



IBM

Information



Demand **2010**

Intelligent Analytics and Optimization for Smarter Business



Smarter View of Your Information

Lester Ng, Brand Consultant
InfoSphere Master Information Management



IBM Information
ON Demand 2010

Objectives

Smarter View of Your Information

- To obtain a unified, complete, consistent and standardized view of your data
- To drive critical business decisions
- To meet growth, revenue-generation & cost-reduction goals
- To gain control of your data, reduce information errors & eliminate duplicate data



Data in Business Optimized Applications



Name:	Nancy Smith	Nancy Jones	Mark Jones	Nancy Jones
Gender:	Female	F	Male	Female
Birth Date:	1 Aug 1980	1/8/1980	9/2/1963	8/1/80
Marital Status:	Single	Married	Married	M
ID:	Passport: BA26355	D/L:800801-2311711	D/L:630902-1212212	D/L: 800801-2311711
Address:	1 Main St, ...	1 Main Street, ...	No 1 Main St, ...	2 Main Street, ...

- **ARE THEY THE SAME PERSON?**
- **ARE THEY RELATED TO OTHER CUSTOMERS?**
- **IS THE CUSTOMER ALSO AN EMPLOYEE?**
- **WHICH ADDRESS IS CORRECT?**

Leaders Investing to Optimize Information Assets



Insightful

Derive meaning from information changes



In Context

Real-time delivery of relevant information when and where it's needed



Complete

Related information reconciled into a single and holistic view



Accurate

Complex and disparate data transformed, cleansed and delivered

Trusted Information Affects the bottom line

Some Common Business Drivers and Complications

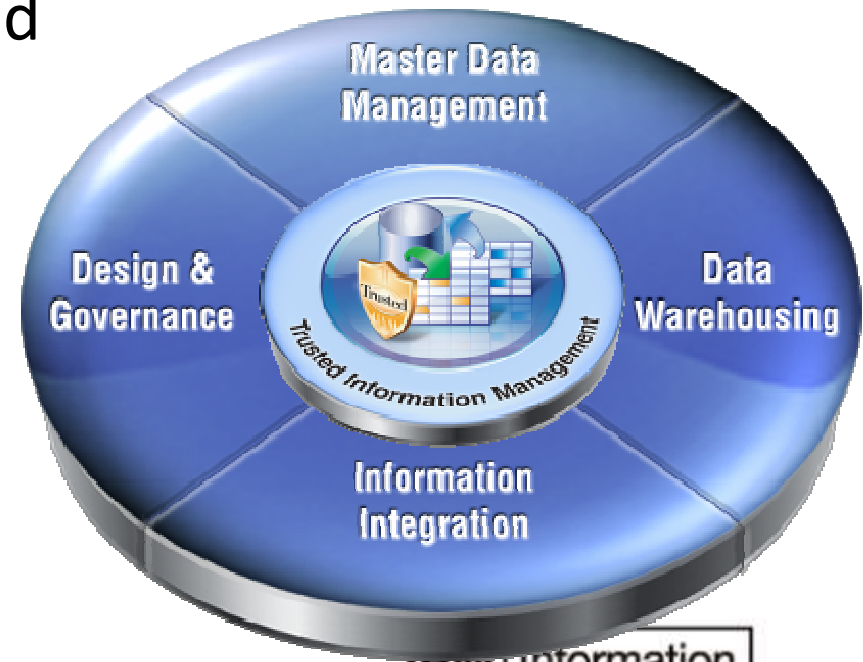
- **Increase Revenue**
 - Requires cross domain integration
 - Allow marketing to provide offers based on customer segmentation
 - Provide view for increasing share of wallet
 - Increase revenue through improved cross-selling
- **Reducing churn**
 - Requires single view of customer and understanding complex relationships
 - Understanding what offers have been extended and acted upon
 - Knowing which customers to treat the best
- **Managing risk**
 - Requires both B2B and B2C view of a customer
 - Need to manage and visually administer multiple types of hierarchies
 - Data is typically locked away in multiple legacy applications and data warehouse
 - Utilization of External Data such as D&B and credit bureaus
- **Ability to respond to constant change**
 - Merging companies with different system and application sets
 - Merging different lines of business where data is locked in silos
 - New regulatory environment
 - New demands for how data is being utilized such as CRM and Business Intelligence



The IBM InfoSphere Vision

An Industry Unique Platform

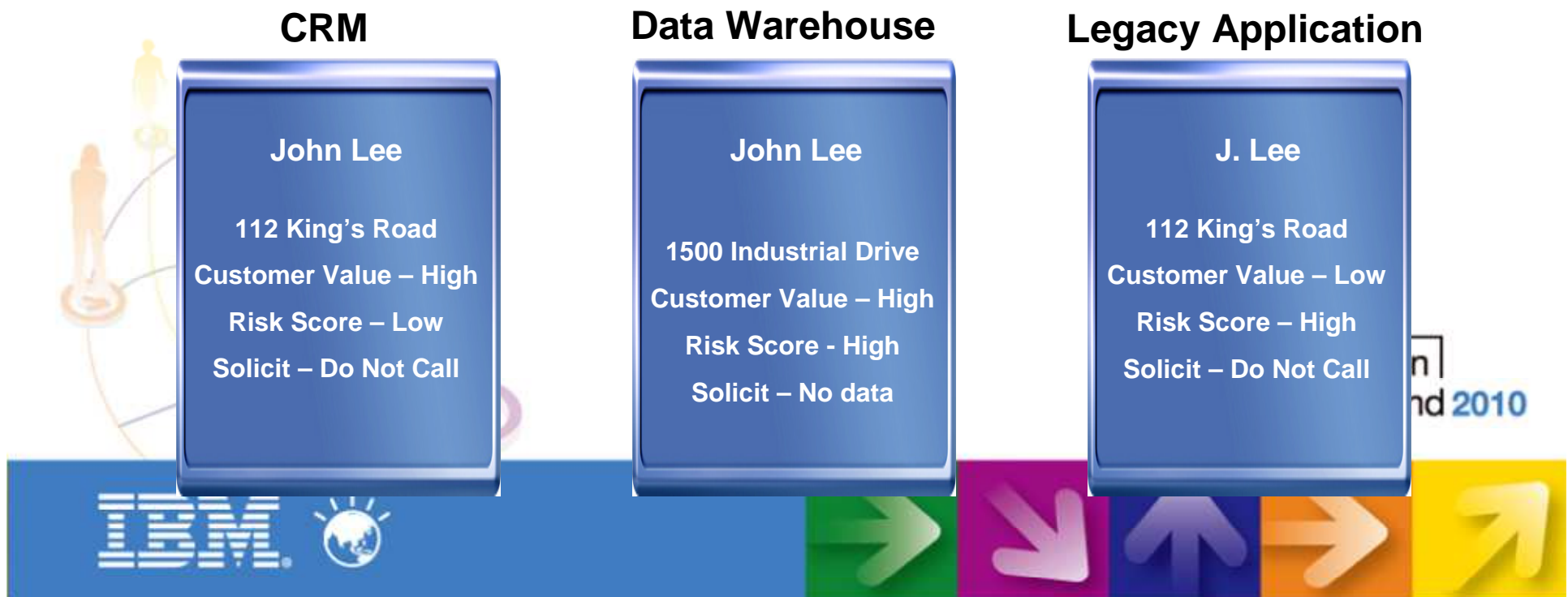
- Simplify the delivery of trusted information
- Accelerate client value
- Promote collaboration
- Mitigate risk
- Reduce costs
- Scalable from project to enterprise



IBM Information ON Demand 2010

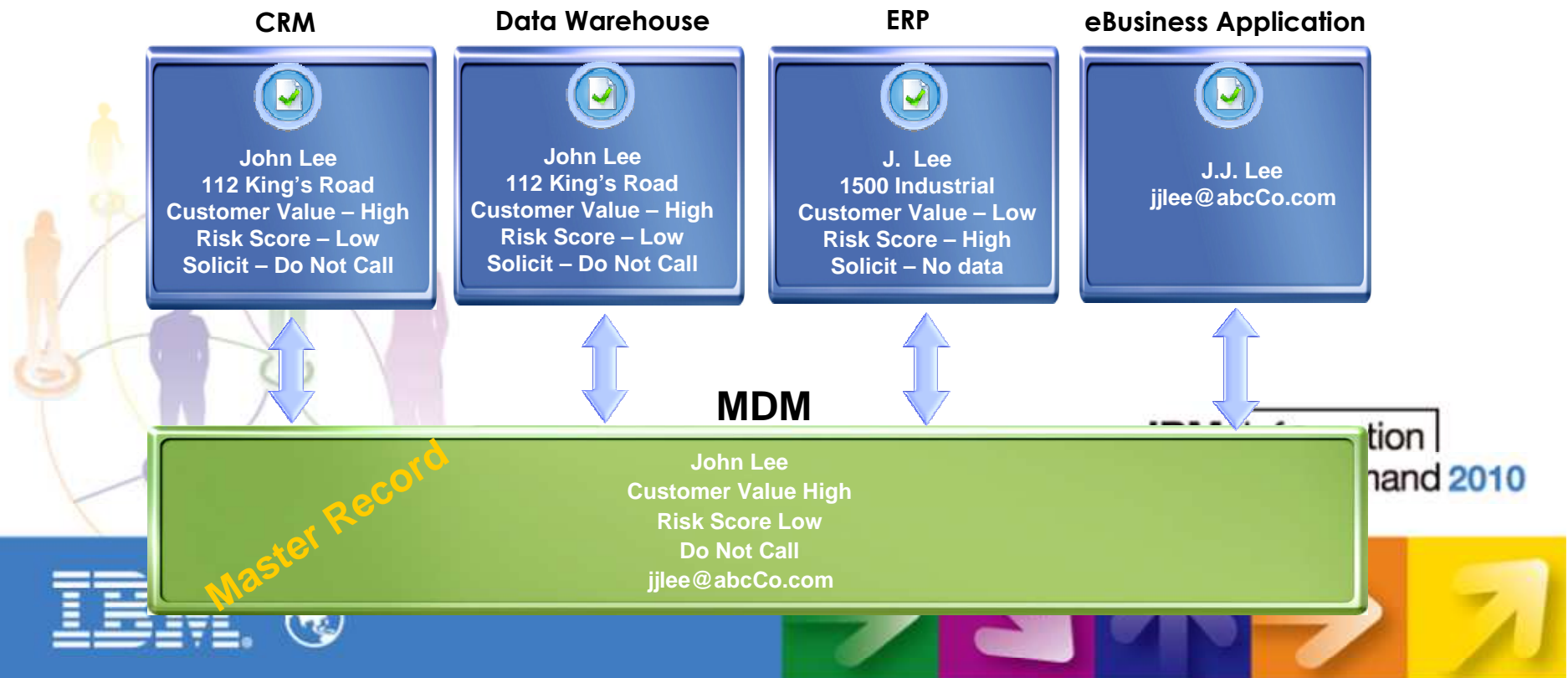
What is Master Data?

- **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**



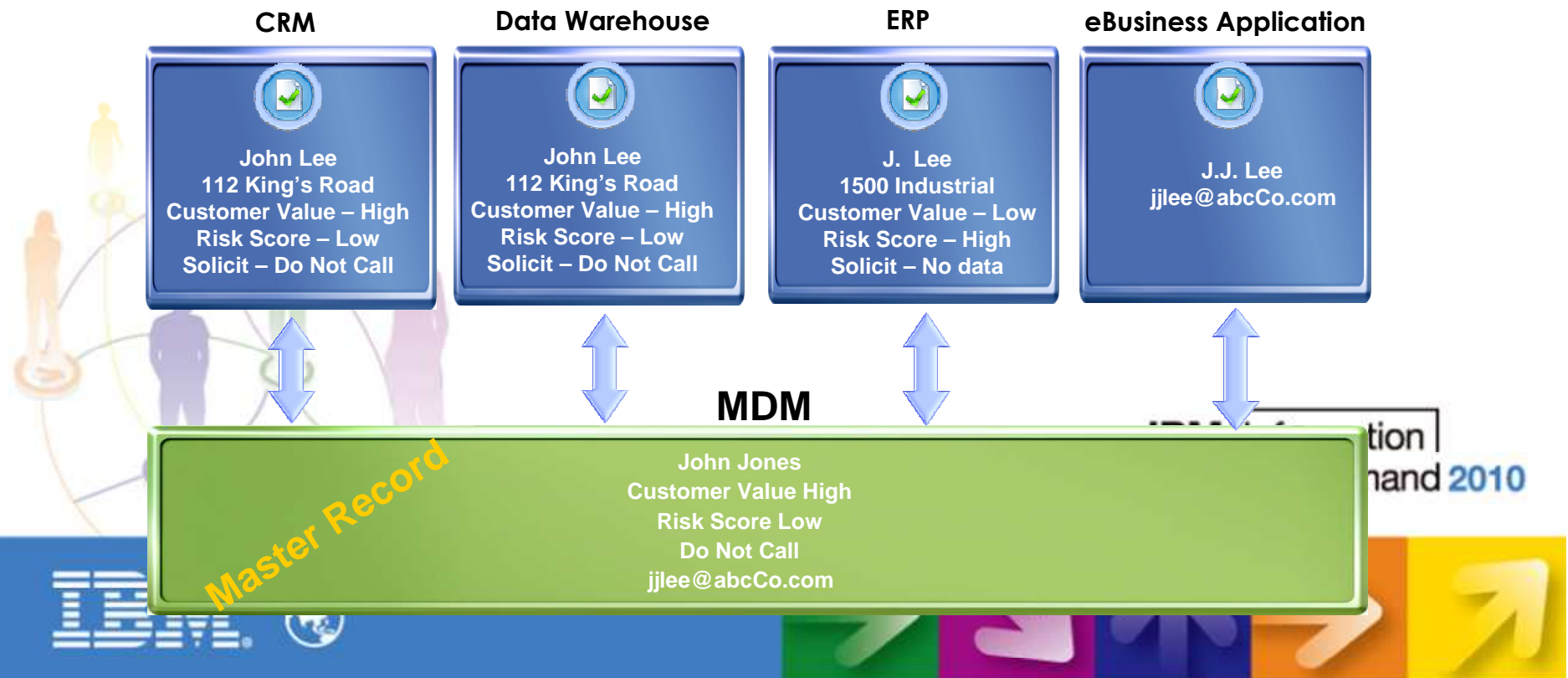
What is Master Data Management?

- 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



MDM provides consistent information across your business processes

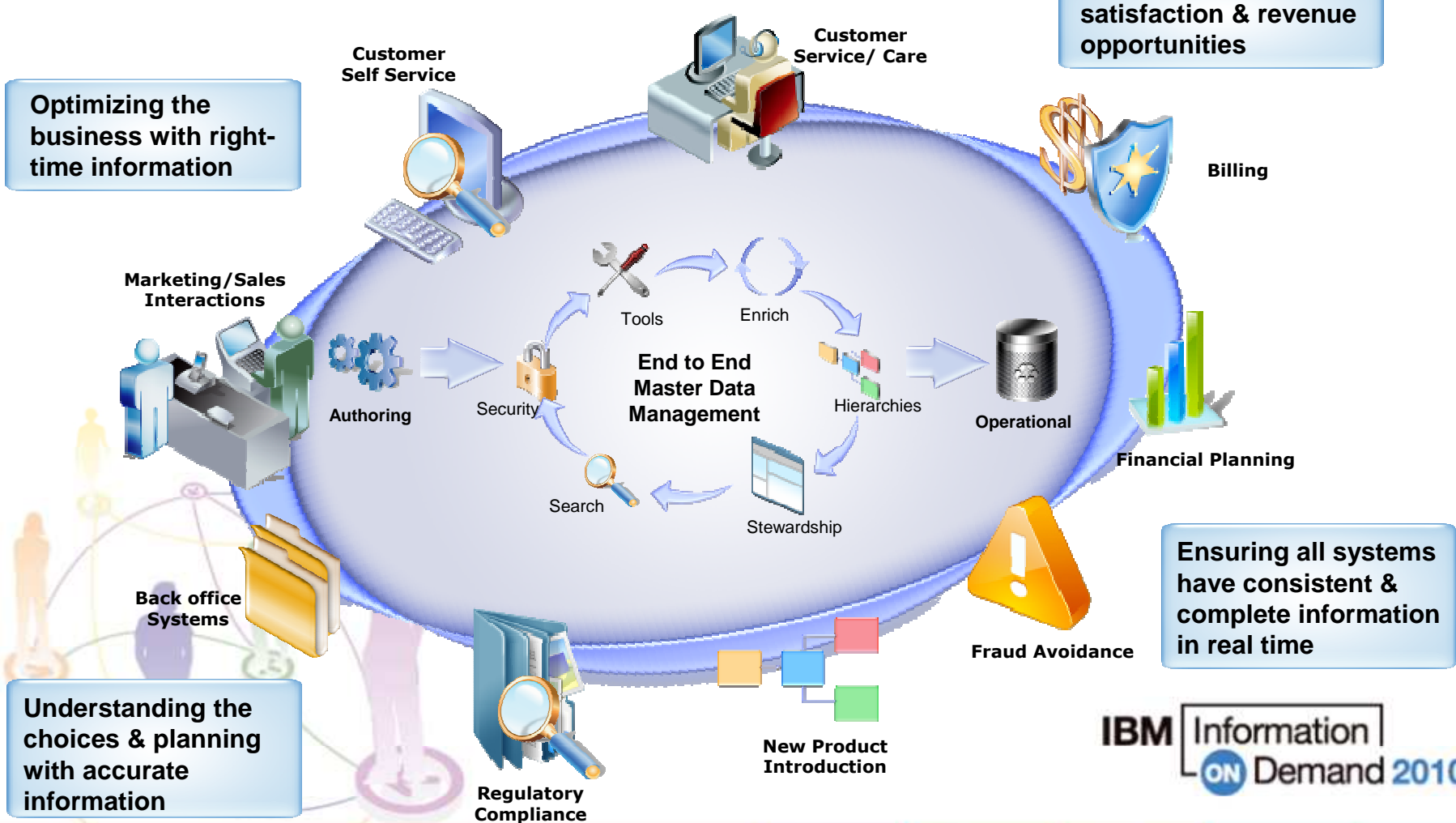
- Customer On-boarding
- New Product Introduction
- Order fulfillment
- Account Management



Master Data Management

Optimizing the business with right-time information

Maximizing customer satisfaction & revenue opportunities



IBM Information ON Demand 2010

IBM InfoSphere Master Data Management

Achieve better business outcomes with a single version of truth

Smarter

Provide timely, accurate and complete information

- Make decisions based on a complete and trusted view of the business
- Integrate with Content Management for more in-depth information
- Incorporate Master Data in business analytics to generate greater insight

Easier

Deliver results quickly and efficiently

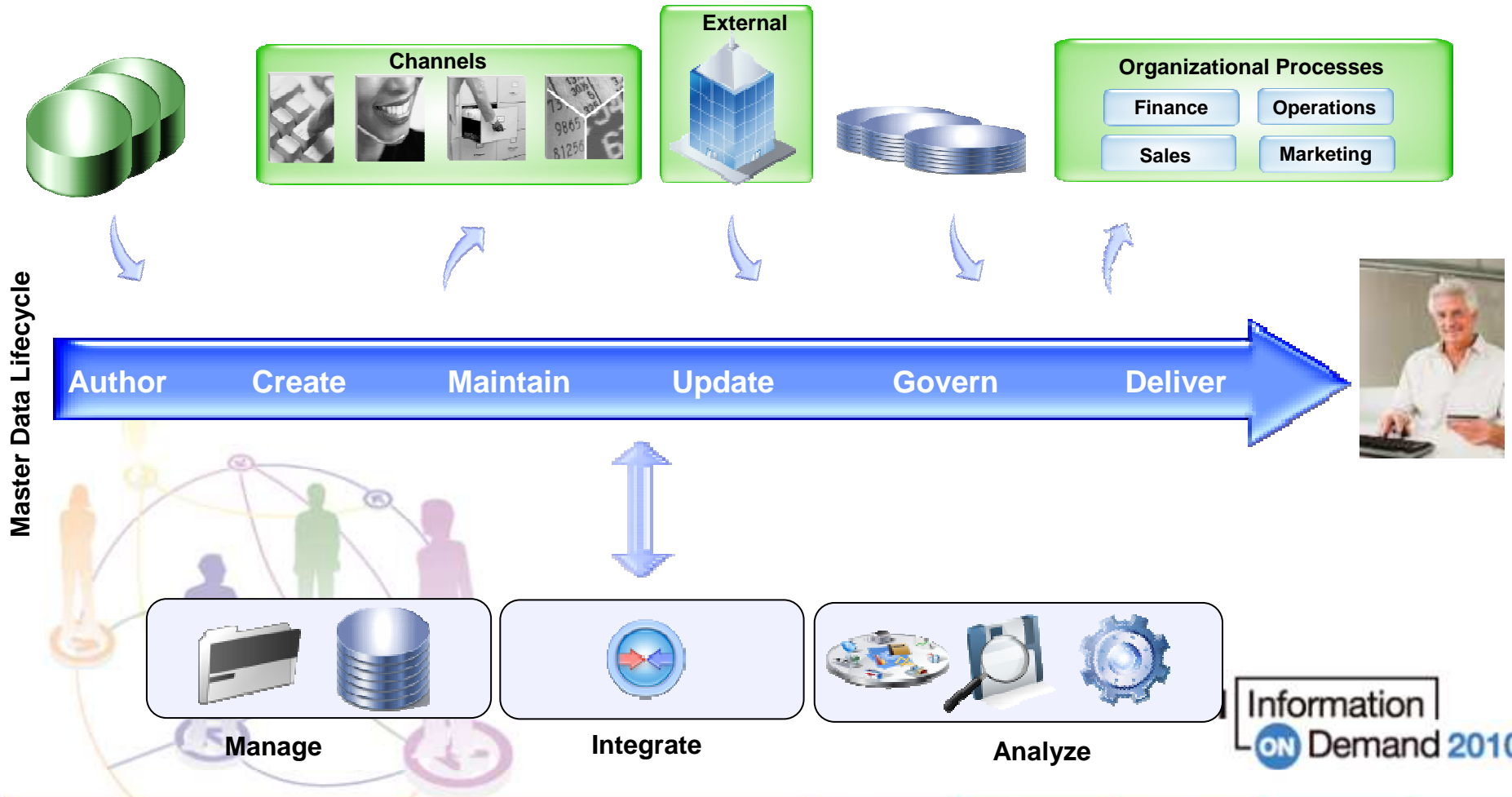
- Start with the capabilities you need now, grow as your needs grow
- Reduce cost, risk and time to value with streamlined deployment
- Be more productive with an intuitive and extensible user interface

Adaptive

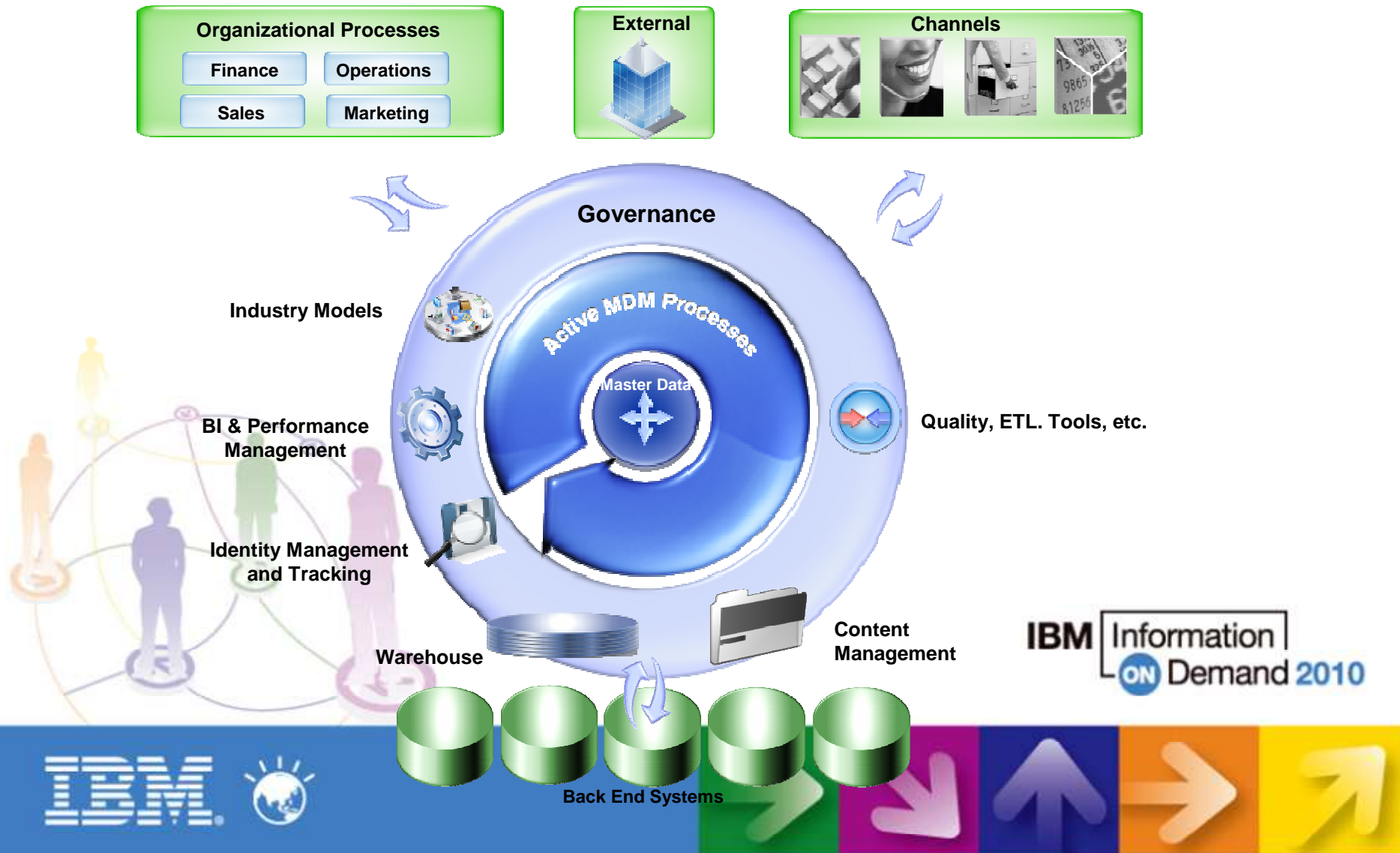
Address changing business requirements

- Deploy one or more pre-built domains for Party, Account or Product
- Create custom-built domains for industry or company specific data models
- Integrate with a broad spectrum of business processes for greater impact

Mastering Information



IBM Master Information Management

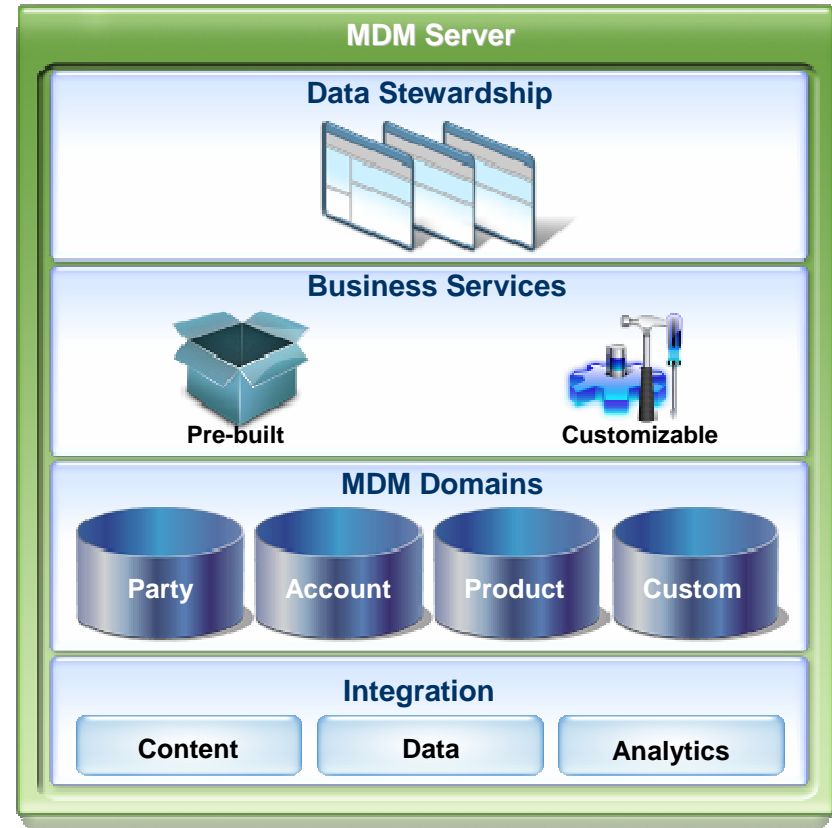
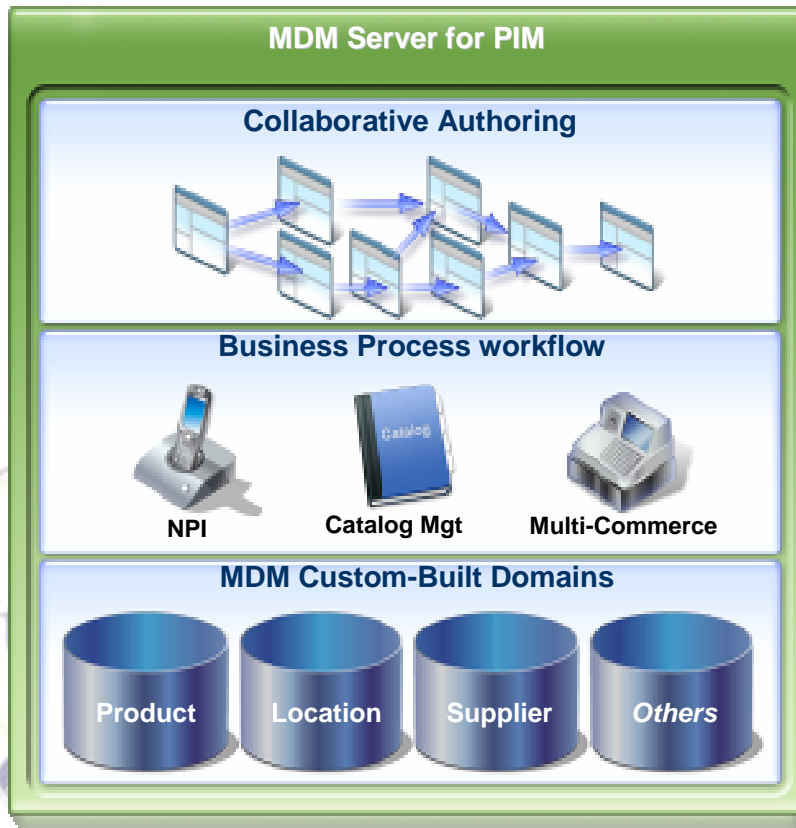


IBM MDM Product Portfolio



IBM Information ON Demand 2010

IBM MDM Product Portfolio



IBM InfoSphere MDM Server

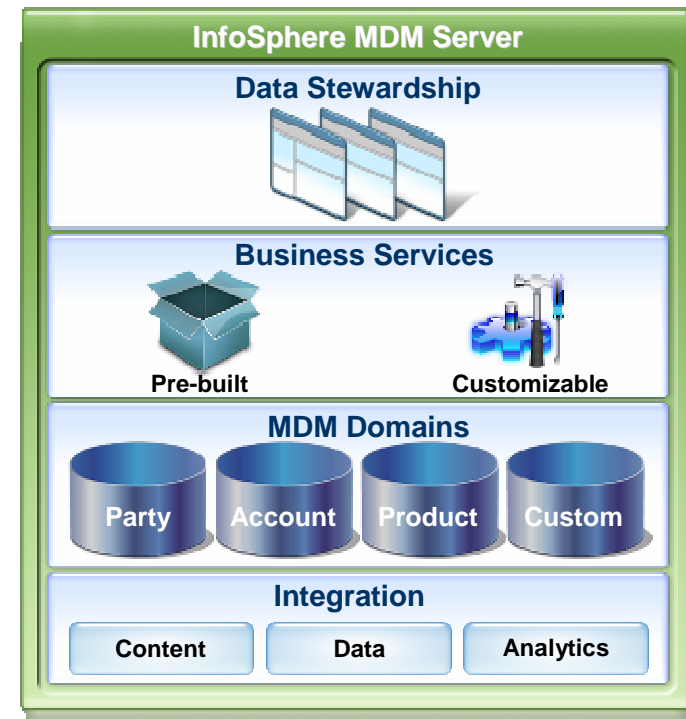


IBM Information ON Demand 2010

InfoSphere MDM Server

Single source of truth for master data for all applications

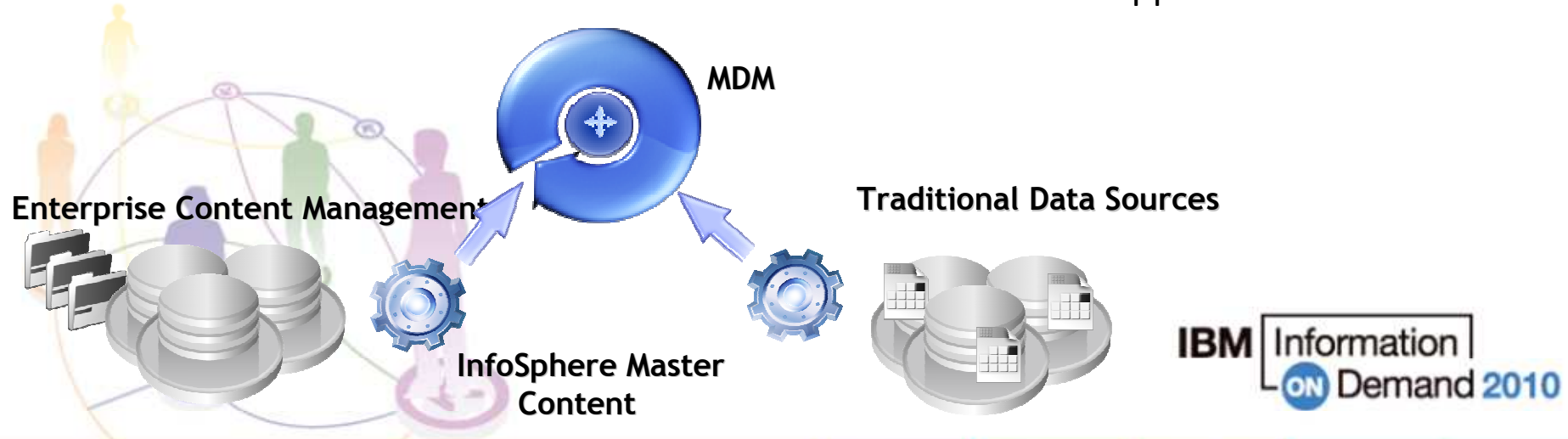
- Business Services
 - Enables business process to easily leverage master data
 - Speed time-to-value, reduce subsequent phase investment
- Functionality
 - Stewardship: Data Quality, Stewardship, & User Interfaces
 - Events: Event Management & Business Rules
 - Security & Entitlement: ROV
- Multi-domain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



IBM | Information |
ON Demand 2010

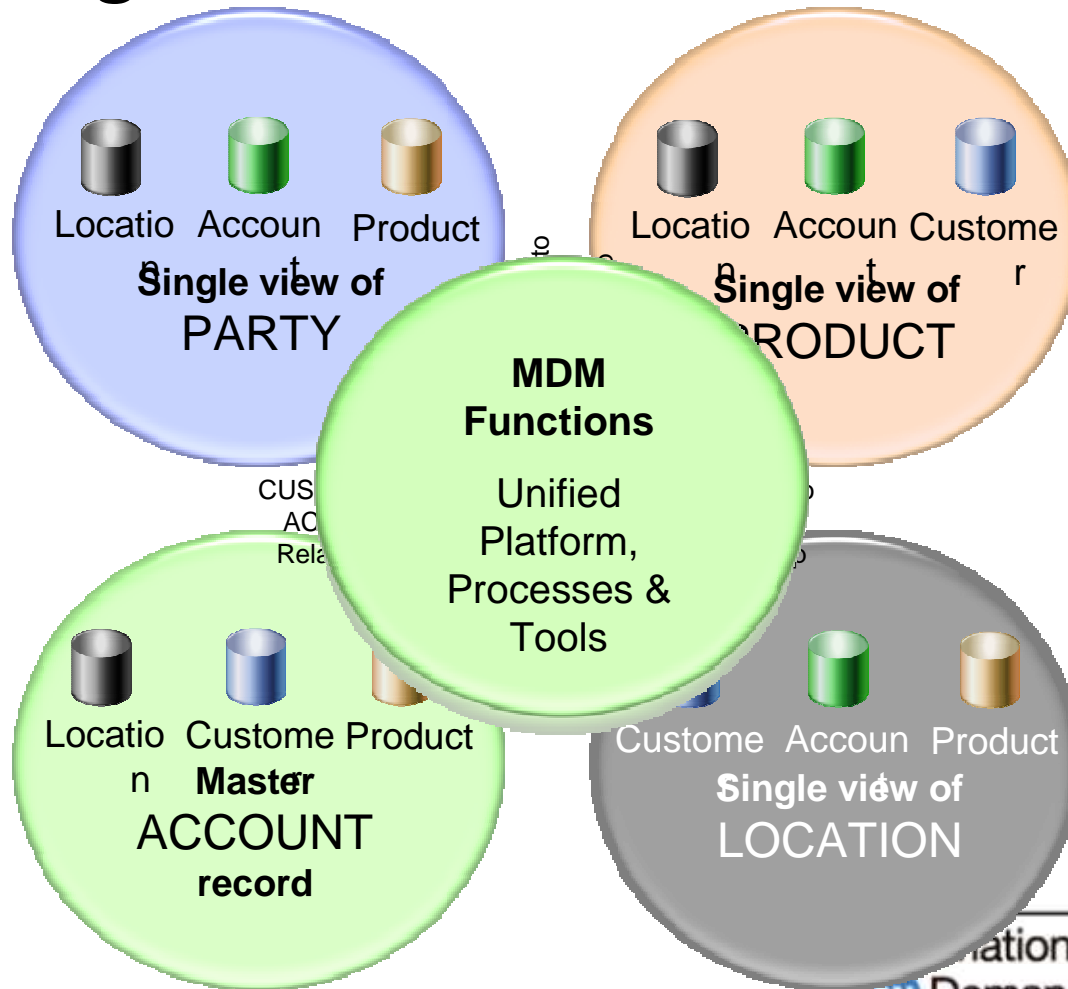
InfoSphere Master Content

- InfoSphere Master Content* creates more complete views of customers leading to smarter business outcomes
- Bridges ECM to MDM to create complete views of entities
 - Augment and enhance master data to create richer views, drawing together both content and data – *all* types of information
 - Identifies, establishes and maintains links between enterprise content and master record
 - Unified access to data and content for MDM based business applications



Mastering Data Domains

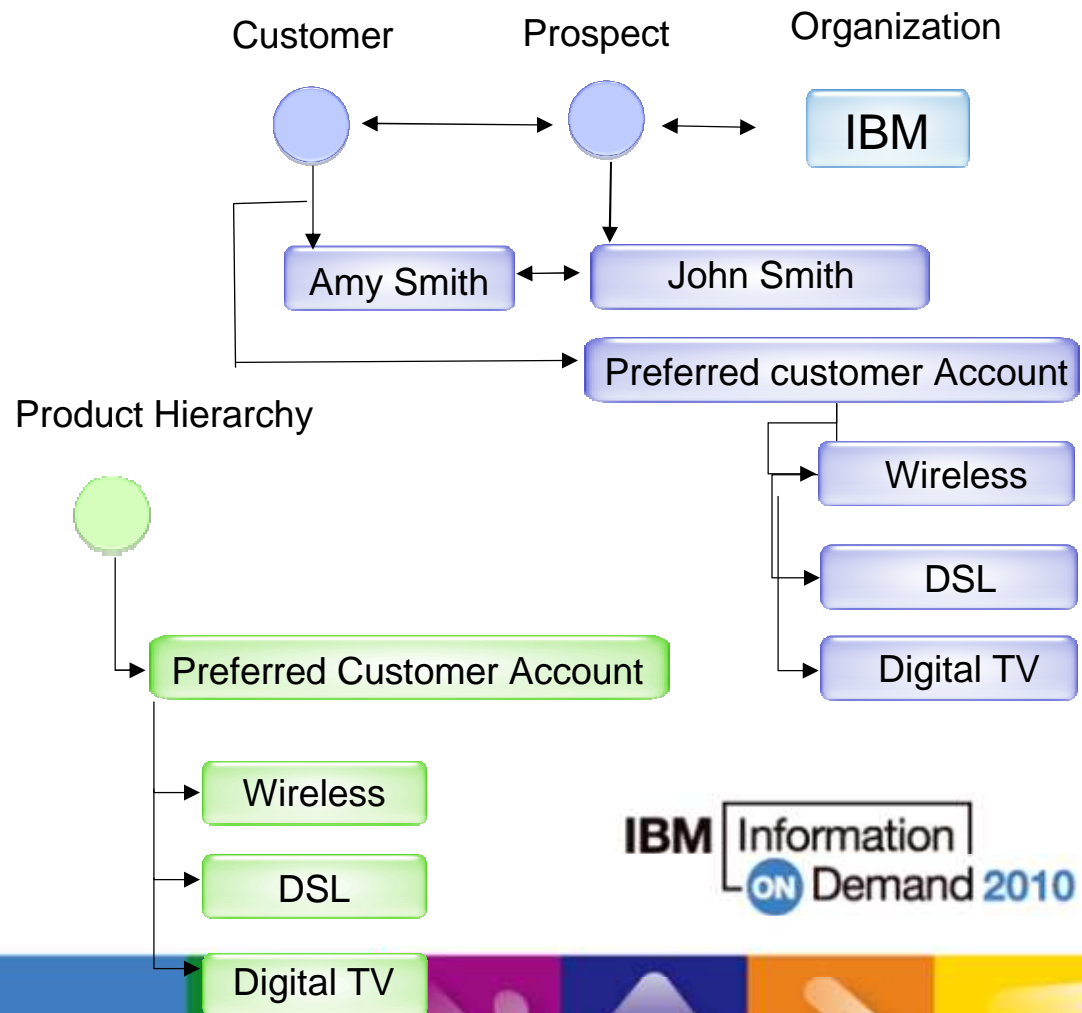
- Customers typically start with a central domain & deployment pattern
- Success with first domain brings more demand from business requiring additional domains
- IBM has pre-packaged functionality covering multiple domains and capabilities for building and managing custom domains



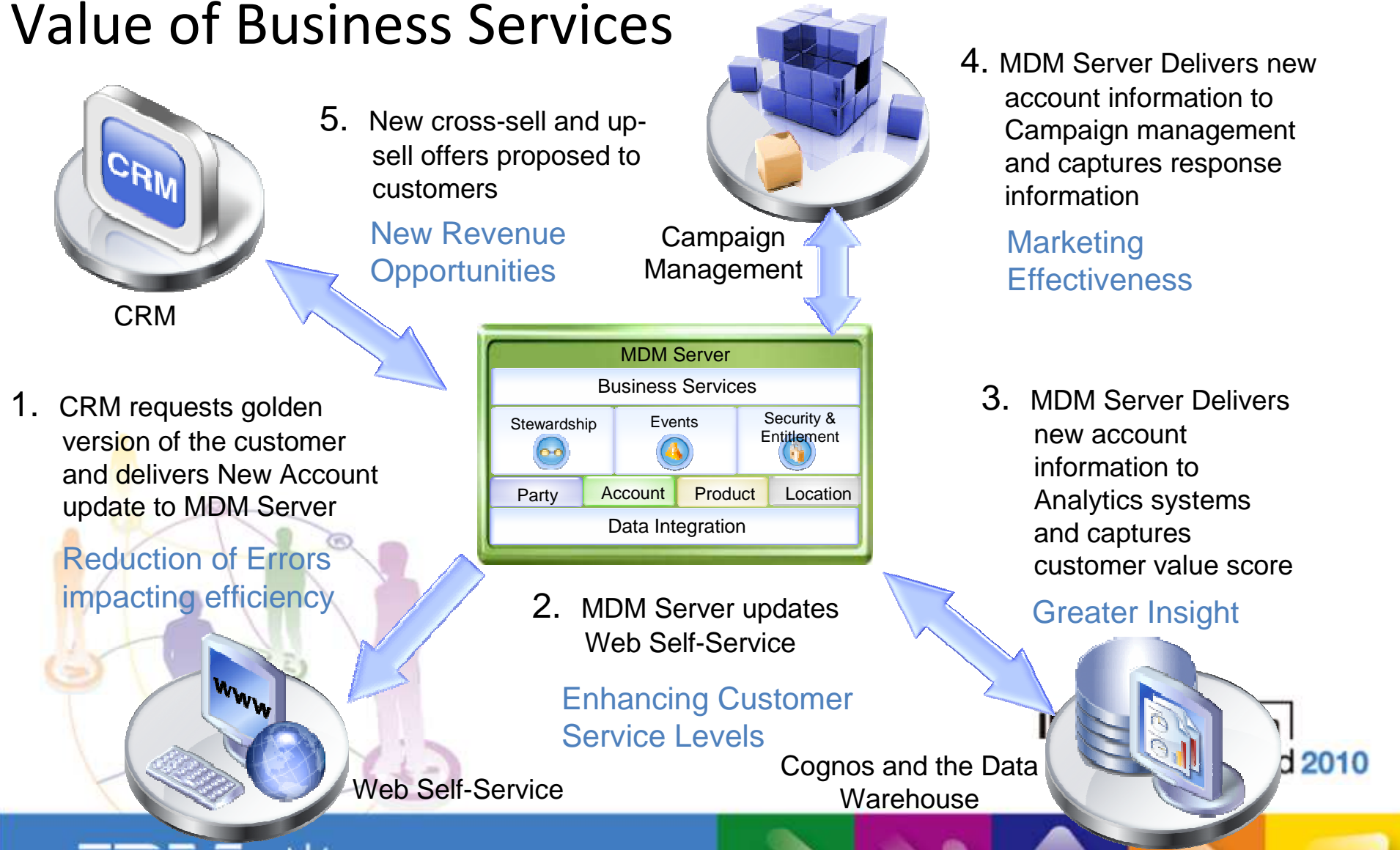
IBM Demand 2010

MDM Server – Cross Domain Integration

- Manage all key data domains including Party, Product, Account and Location
- Relationships among them
- Configurable & flexible data model and accompanying services
- Prevent silos of master data



Value of Business Services



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 portfolio available to the market - significant out-of-the box MDM application functionality
- Allows for phased, multi-style implementation
- Begin with proven *rapid deployment* implementation
- Evolve to any level of complexity and scale using the same platform, technology and skills



MetLife®

Bank of America  Higher Standards

Honeywell



 **Carlson Companies**

IBM Information
ON Demand 2010

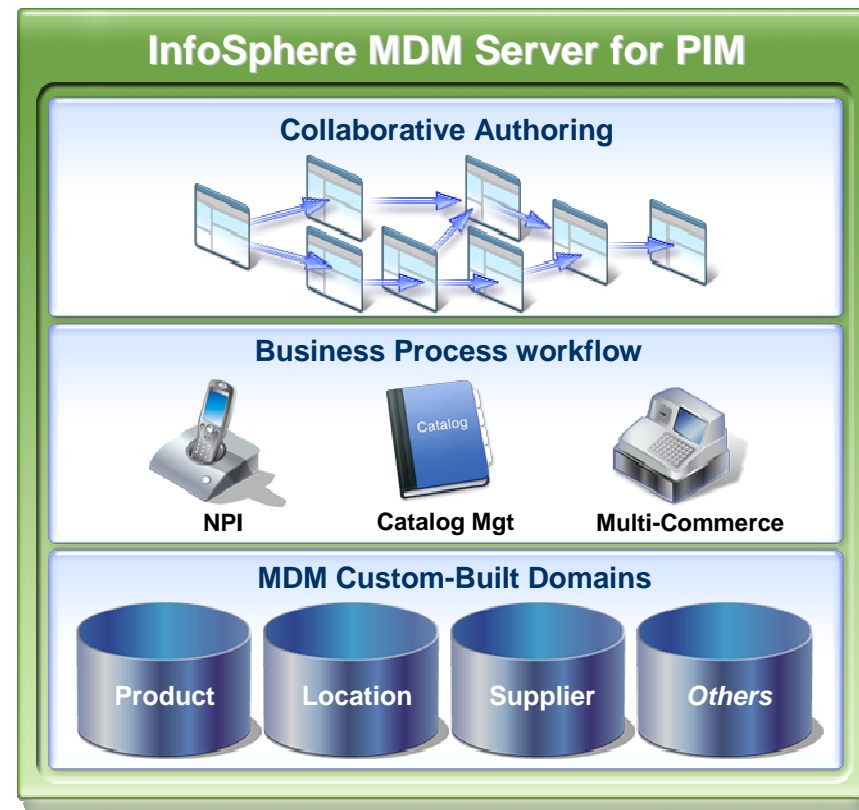
IBM InfoSphere MDM Server for PIM



IBM Information ON Demand 2010

InfoSphere MDM Server for PIM

- Collaborative Authoring Processes
 - Workflows for Collaborative Tasks
- Data Synchronization
 - Imports and Exports with Deltas & Versioning
 - Job Scheduler
- Authoring UI
 - Business User Interface for Authoring & Search
- User and Role Security
 - Granular Access privileges to enforce complete & accurate data
 - User & Role Security
 - Attribute Level Security
- Flexible Data Model
 - Product Catalogs, Category Hierarchies, Attributes, Relationships



Key Business Drivers for PIM

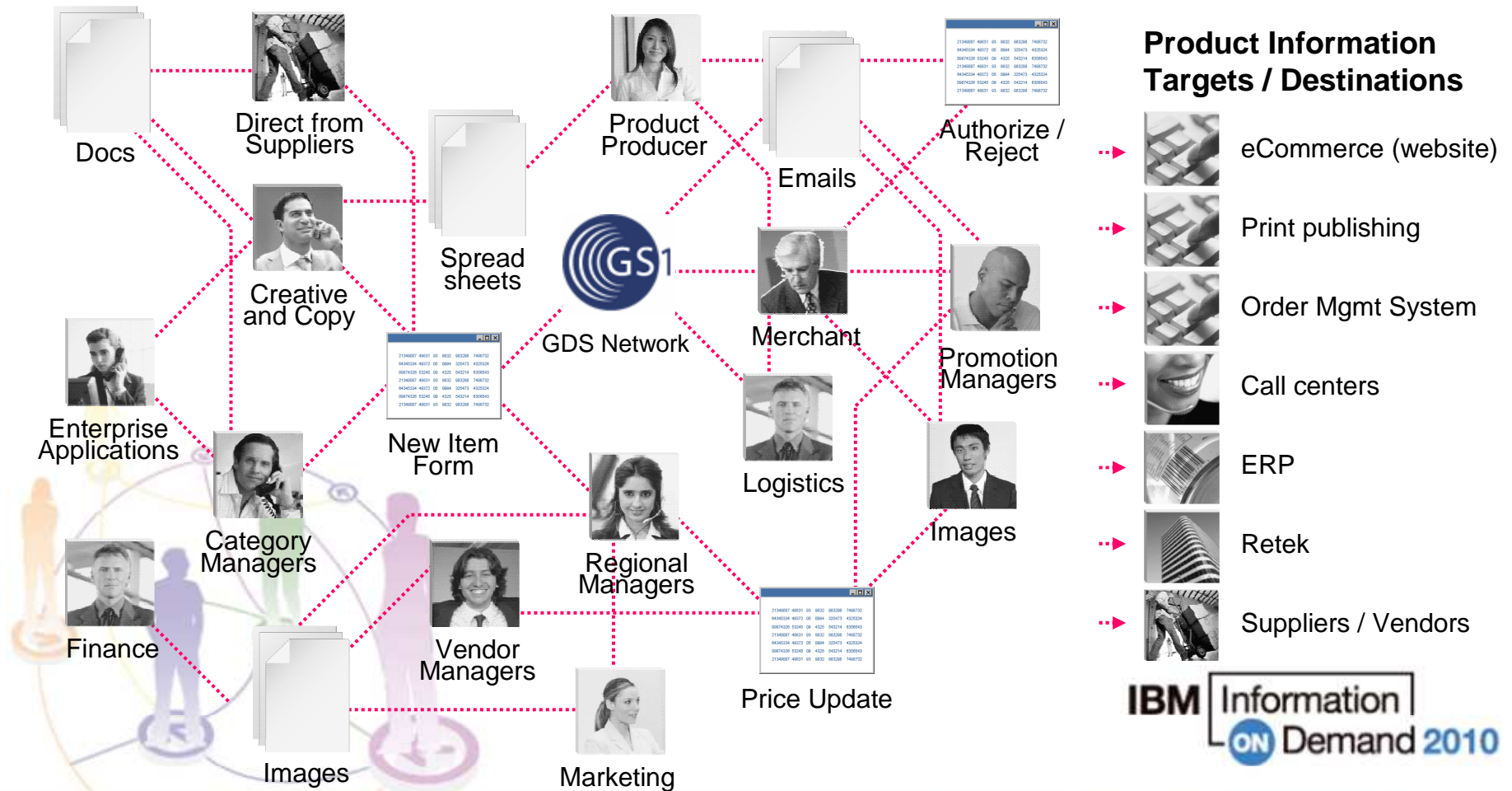


- Revenue Enhancement
 - Accelerated speed to market for new products
 - Up-to-date, accurate eCommerce initiatives
 - Reduction of product information errors leading to more efficient, effective selling
- Manage customers, partner, and employee relationships more effectively
 - Manage multi-channel initiatives using common, reliable source of product information
 - Improve quality and timeliness of information on B2B and B2C web sites
 - Leverage portals that can improve business partnerships and communication
 - Create published materials from more reliable, up-to-date product information
- Operational efficiencies
 - Leverage accurate product information throughout internal systems, improving efficiency and accuracy of resource decisions



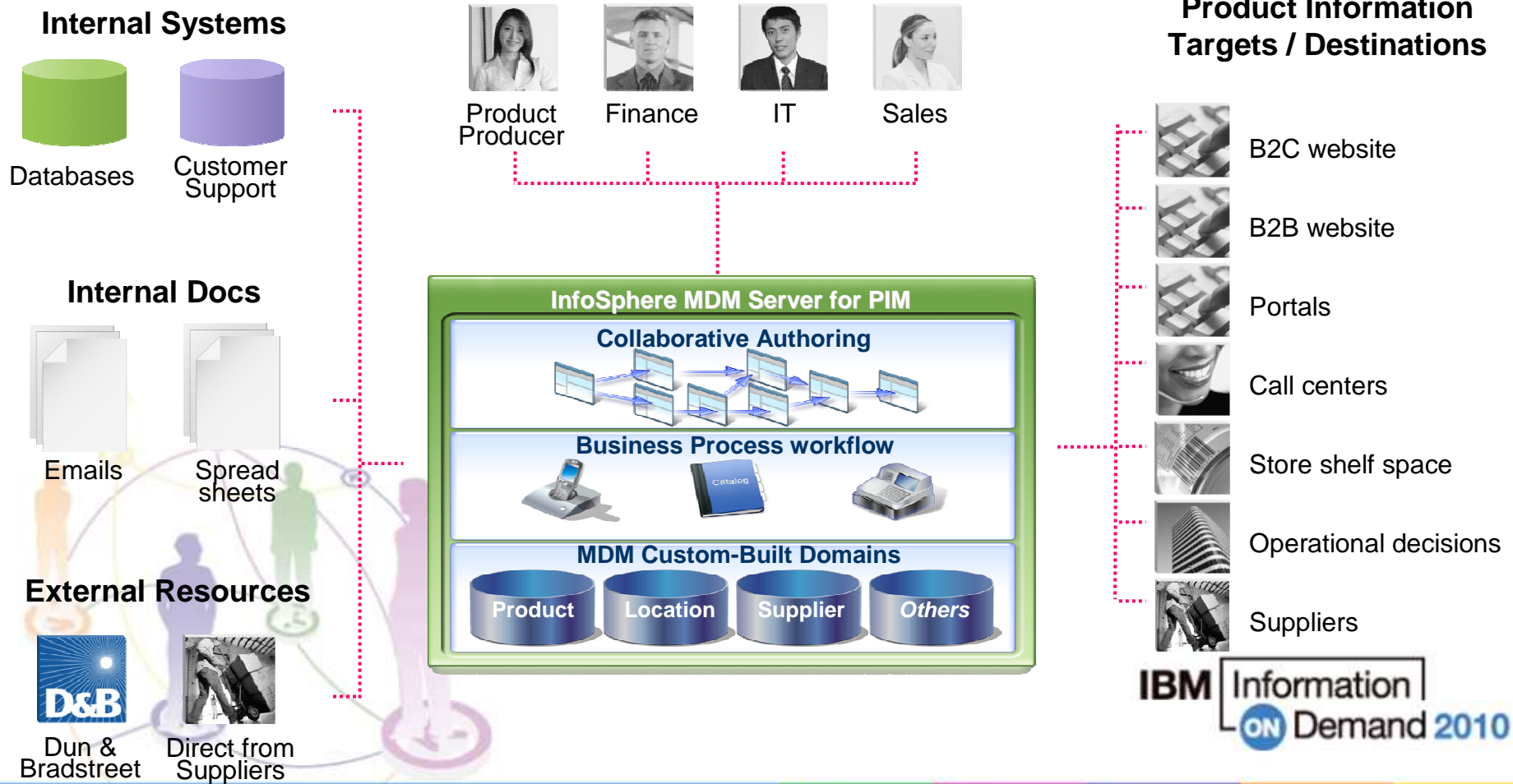
PIM Addresses Core Challenges

Key Product Information Scattered Across The Organization



MDM Server for PIM Provides a Single Repository

Critical information is aggregated from all internal & external sources



Sample IBM InfoSphere MDM Server for PIM Customers

Panasonic



Carrefour

MANUTAN

International

STAPLES



Fresenius Medical Care



Corporate Express

Sagem Télécommunications
SAFRAN Group



BRAMMER



El Palacio de Hierro

InfoSphere MDM Server for PIM's customer base includes the largest companies in its markets as well as market leading companies in new industries

IBM Information ON Demand 2010

IBM MDM Provides the Greatest Value

Greater Capabilities

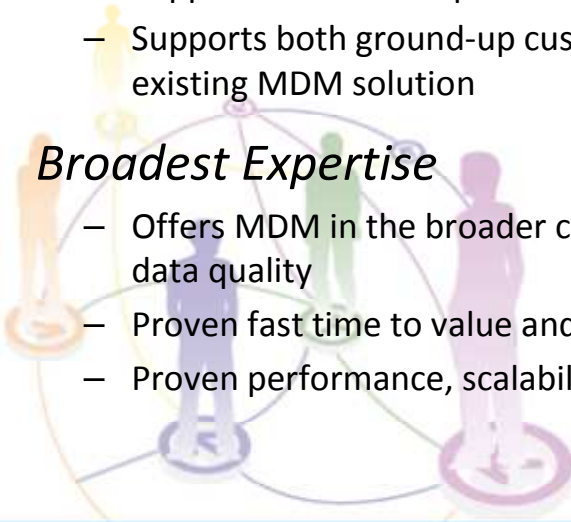
- Offers a unique combination of MDM technology and specific functionality
- Addresses specific business problems in specific industries

Ultimate Scalability and Growth

- Addresses multiple MDM needs overtime or simultaneously
- Supports all data types
- Supports all MDM implementation styles
- Supports both ground-up customization or extensions to the existing MDM solution

Broadest Expertise

- Offers MDM in the broader context of data governance and data quality
- Proven fast time to value and significant return on investment
- Proven performance, scalability, and accuracy



To Summarize...

Through implementing a MDM solution

Gained a Single view of their customers

- Name, address, demographics
- Relationship with other parties
- Products that they brought
- Portfolio of the accounts
- Interactions

From this single view, they can analyze

- The service level that their customers shall receive
- Product or services that they likely will buy
- Anticipate the needs of their customers

They are more successful in

- Generating more revenue from their existing customers
- Enhance the loyalty of their customers
- Save costs in keeping their master information “trusted”



Thank You!



IBM Information ON Demand 2010