

IBM Smarter Business and Technology Series

# Lotusphere and InformationOnDemand Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

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## Empowering Information Governance: Be Masters of Your Information

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# Agenda

- Information Challenges in your Industry?
- What is IBM's Master Data Management (MDM) & how does it work?
- Who are using IBM's Master Data Management Solutions (MDM)?
- How will it benefit your business?
- Why customer's have chosen IBM's MDM Solutions?



# What is Information On Demand...

- ... delivering trusted information
- ... to the right people and processes
- ... at the right time
- ... relevant to the task
- ... for better decisions



## Information On Demand

Treating information  
as a strategic asset

But for most this is a challenge!



# *High Cost. High Risk. Lack of Trust.* Information Chaos

Information  
Explosion and Silos  
*Volume - Formats - Locations*

Multiple silos

People spend time finding  
information  
*They don't trust what they find*

Not indexed  
properly

Not complete, authentic or  
admissible

No context

Increasing litigation risks  
and costs

Numerous  
copies

Information leakage

Multiple versions of  
the truth

Little cross  
organisational  
collaboration

Unmanaged and  
disorganized

Huge amounts  
of paper

Management by  
spreadsheet

Retention and Disposition  
Policies Not Enforced

*Destroyed too soon ... Kept forever*

Not trustworthy

Shared drive –  
n Terabytes

Hard to find

Information  
not re-usable

Relentless growth of email



## Questions ...

1. Do you know what data you have?
2. Do you know how clean your data is - data quality dashboards?
3. Do you have data governance in place?
4. Do you have a single view of key business entities?
5. Do you centrally manage all your customer and product data?
6. Do you spend lots of time looking for information - do you trust what you find (latest and correct)?

1 in 3

Business leaders frequently make major decisions with information they don't trust

1 in 2

Business leaders don't have sufficient information from across their organizations to do their jobs

3 in 5

Organizations don't share critical information with partners and suppliers for mutual benefit

Source: IBM Institute for Business Value - April 2009



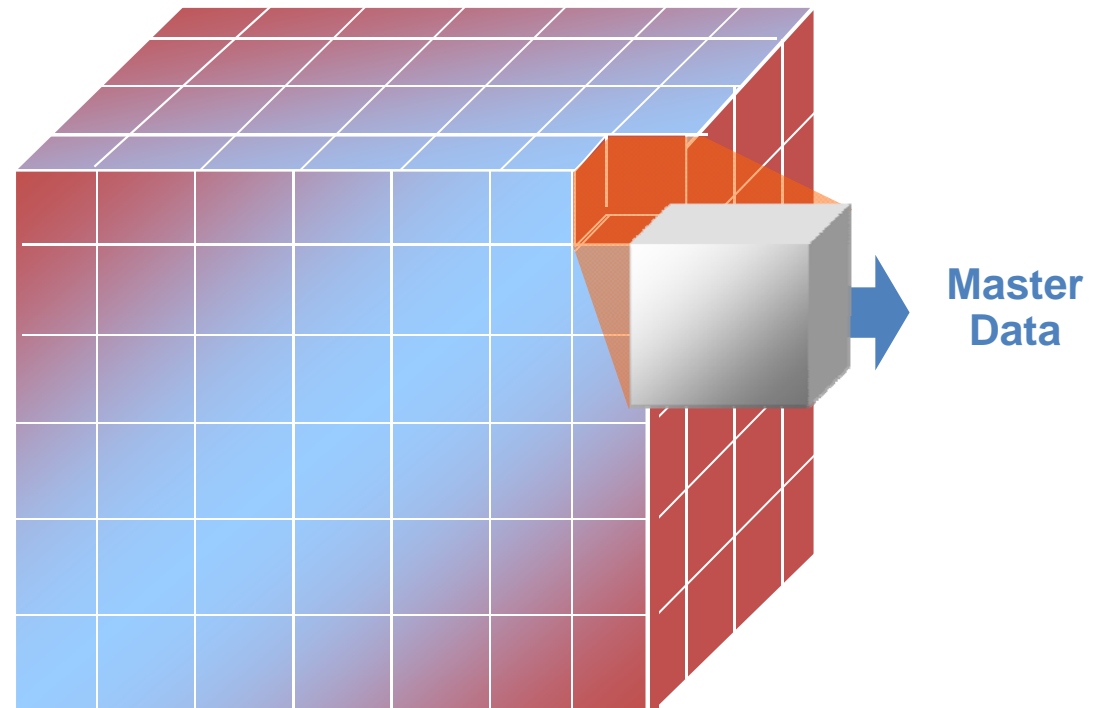
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# What is MDM?

- **Master data** is the high-value, core, common information used to support critical business processes across the enterprise
- **Master Data** is information about customers, patients, citizens, suppliers, partners, products, materials, employees, accounts and more
- **Master Data** is at the heart of every business transaction, application and decision

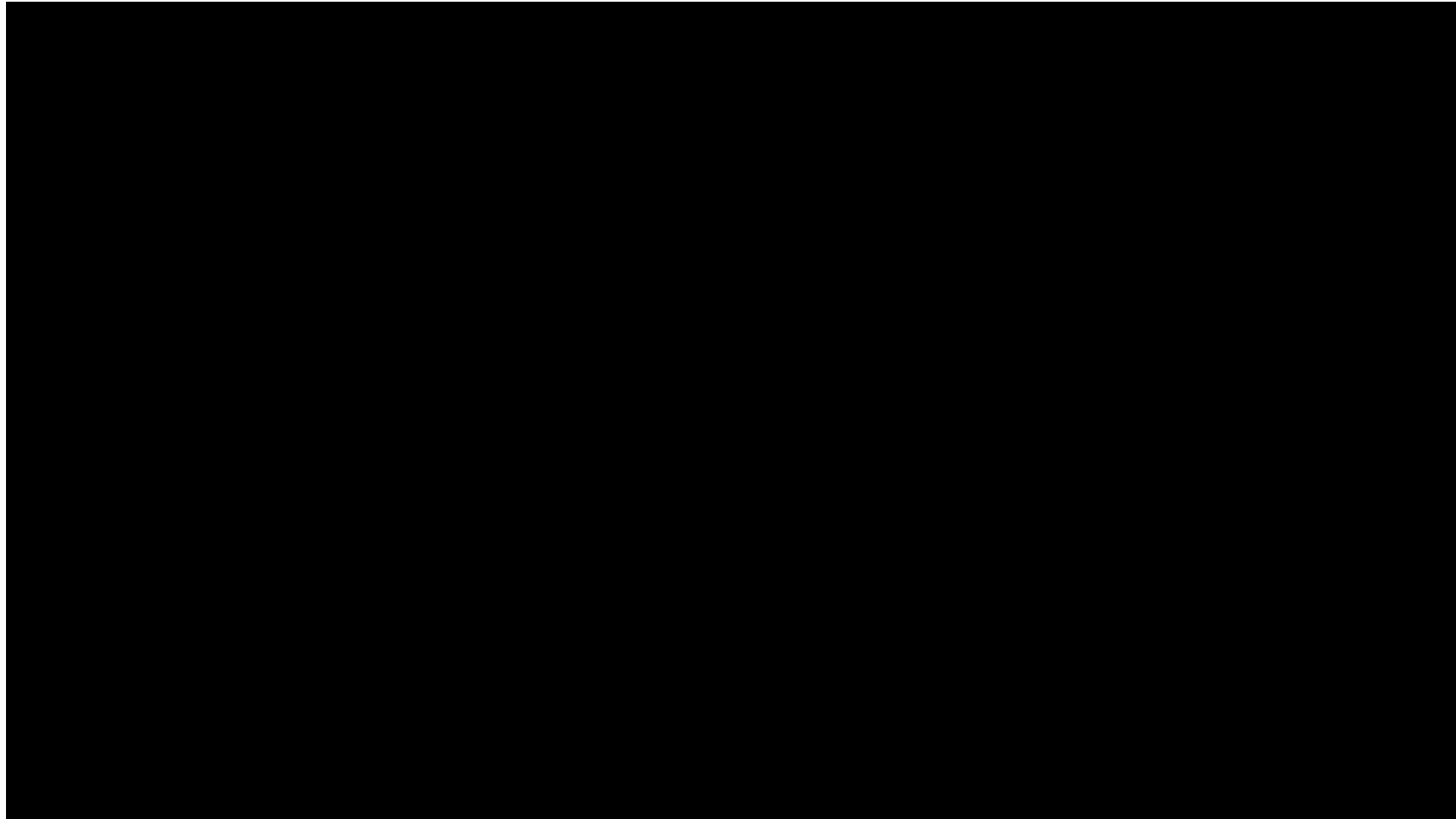


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# Video – What is MDM?







# 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

## CRM

**John Jones**  
112 Main Street  
Customer Value – High  
Risk Score – Low  
Solicit – Do Not Call

## Data Warehouse

**John William Jones**  
1500 Industrial Drive  
Customer Value – High  
Risk Score - High  
Solicit – No data

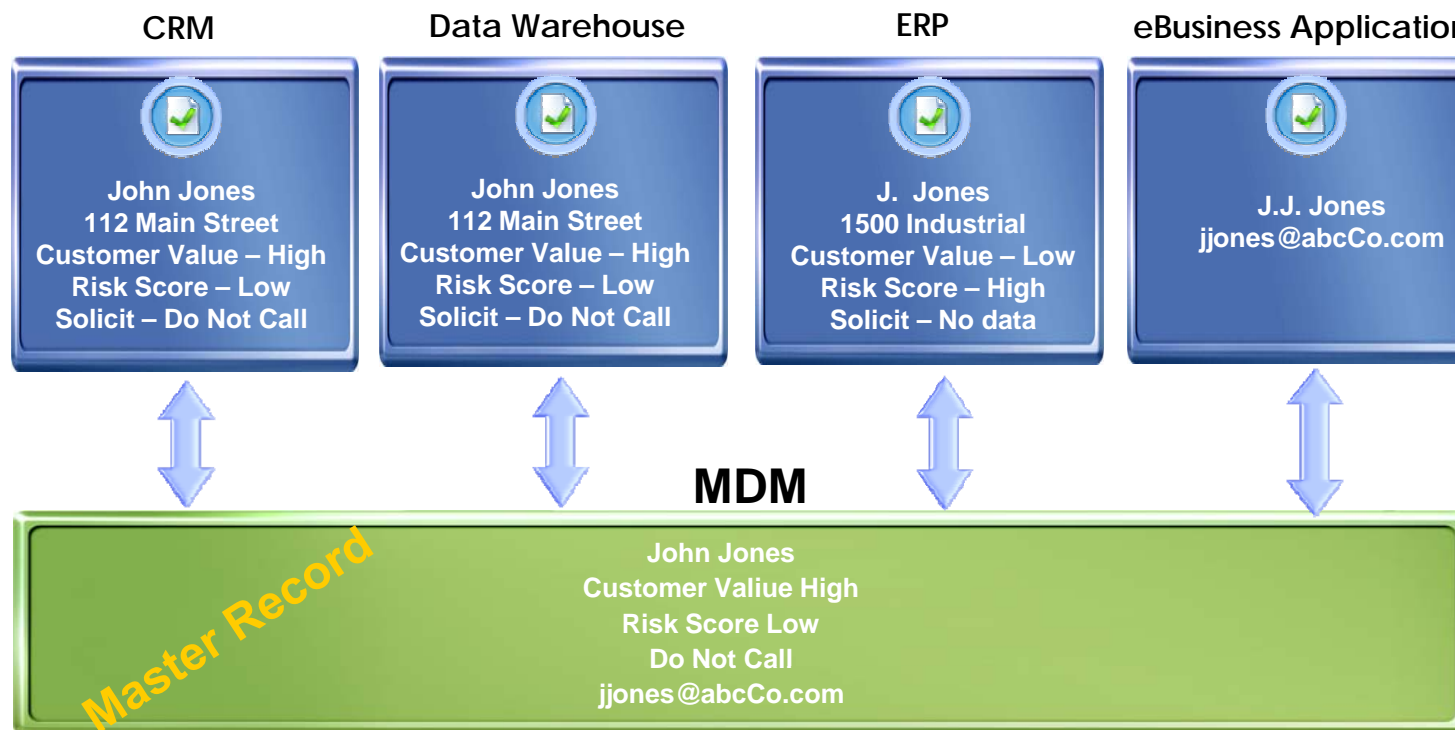
## Legacy Application

**J. Jones**  
112 Main Street  
Customer Value – Low  
Risk Score – High  
Solicit – Do Not Call



# How IBM Helps Manage MDM

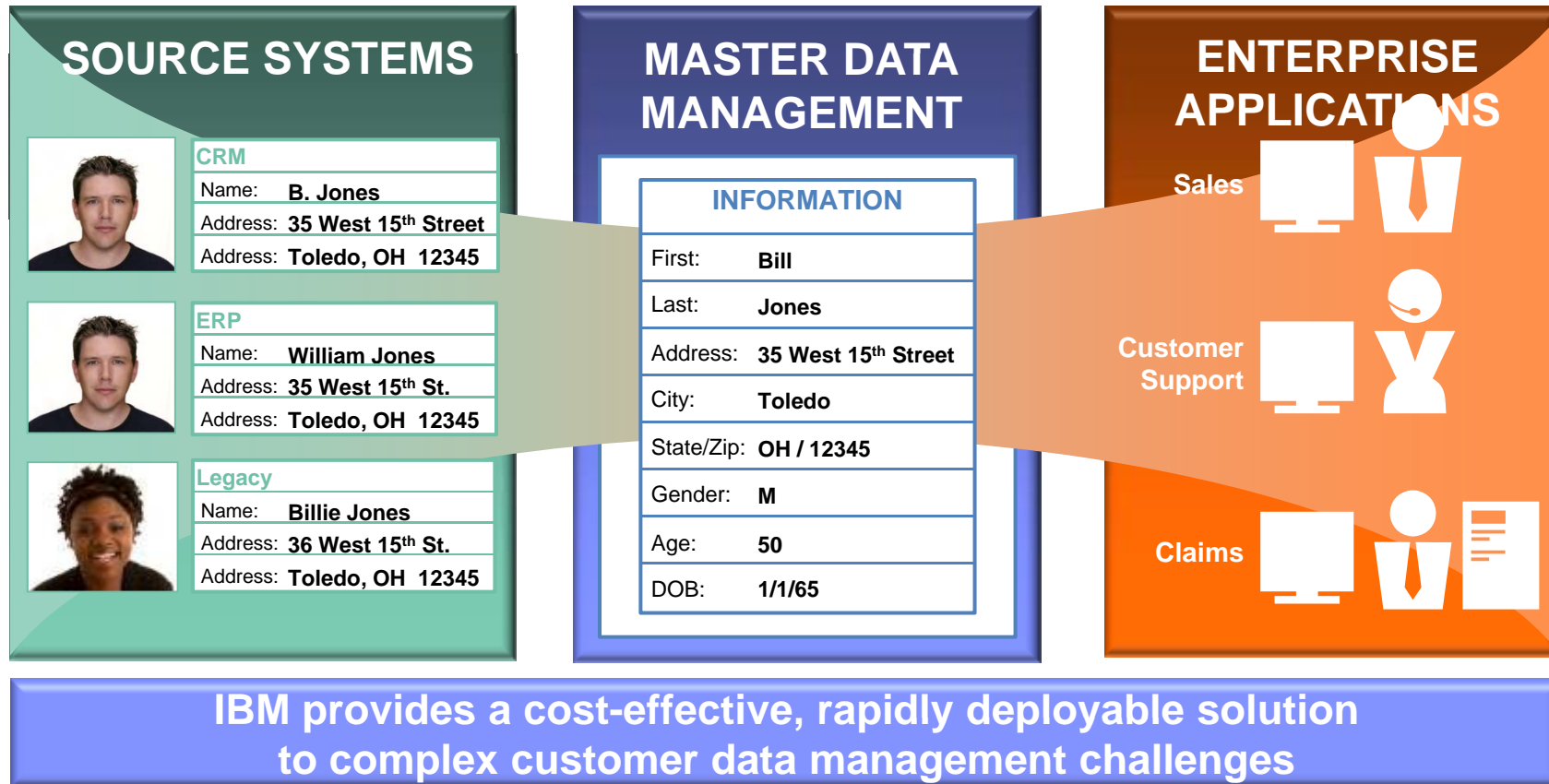
- Provides a consistent understanding and trust of master data entities
- Provides mechanisms for consistent use of master data across the organization
- Is designed to accommodate and manage change





# IBM Master Data Management Solution..

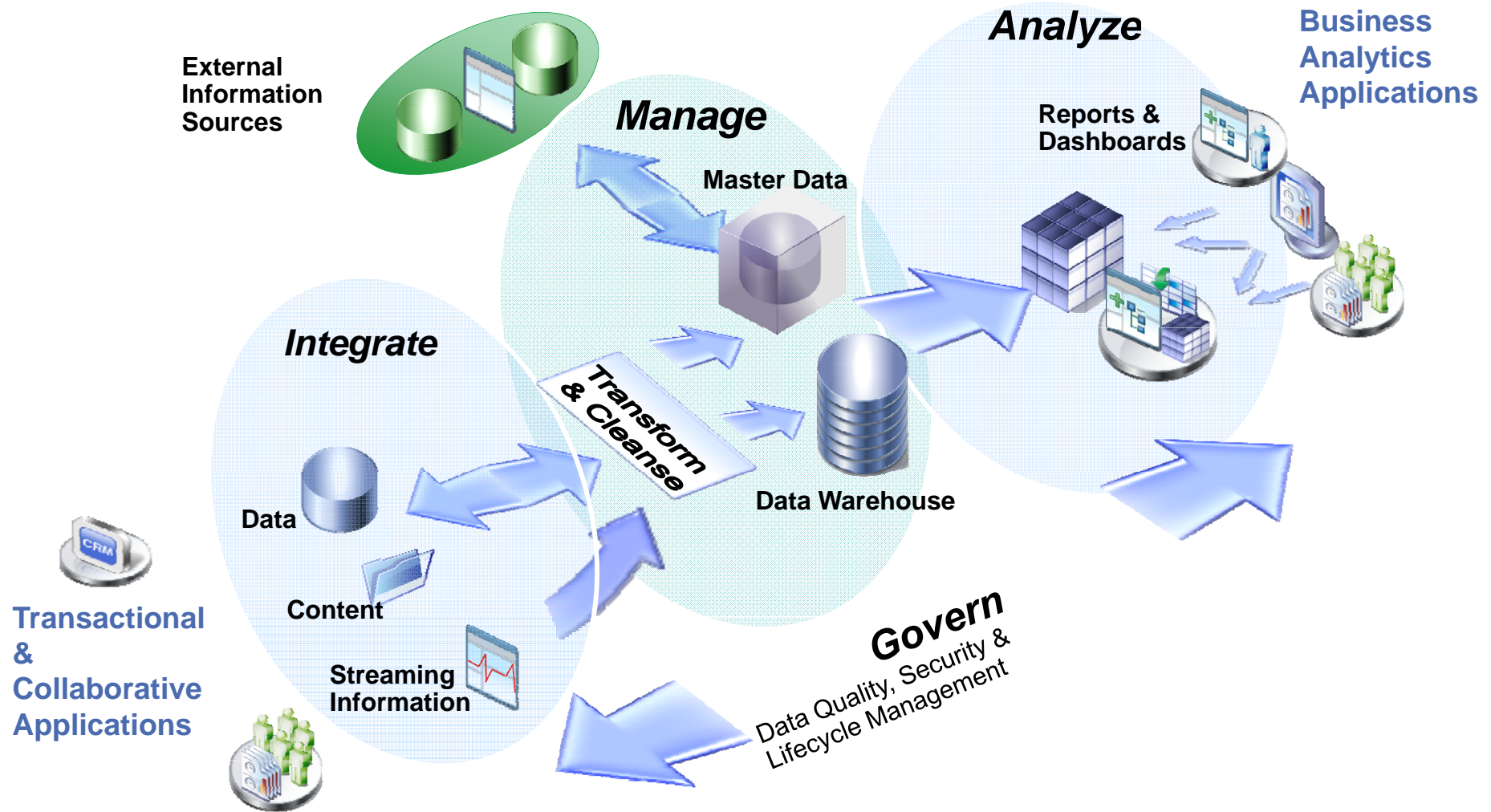
- Adaptive MDM
- Enabling & Powering Business Applications (CRM, etc.)



IBM provides a cost-effective, rapidly deployable solution to complex customer data management challenges

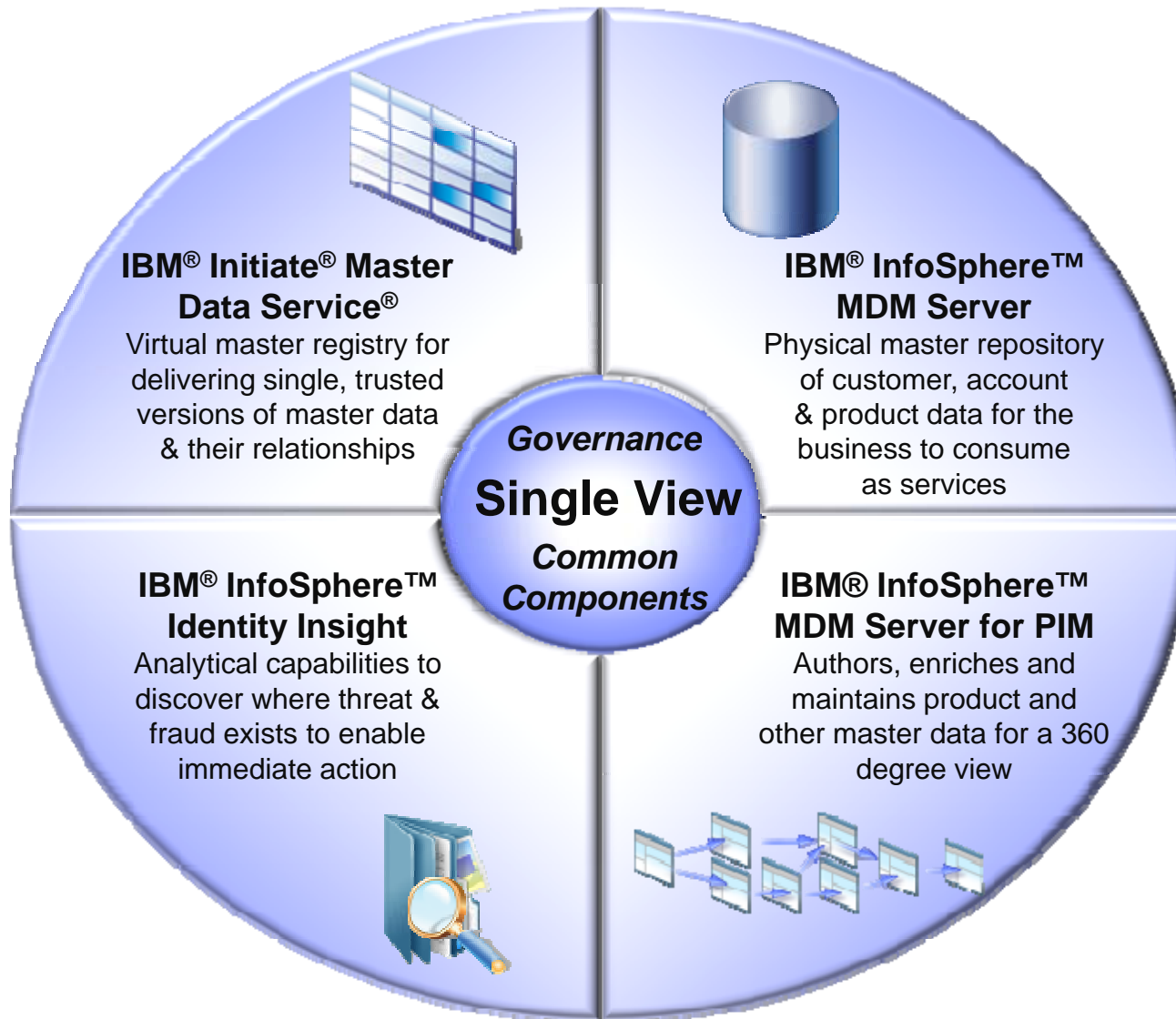


# Where does MDM Fit?





# IBM® MDM Solution Portfolio







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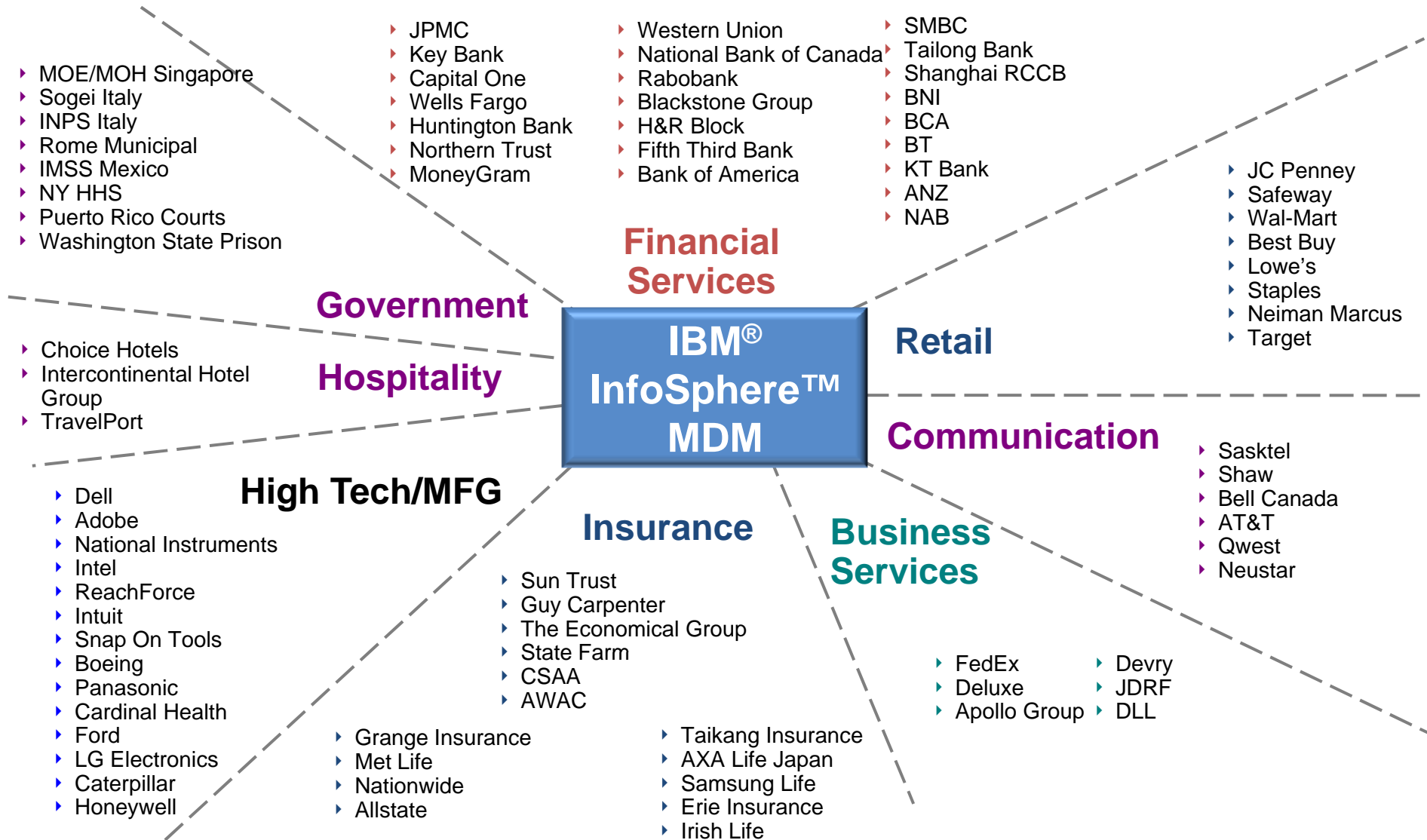
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# Global Customers





# IBM MDM Across Verticals







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# Drive Business Optimization With Positive ROI

Reduce cost and improve customer satisfaction via once-and-done processing ... e.g. address change

COST  
REDUCTION

Reduce risk exposure via holistic view customer household and product holdings

IMPROVE  
RISK  
MANAGEMENT

Improve up-sell and cross-sell with relevant offers meeting customer requirements

IMPROVE  
SALES  
CAMPAIGN

Comply with government regulations ... privacy act, risk exposure reporting, etc

REGULATORY  
COMPLIANCE

Forming a customer chassis to reduce M&A integration points and improve integration speed and cost

ASSIST  
MERGER &  
ACQUISITION



# Benefits of MDM Approach (ROI)

## Leading Financial Services Company

Integrated over 50 applications leading to:

- Increased Sales Opportunity
- Improvements in Customer Service
- Differentiation in Client Management
- Reduction in IT costs

**Over \$40M in benefit quantification**

## A Large North American Telco...

Built a full customer master to:

- Enhanced Customer Insight
- Improved incremental revenues
- Increased retention totaling over \$47M
- Channel, Communication and Billing savings totaling over \$14M

**Calculated Cumulative Benefits of \$62.8M**

## A Major US Retailer

Has added a true multi-channel capability:

- Increasing customer acquisition rates
- Increasing conversion rates
- Increasing repeat sales
- Increasing basket size

**Conservative estimates of total impact is a 5 year net benefit of \$37M**

## A Major US Health Plan...

- Identified 2,328 Instances of SSNs associated with multiple DOBs, names and/or genders

**186,725 Instances where a member number was shared by multiple individuals**

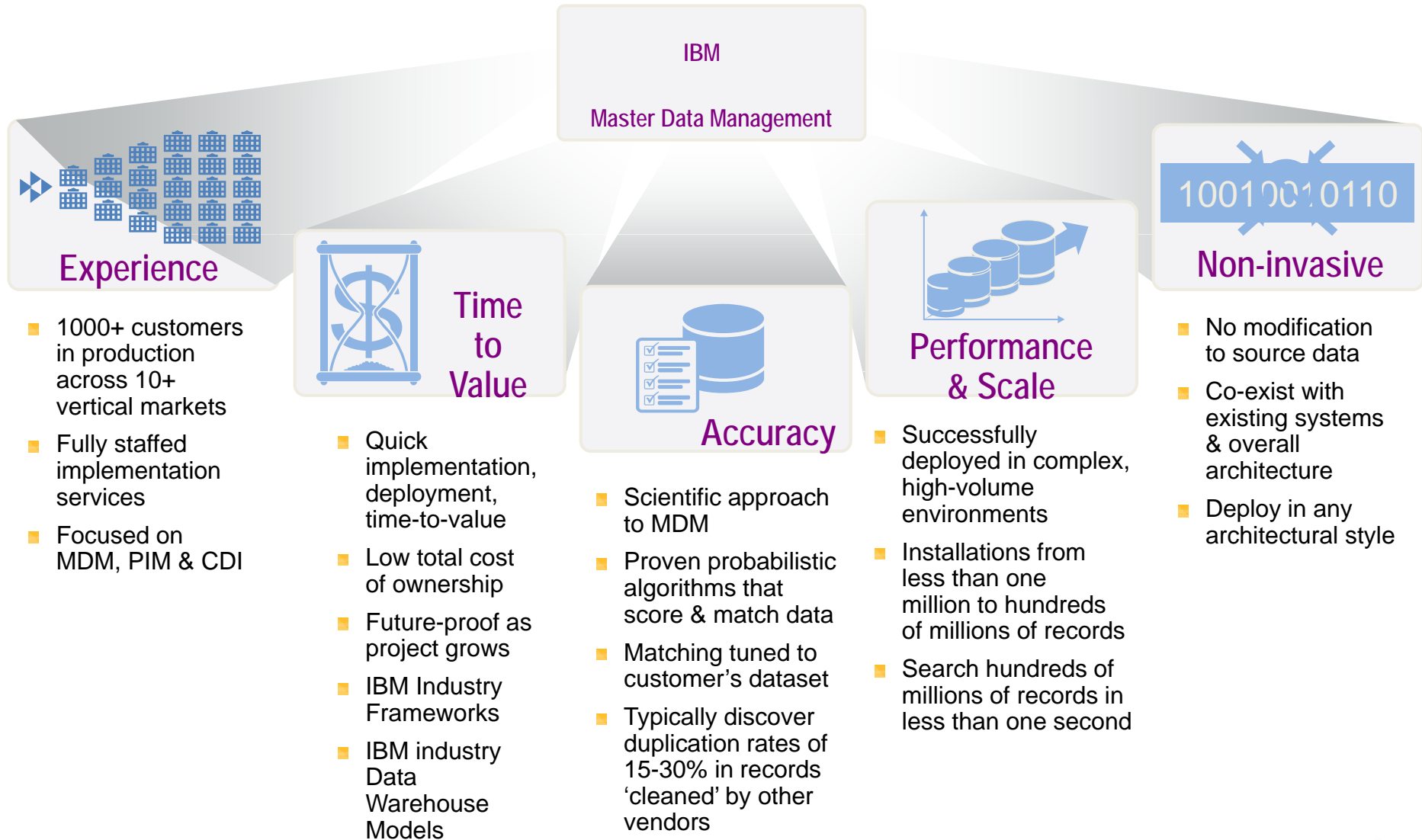


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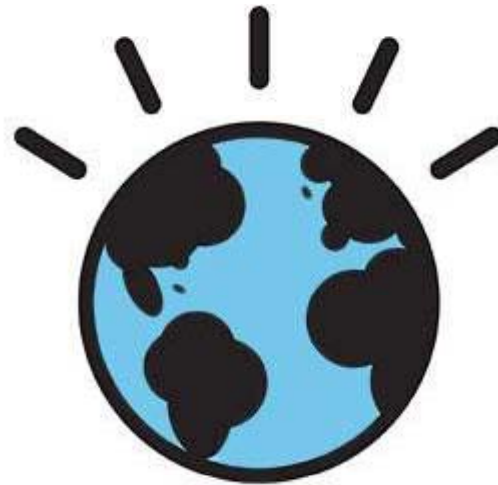
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# Why Do Customers Choose IBM MDM?



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**Thank you**