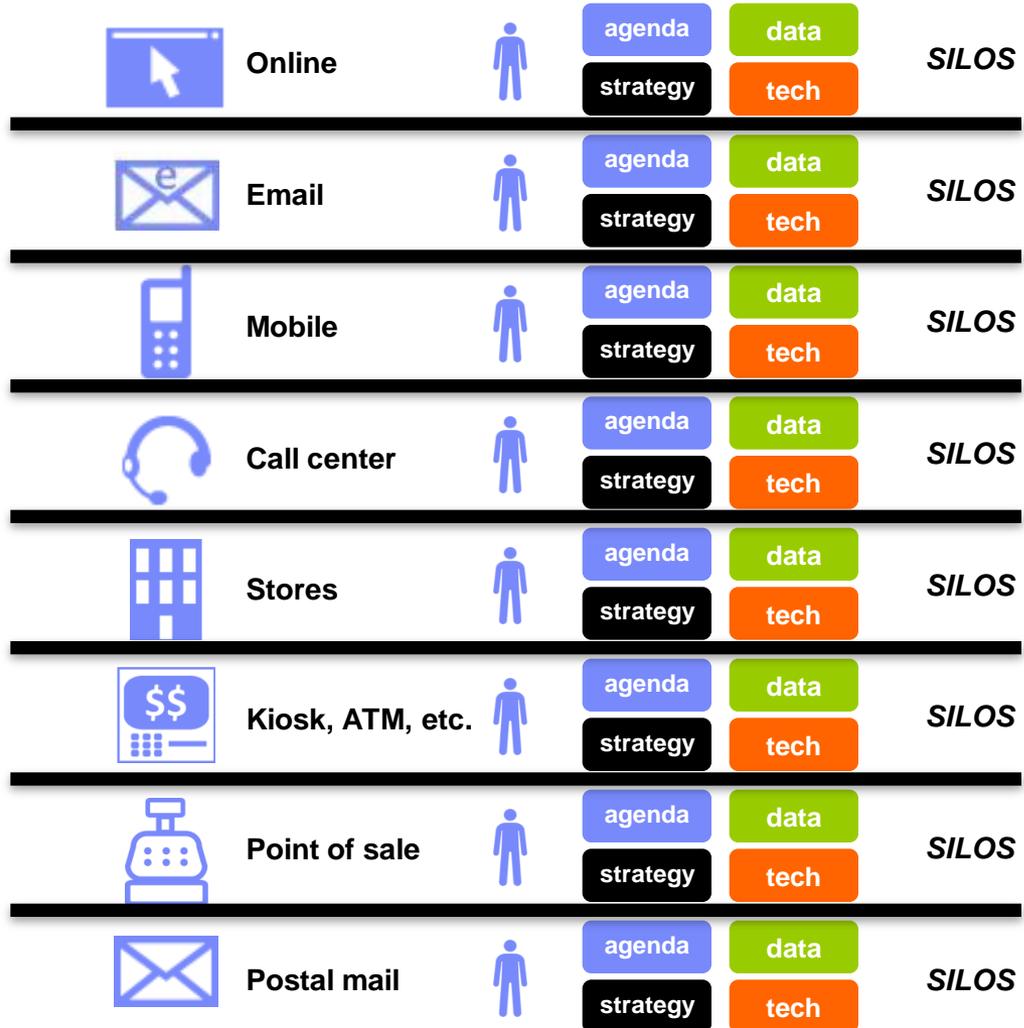
What your customers and prospects expect



What your customers and prospects actually experience



How companies deal with this today...



There Is A Better Way!



Online



data

SILOS



Email



data

SILOS



Mobile



data

SILOS



Call center



data

SILOS



Stores



data

SILOS



Kiosk, ATM, etc.



data

SILOS



Point of sale



data

SILOS

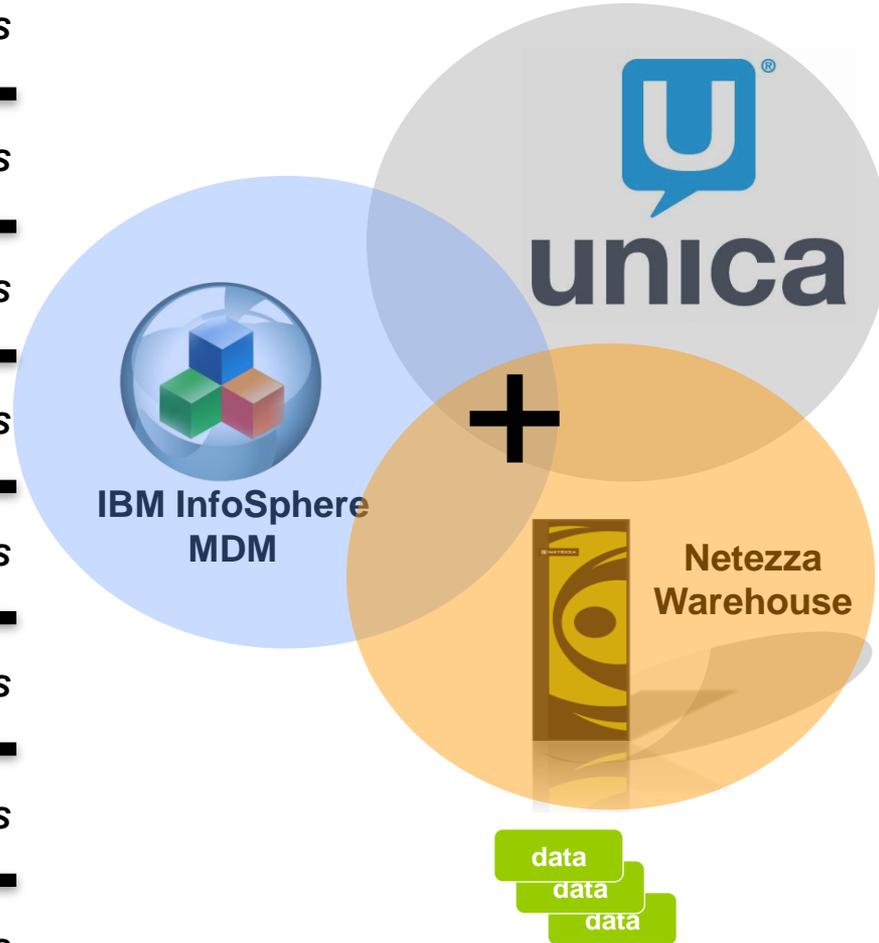


Postal mail



data

SILOS



MDM Enterprise Architectures Customer Case Studies

Customer Case Study - Australian Financial Services Group

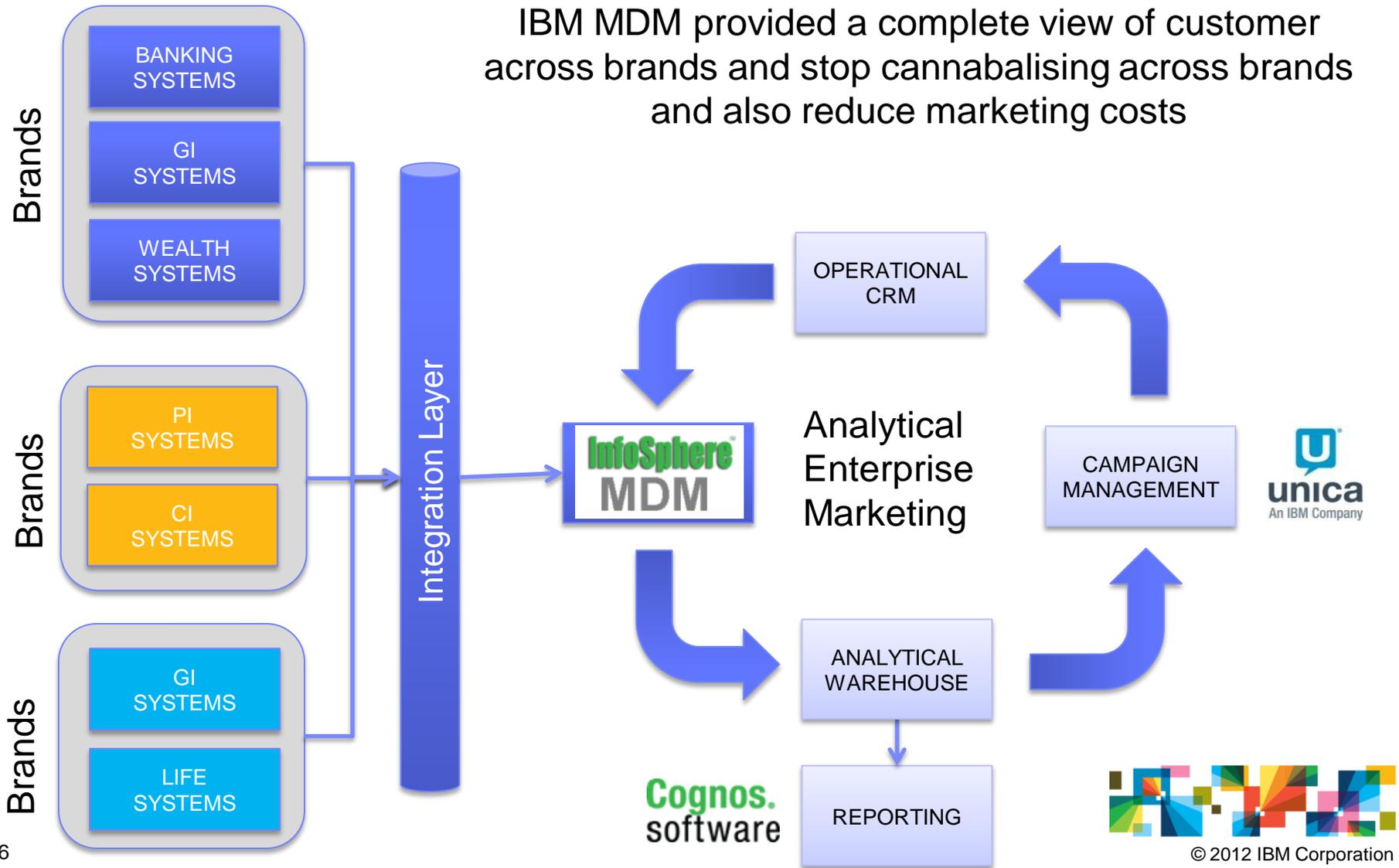
- A leading financial services group wanted a single, integrated view of its customers to address issues impacting revenue:
 - Internal conflict between the brands
 - Duplication of efforts
- Mergers and acquisitions increased data management complexity
 - 23 different source systems
 - 3 independent customer information systems,
 - Analytical warehouses, campaign processes, CRMs.

“Mergers and acquisitions in the past decade have increased our customer base by 200 percent. Having a single view of the customer, we’re more accurately able to target and cross-sell across our brands.”



Customer Case Study - Australian Financial Services Group

IBM MDM provided a complete view of customer across brands and stop cannabalsising across brands and also reduce marketing costs



Customer Case Study: Government Border Protection Organisation

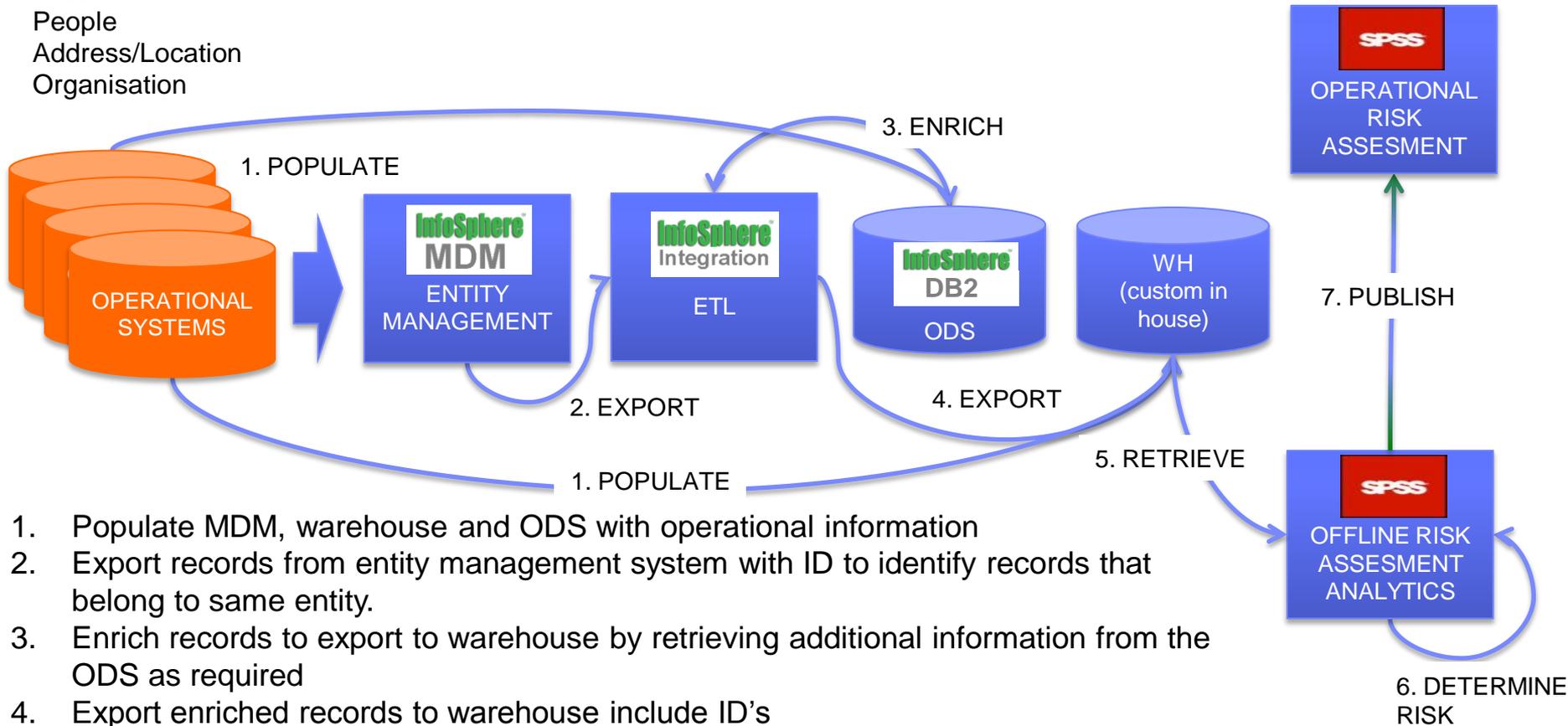
- Multiple border legacy processing systems across to organisations
- Border processing is inefficient and this impacts traders and travellers.
- The benefit of Entity Management to Risk Rating
 - Provides a single source of information about entity composition for operational Risk Rating
 - Removes the overhead of determining records that belong to an entity from the offline analytical Risk Rating system
 - Systems communicate via web services and Enterprise Services Bus
- Enhances existing functionality and improves upon the reach of these systems across the organisations.



Customer Case Study: Government Border Protection Organisation

Analytical Process - Batch

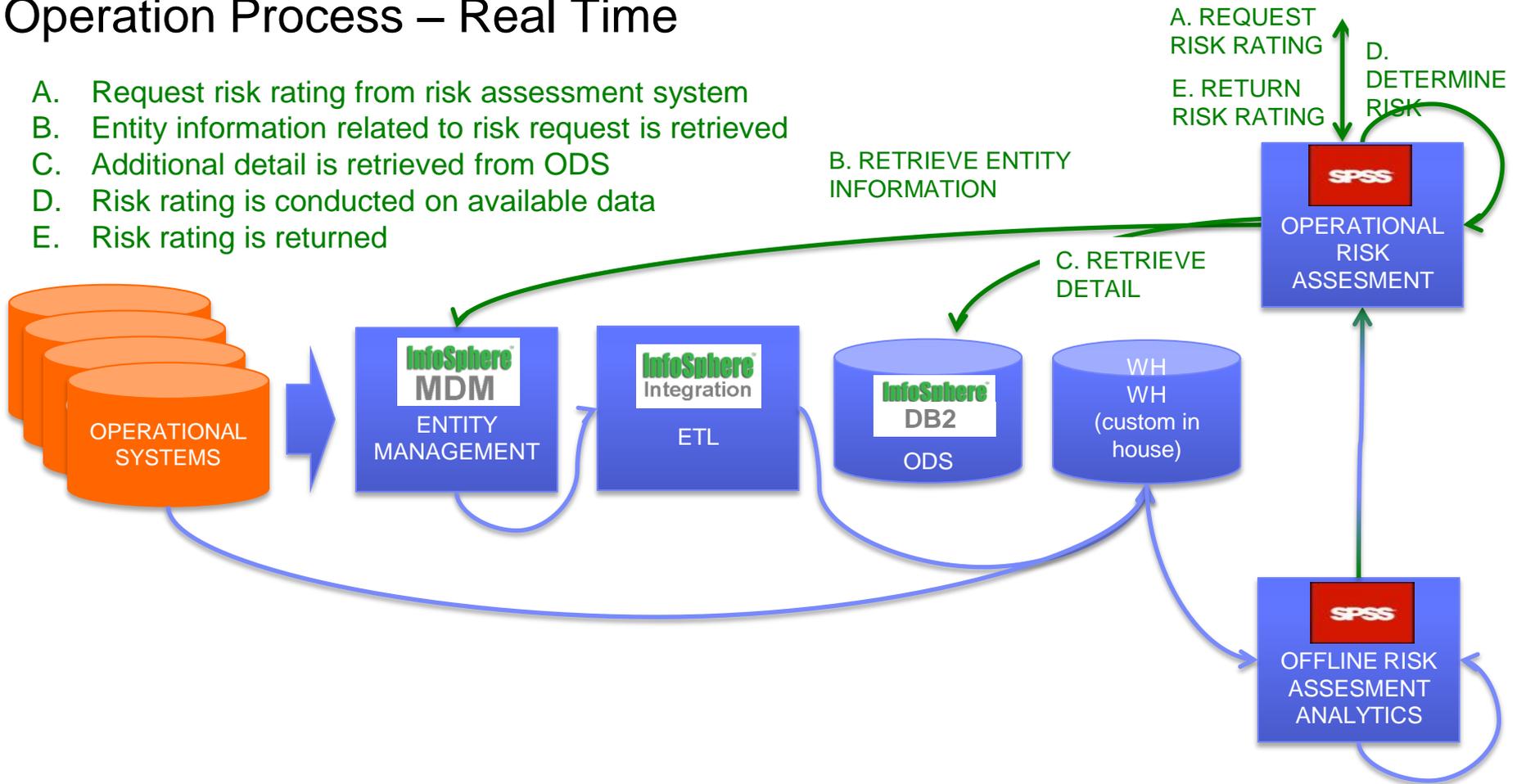
Vessel
People
Address/Location
Organisation



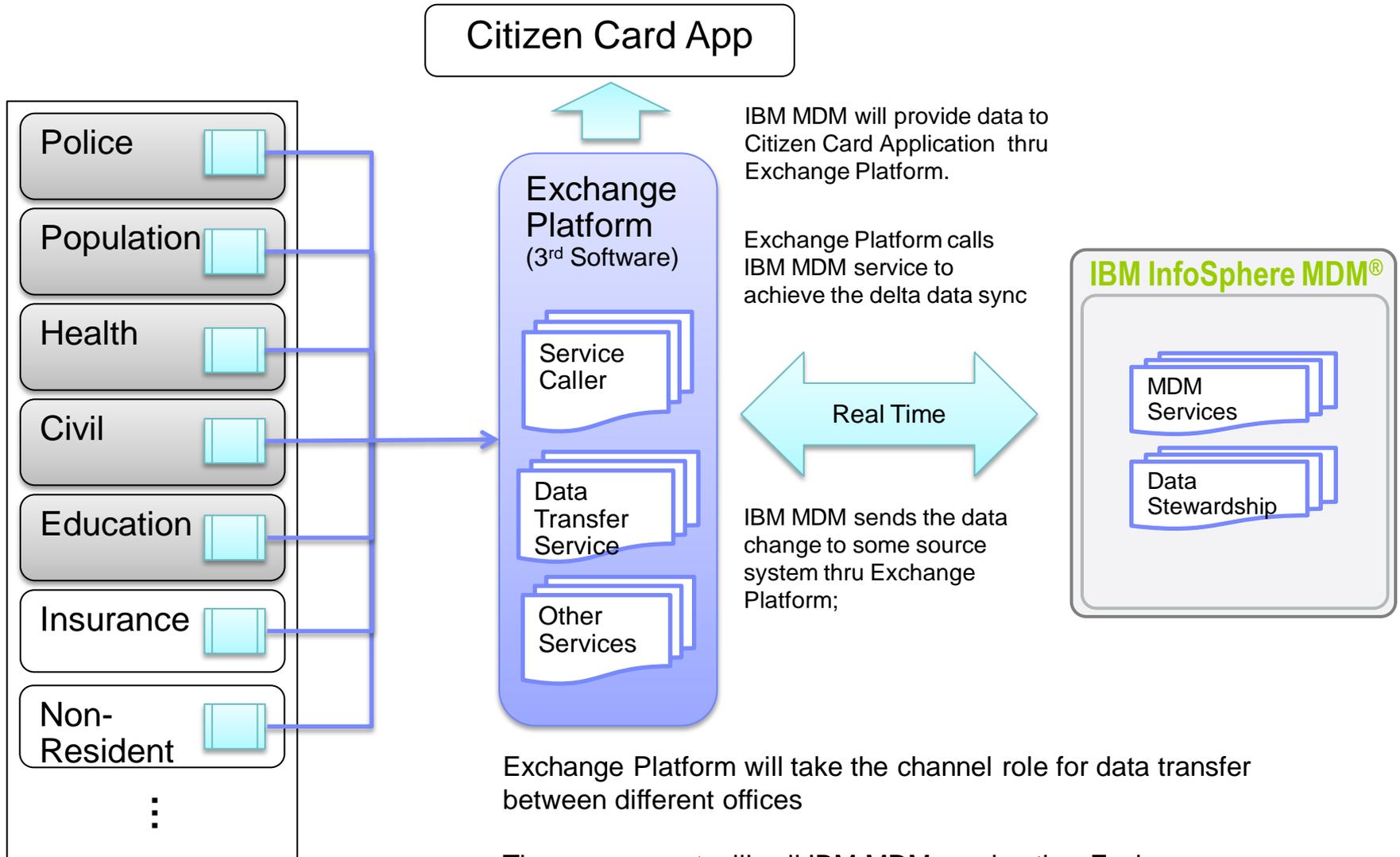
1. Populate MDM, warehouse and ODS with operational information
2. Export records from entity management system with ID to identify records that belong to same entity.
3. Enrich records to export to warehouse by retrieving additional information from the ODS as required
4. Export enriched records to warehouse include ID's
5. Retrieve additional detail from warehouse for processing in offline risk assessment
6. Determine risk
7. Publish offline risk assessment to operation risk assessment.

Customer Case Study: AP Government Border Protection Organisation Operation Process – Real Time

- A. Request risk rating from risk assessment system
- B. Entity information related to risk request is retrieved
- C. Additional detail is retrieved from ODS
- D. Risk rating is conducted on available data
- E. Risk rating is returned



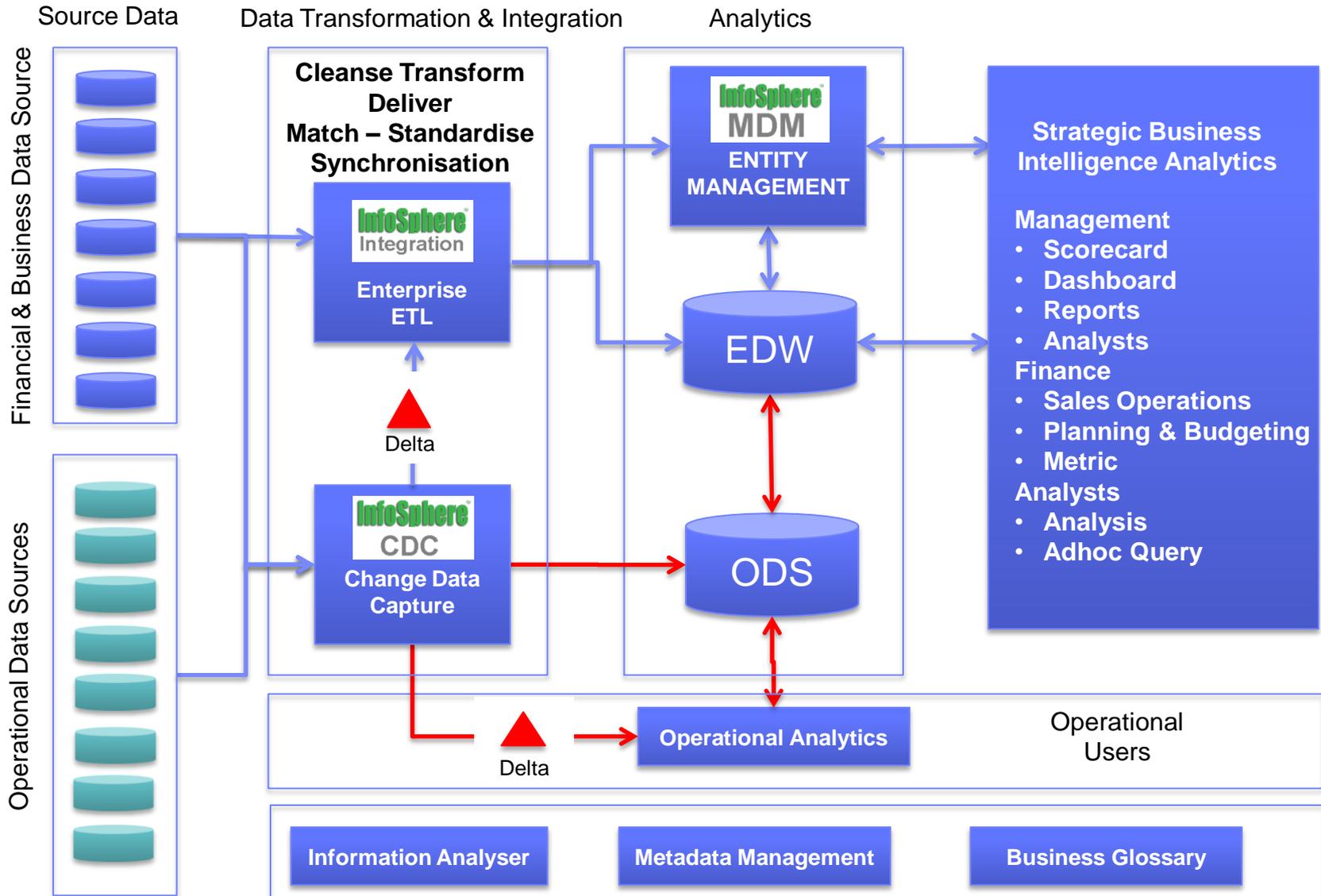
Customer Case Study: Chinese Provincial Government – Citizen Card



Exchange Platform will take the channel role for data transfer between different offices

The government will call IBM MDM service thru Exchange Platform to get a person's information

Customer Case Study: Global Retail Organisation



Observations from the field

Common barriers to implementing MDM

System and organisational control – *‘My data is authoritative for my purposes, so why should I care’*

Cost of adoption – *‘We can’t afford to change all our systems and don’t even control half the systems needed to participate’*

Perception that implementation takes multiple years to derive business value.

Belief that CRM, Data Warehousing or in-house implementations can solve the problem

Confusion about where to start – *‘We have so many channels, data feeds and data quality issues. Should we model first? Clean up all our data first? ...’*



IBM's experience proves...

MDM is a continuous process but can be implemented quickly to deliver *short term business value*

MDM *does not have to threaten* the control of application owners. They can participate incrementally and maintain control of 'their data'

MDM *does not have to be invasive* to existing systems and implementation costs can be kept to a minimum

MDM is *complimentary* to CRM, Sales force automation, data warehousing, campaign management etc.

MDM implementations are not inherently risky. Hundreds of organizations have succeeded and best practices have emerged that help to lower your risk



IBM Smartphone Event Application

Question: Master Data Management is ?

- a) The process of archiving data once it has reached its expiry date within an organisation
- b) A discipline that provides a consistent understanding of high value core data such as customer, product or account to deliver trusted information to business processes
- c) Enterprise governance process that allows organisations to maintain data management policies



IBM Smartphone Event Application

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Answer is (b)



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