Harness the value of information throughout the enterprise

IBM **Information Management** software

IBM Multiform Master Data Management
Business Overview

Companies across many industries face business challenges that affect their master data—the high-value, business-critical information about customers, suppliers, products and accounts—and the ability of IT to deliver on the requirements of a dynamic business. This critical business information is replicated and fragmented across business units, geographic branches and applications. Enterprises now recognize that these symptoms indicate a lack of effective and complete management of master data.

IBM® Multiform Master Data Management (MDM) addresses these challenges with a proven framework designed to help organizations manage master data across the enterprise. The fundamental principle of MDM is that master data is decoupled from operational, transactional a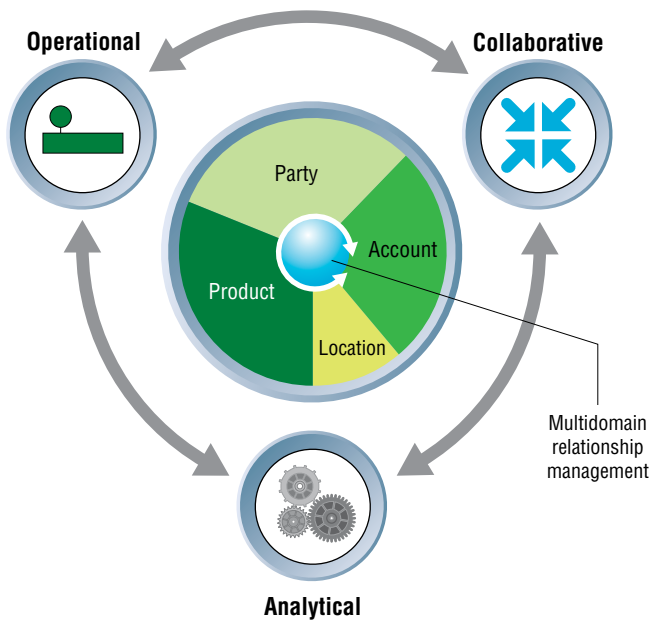nd analytical systems into a centralized independent repository or hub. This centralized information is then provided to Service Oriented Architecture (SOA) business services so data is managed independently of any single line of business, system or application. This strategy enables enterprises to identify common functionality for all systems and applications and then support efficient, consistent use of business information and processes.

Early attempts at solving the master data problem often involved approaches based on business need, usually addressing one or two specific data domains such as customer or product information. These approaches resulted in the prominent market categories known as customer data integration (CDI) and product information management (PIM). Today, these categories are considered subcategories of MDM.

Master data management helps organizations deliver business value by centralizing multiple domains and providing the functionality to employ multiple master data usage styles as required by the organization. Effective management of master data—key business information about a company's customers, products and accounts—can help organizations not only drive revenue gains but also help reduce costs, increase strategic flexibility and lower risk.

This master data usage and functionality can be categorized into three different styles: collaborative, operational or analytical. Companies employing the collaborative use of master data will create, define, verify and augment master data to establish a single version of the truth about customers, products, suppliers and other entities. Operational usage is focused on management, delivery and consumption of master data in day-to-day operations. Organizations also can employ an analytical usage style to stage master data destined for analytical systems or to supply rich insight to operational processes.

Master data can be used to achieve collaborative, operational or analytical benefits

Operational

Collaborative

Party

Account

Product

Location

Multidomain relationship management

Analytical

Unlock the value of business information through MDM

Companies embark on MDM projects to solve real business issues. Through this process, they can enhance core competencies, create new capabilities and differentiate their companies from the competition. IBM Multiform MDM products can play a critical problem-solving role in three key scenarios:

- *Collaborative MDM for PIM*
  Many companies suffer without the ability to properly manage product data, which can negatively affect activities within the organization and with trading partners. IBM Multiform MDM can manage critical process and workflows such as New Product Introduction (NPI) to help ensure that multiple parties can create, define, verify and augment master data to create a single version of the truth.

- *Operational MDM for CDI*
  CDI is the combination of technology, processes and services needed to maintain an accurate, timely and complete understanding of the customer across multiple channels, business lines and—in some cases—enterprises. IBM Multiform MDM contains out-of-the-box functionality to deliver this single understanding of the customer from various back-end and front-end data sources to consuming business processes across the enterprise.
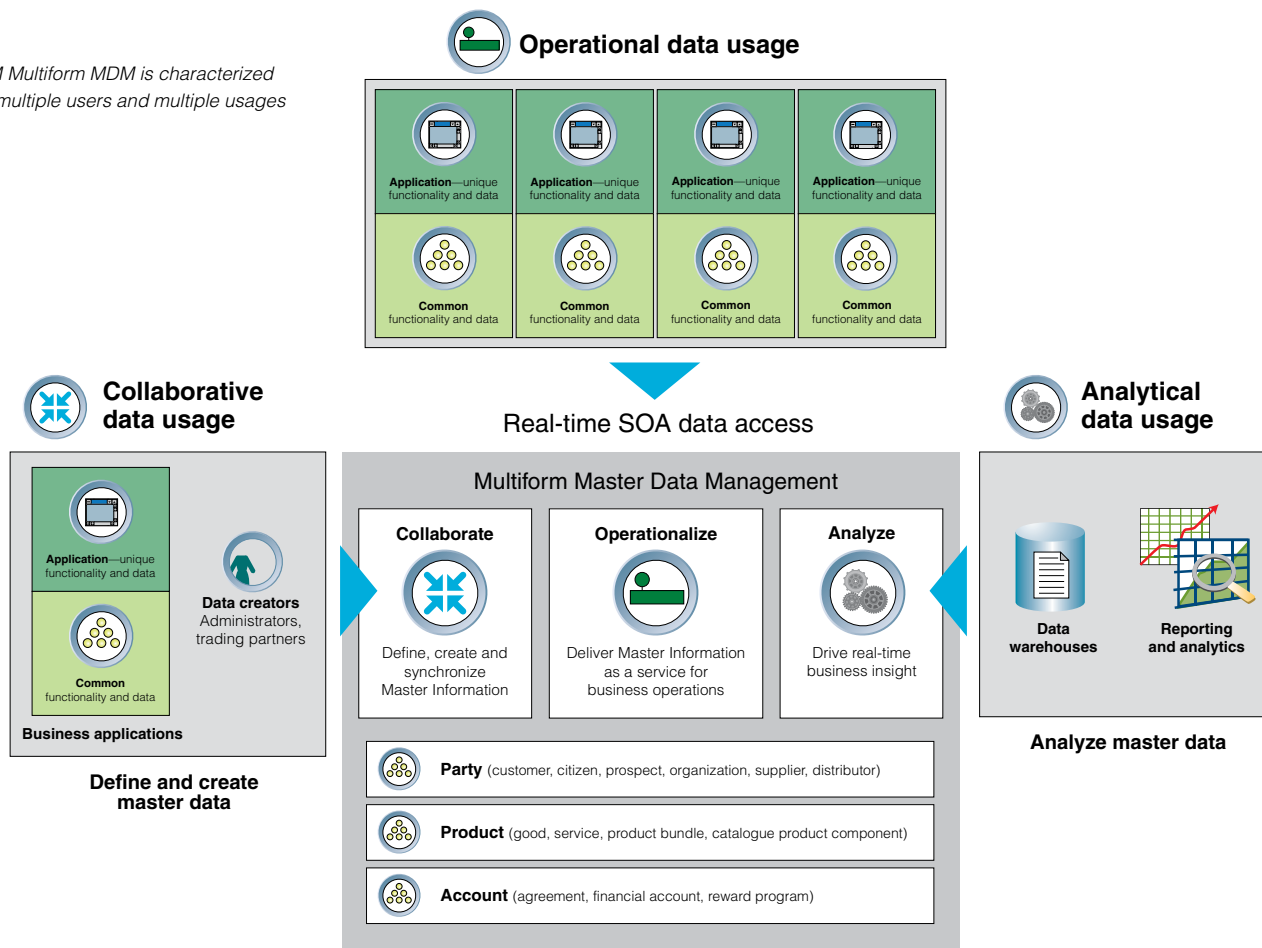
- **Analytical MDM for essential insight**
  To extract maximum value from the information
  contained within their systems, organizations must
  continuously analyze master data for accurate and
  timely insight into their products, customers and
  accounts. IBM Multiform MDM stages data for use
  in these systems and can refresh the information

when necessary. In addition, IBM Multiform MDM can
operationalize the insight created by these systems so
it can be used in transactional processes—a capability
that can create additional value when coupled with IBM
Industry Models for common definitions of these key
business facts.

IBM Multiform MDM is characterized by multiple users and multiple usages

Operational data usage

Application—unique functionality and data (×4)

Common functionality and data (×4)

Collaborative data usage

Real-time SOA data access

Analytical data usage

Application—unique functionality and data

Common functionality and data

Business applications

Data creators
Administrators, trading partners

Define and create master data

Multiform Master Data Management

Collaborate — Define, create and synchronize Master Information

Operationalize — Deliver Master Information as a service for business operations

Analyze — Drive real-time business insight

Party (customer, citizen, prospect, organization, supplier, distributor)

Product (good, service, product bundle, catalogue product component)

Account (agreement, financial account, reward program)

Data warehouses

Reporting and analytics

Analyze master data

MDM helps maximize the value of information, wherever it resides in the enterprise

MDM can help organizations realize several key business benefits:

- *Increase revenue and customer retention*
  IBM Multiform MDM delivers the ability to increase revenue through an understanding of customers, their accounts and the products purchased. With this knowledge, MDM-enabled organizations can leverage cross-sell and up-sell opportunities, as well as bundle accounts and provide differentiated service levels to the most valuable customers.

- *Reduce costs*
  By streamlining and automating business processes through IBM Multiform MDM, organizations can become more efficient in their operations—helping them to reduce costs for processes such as introducing a new product to market and enabling them to react more readily to market demands.

Increase flexibility to support new business strategies
IBM Multiform MDM delivers agility to organizations engaged in such complex strategies as mergers and acquisitions. Many forward-thinking IT organizations are moving toward enterprise-wide SOA strategies to help them deliver outstanding business flexibility. IBM Multiform MDM can play a key role in centralizing data domains and delivering information as a service.

- *Meet compliance requirements and reduce risk exposure*
  IBM Multiform MDM allows organizations to easily capture new domain information to help rapidly meet compliance requirements. IBM Multiform MDM also leverages insight to help provide more accurate and timely decision making.

IBM is uniquely positioned to deliver these benefits of MDM in several important areas:

- *Functionality*
  IBM is currently the only vendor providing multiform functionality and coverage spanning all required usage styles and domains including party, product and account.

- *Performance*
  IBM Multiform MDM is fully service oriented, which allows real-time master data usage. Independent testing also has verified leading transaction volumes with implementations at some of the world's largest organizations.

- *Scalability*
  IBM Multiform MDM can address immediate tactical issues using a single usage style and single domain. However, IBM Multiform MDM also can expand over time to become the focal point of strategic architectural design—encompassing primary and secondary domains, their relationships and interconnected usage styles.

- *Flexibility*
  Designed on standards-based technology, IBM Multiform MDM is underpinned by an SOA methodology and employs Java™ 2 Platform, Enterprise Edition (J2EE™), XML and Web services. Even in the most heterogeneous environments, these products can be quickly deployed into existing environments and provide a framework for ongoing application development and innovation.

- *Total cost of ownership*
  IBM Multiform MDM has low total cost of ownership within the MDM marketplace for initial implementations and subsequent phases. These products provide the inherent functionality required for MDM deployments, as well as the ability to scale over time.

- *Time and risk*
  IBM Multiform MDM is built on tested, proven MDM technology. Recognized by both customers and analysts, IBM has an extensive record of successful multiphase deployments that have delivered rapid time to value.
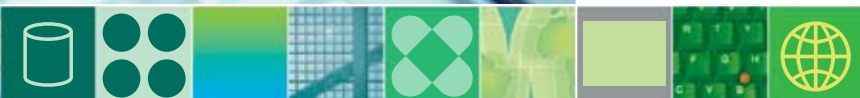
For more information

To learn more about IBM Multiform MDM, please contact your IBM representative or visit **ibm.com**/software/data/masterdata

TAKE BACK CONTROL WITH Information Management