

Delivering information you can trust



Information Management



# IBM InfoSphere Master Data Management Server 9.0

Producing better business outcomes with trusted data

Every day, organizations generate and collect a veritable landscape of data: mountains of account, inventory and location information from customers and suppliers, acres of details on far-flung assets of all types, plus rivers of transactional data from daily operations. This high-value, core information is called master data. When managed efficiently and analyzed accurately, master data helps organizations succeed in today's business environment of fierce global competition, strict regulatory requirements and rapidly changing customer demands.

But this data is often fragmented, incomplete, collected inconsistently and stored in unconnected departmental and line-of-business silos spread across the organization from back-office product and account systems to front-office and customer-facing solutions. As a result, companies often cannot achieve a current and accurate view of their master data, which can lead to flawed decisions that seriously impact sales, customer service, marketing and finance operations.

To compete effectively, organizations must manage and deliver trusted business information within and beyond their company walls. They must create a consistent view of their master data, and understand the relationships and linkages across that data.

## Unlock the value of information with IBM InfoSphere MDM Server

IBM® InfoSphere™ Master Data Management (MDM) Server is an industry-leading solution for managing master data about customers, products, accounts, suppliers, citizens, members, employees, prospects, guests, agents, items, product bundles, parts, agreements and more.

InfoSphere MDM Server is designed to easily integrate master data into any operational process across the IT and business ecosystem by providing a comprehensive set of MDM functionality, including Service Oriented Architecture (SOA) business services, workflow, user interfaces, event management and security (see Figure 1). It helps organizations centralize their most critical data into a single trusted source, which can be used to identify the most valuable customers, increase revenues and reduce costs. With InfoSphere MDM Server, organizations can derive more value from their existing business applications, including business intelligence, CRM, ERP and warehouses.



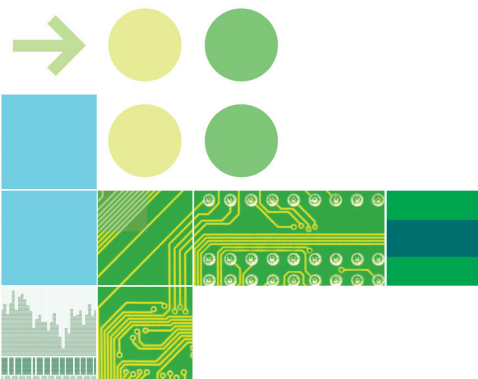


Figure 1: InfoSphere MDM Server

Additionally, IBM InfoSphere Master Information Hub (a component of InfoSphere MDM Server) extends the IBM MDM portfolio by providing highly flexible and adaptable capabilities for managing master information. Data managed via InfoSphere Master Information Hub can help drive business processes around important sales, marketing, finance and manufacturing operations, as well as help manage regulatory compliance and relationships.

InfoSphere Master Information Hub supports flexible management of master, reference and transaction data, creating a platform for applications in an operational context. By providing advanced functionality to create, build and edit master information, InfoSphere Master Information Hub allows organizations to customize a “single view” of data to meet specific business needs. InfoSphere Master Information Hub also facilitates delivery of trusted information to data warehouses and analytical applications.

With more than a decade of experience providing scalable and flexible MDM solutions to global businesses, IBM can help organizations use master data in more intelligent ways, enforce data governance, accelerate the deployment of MDM projects and create MDM solutions that deliver trusted, accurate and timely information.



## Features and benefits

### Smarter

*Offers solutions to meet business requirements*

- Provides scalable implementations that help enable project-based solutions through to enterprise-wide roll-outs
- Offers proven capabilities to integrate with key business systems as needed

*Single view and creation of product, party and account and custom domains*

- Manage multiple primary master data entities from a single solution through pre-built domains or custom domains
- Manage and understand data relationships across domains
- Create a single “golden” source of information that provides real-time access to master customer (customer data integration), product and account information

*Business services SOA library*

- Define how users access master data with a library of more than 800 intelligent pre-packaged business services for customer, product and account domains and for cross-domain services.
- Help reduce the need for customization and lower total cost of ownership (TCO)
- Seamlessly integrate InfoSphere MDM Server into existing architectures and business processes

*Event and notification management*

- Helps enable users to configure and process events and notifications
- Create user-defined or time-based events based on requirements and business rules, facilitating fast and effective responses to critical data changes

*Security and entitlement*

- Control user access to critical master data at the transaction and attribute levels
- Create data entitlements for users and groups; add visibility rules to filter the information

### Easier

*User interfaces and data stewardship*

- Take advantage of specially designed role-based, domain-driven and hierarchy management user interfaces (UIs) as well as tools for vertical collapse and rule matching
- Construct custom UIs quickly and easily with a custom workbench

### Adaptive

- Create custom data domains and broader master information management initiatives with InfoSphere MDM Information Hub (a separate component)
- Build custom data domains and information-intensive applications with flexible workbench tools



## Harness value from everyday operations with InfoSphere MDM Server

### *Increase revenue*

- Understand complete customer profile at all touch points
- Leverage cross-sell and up-sell opportunities
- Bundle accounts or products and differentiate offerings

### *Significantly reduce costs*

- Eliminate point-to-point integration of master data sources
- Reduce reliance on data from antiquated legacy systems
- Minimize manual integration efforts
- Maintain master data integrity and enforce data governance
- Generate more time saving from once-and-done processing

### *Improve customer satisfaction*

- Capture a complete and accurate view of customers, partners and vendors
- Derive more value from CRM, ERP and other business systems
- Bundle accounts for value packaging
- Help ensure that all touch points (i.e., online, storefront) have access to the same consistent and accurate view of information

### *Improve risk management*

- Better manage threat and fraud, risk and compliance
- Decrease risk/exposure with a timely, accurate view of your business
- Increase visibility into enterprise activities
- Reduce the cost of compliance

InfoSphere MDM Server has a proven track record of implementations with global companies across all industries. Leading organizations, such as financial services, insurance, healthcare, retail, manufacturing, travel and transportation companies as well as the government sector, choose InfoSphere MDM Server to manage and harness more value from their master data.

### For more information

To learn more about IBM InfoSphere MDM Server, please contact your IBM representative or IBM Business Partner, or visit [ibm.com/software/data/master-data-management](http://ibm.com/software/data/master-data-management)





© Copyright IBM Corporation 2009

IBM Software Group  
Route 100  
Somers, NY 10589

Produced in the United States of America  
November 2009  
All Rights Reserved

IBM, the IBM logo, [ibm.com](http://ibm.com) and InfoSphere are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

Other company, product or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates. All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

IBM hardware products are manufactured from new parts, or new and used parts. In some cases, the hardware product may not be new and may have been previously installed. Regardless, IBM warranty terms apply



IMB14058-USEN-00