

# InfoSphere<sup>TM</sup> software



## Information Management Software Services

### *Rapid Deployment Package for Master Data Management Services Offering*

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#### **HIGHLIGHTS**

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- *Rapid Deployment Package (RDP) for Master Data Management (MDM) Services Offering leverages pre-integrated InfoSphere products to dramatically reduce time to value for MDM projects*
- *For Information Server users, this offering leverages existing skill sets, software and hardware to lower even further the total cost of implementing an MDM solution*
- *Optional data preparation workshops and training enable customers who are new to InfoSphere products to quickly become self-sufficient*
- *The Rapid Deployment Package for MDM Services Offering allows you to start small and grow big with your MDM solution*

#### **Managing your customer information is critical to your success.**

*If your CEO asked you for all of the business you did with a specific customer, how long would it take you to get it?*

*When customers call into your call center, does the person answering the phone have access to the customer's entire relationship with you and do they understand the total value of the customer to you?*

*Are you getting all of the value out of your CRM or ERP System or is the quality of your customer data impacting your ROI?*

For most businesses, customer information is an extremely important and valuable asset.

However, as a result of companies growing over time, often in a siloed fashion, customer data is often spread across multiple operational systems. This process has led to the inability to obtain complete, accurate, consistent and timely

information in the form that it is needed in.

IBM recommends a "start small" to "grow big" approach by leveraging the Rapid Deployment Package for MDM Services Offering when looking to implement any Master Data Management solution.

#### **Rapid Deployment Package for MDM Services Offering focuses on...**

Delivering a solution that provides an initial 360 degree view of your Customers quickly. This allows you to understand the entirety of your relationship with a customer. Our RDP for MDM Services Offering coupled with our pre-integrated InfoSphere Products will provide you with automated identification and correction of duplicate names & addresses as well as standardization, all providing you with a solution to maintain the quality of your customer information over time.

Customer names, addresses and relationships to accounts, products and / or contracts are used to enable select departments, such as Customer Service, to quickly search for a customer and get a complete picture of your relationship to that customer.

The RDP for MDM Services Offering requires the following InfoSphere product components:

- DataStage
- QualityStage
- Information Services Director
- MDM Server

To support this solution offering these products have been pre-integrated to truly accelerate the time to deployment and value, while providing a complete solution to support your enterprise.

## Information Management Software Services RDP Data Preparation Workshop

The RDP for MDM Services Offering has an option to start with our Information Management Software Services led workshop. The data preparation workshop, when combined with our training offerings, enables you to be independent after the very first project. During the data prep workshop Information Management Software Services will work with you to profile up to 2 source systems, and map these source systems to IBM's MDM Server format. The data prep workshop will provide you with the

tools and data expertise to support source to target mappings for your initial and future deployments, as well as leave you with an installed development environment with DataStage jobs to do the mappings.

Execution of this data prep workshop will require two additional IBM InfoSphere products:

- Information Analyzer to perform data profiling and analysis
- FastTrack to map from the source to IBM format

## Information Management Software Services MDM Server Deployment Approach

The RDP for MDM Services Offering has been developed to support the accelerated deployment of an MDM solution leveraging pre-integrated InfoSphere products. The Information Management Software Services team will lead, but look to deliver the solution in parallel with your resources. Some of the specific deliverables included in this offering are:

**Implementation** – All the tasks required to implement and configure the solution for your environment. This will include product installation & dev environment configuration, implementation of mapping rules, duplicate suspect processing rules, delivery of associated design and configuration documentation, and more!

**Post Deployment** - All the tasks to ensure that your solution is ready for

production. This will include support for test plan development, integration testing, functional testing, user acceptance, and data stewardship.

The Information Management Software Services team has the tools and experience to start you off on your MDM journey.

## Your independence is our greatest success

That is the underlying theme to our delivery approach for Information Management solutions. We believe that nothing is more important than transferring our knowledge to your organization. This provides you with long-term self-sufficiency through our mentored and parallel working approaches.

## Your blueprint to success

IBM's Integrated Methodology for Information Management is a framework for delivering Information Management products and solutions. It is a comprehensive, well structured, proven approach that leads a client's project team from initial planning and strategy through to implementation. A flexible delivery model adaptable to any customer environment, the methodology is a set of project management practices and principles that allow organizations to build an infrastructure foundation that is scalable and extensible.

The methodology is not based on any specific product; rather it is vendor-independent, enabling rapid design, development, and deployment of any information solution.

## Clients overall MDM roadmap

An overall MDM deployment roadmap should build off of the results of the first release in order to cement commitment and accelerate additional benefits.

The Rapid Deployment Package for MDM Services Offering will result in a first release MDM Server production system or may be considered a "Proof of Concept" that future projects can build off of.

## Engage Today

With a world-wide team of highly trained services professionals, IBM Information Management Software can help build your solution with confidence while assuring that the business needs and expectations of your organization are met. Our experts are ready to assist your organization with:

- Establishing project goals, expectations
- Creating communication strategies
- Maximizing the return on your investment
- Reducing project delivery times, complexity and risk
- Reducing total cost of ownership

Available for whatever the delivery approach your business requires, the IBM Information Management Software Services team will produce results quickly, and will help to put your project on the road to success.

## For More Information

For more information  
To learn more about IBM Software Services for Information Management and this service offering, please contact your local IBM sales representative

You can also visit  
[ibm.com/software/data/services](http://ibm.com/software/data/services)

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