


EXEROS
data relationship management

Accelerating Time to Market for Master Data Management

Current Approach to Master Data Management Deployment


Source Data Discovery

- Create a multi-disciplinary architecture team to create the master data schema
- Rationalize each data source
- Map the business rules of how each source relates to the schema based on column names and profile metadata




Core MDM Deployment

- Establish the business rules by which data will be used
- Implement the MDM system




Master Data Validation

- Ensure master data is correct and consistent with upstream sources



Master Data Distribution

- Distribute (EAI, or ETL) or integrate (EII) data to downstream systems

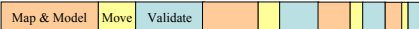


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The Current MDM Process


Source Data Discovery (30%)




Core MDM Deployment (30%)



Master Data Validation (10%)



Master Data Distribution (30%)



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Challenges with the Traditional Approach to Source Data Discovery

- Boiling the ocean approach creates too many organizational debates and political infighting
- Too much work happens before any validation against real data:
 - Discussions and planning include assumptions where facts are not available
 - The logical design does not readily match the physical data
 - Data elements that were thought to be the same are not
 - Data elements that were named differently turn out to be the same
 - Relationships are too complex to be derived from metadata alone
- Forces analysts to do significant amounts of manual work



Dangers of the Traditional Approach

- Frustration
- Rework
- Delays
- Failure



Exeros presents an automated approach for Data Discovery

Exeros Discovery delivers 5x time savings for: Data discovery and validation

Source Data Discovery & Validation

Core MDM Deployment

Master Data Validation

Master Data Distribution

- Exeros Discovery automatically discovers:
 - Business rules from sources to each other and the master
 - Business rules from the master to downstream systems
 - Data discrepancies and mismatches
- Cuts discovery and validation time by 5x
 - Automates discovery and validation of business rules, transformations and data inconsistencies
- Lowers project risk
 - Validates as you go
 - Incremental process that provides intermediate results
 - Reduces rework



Other Critical Components of MDM: What Exeros Discovery is Not

- Data Movement/Integration Tool(s):
 - ETL, EAI, EII
- Data Cleansing Tool
- Data Reconciliation Tool (MDM System)
- Metadata Repository



Case Study: Financial Services Firm: Data Sprawl Slows Decision and New Services

Business Problem:

- Data spread over multiple systems makes it impossible to update affinity card services

Proposed Solution:

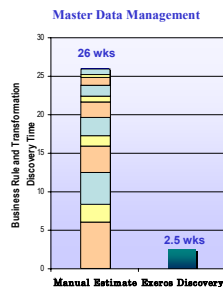
- Consolidate 40 systems into a single product master to enable faster changes to affinity program

Roadblock:

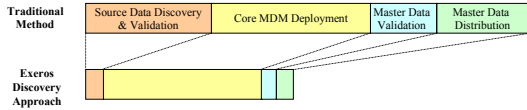
- 6 months elapsed time estimated to document business rules to integrate just a single system

Solution/Value:

- Discovery reduced time to market to 2.5 weeks
- Increased business competitiveness and ability to offer new affinity services



Accelerate Time to Market and Lower Risk:



- Faster time to value
 - 5x faster for source data consolidation discovery and validation
 - 5x faster for distribution relationship discovery and validation
- Less risk
- Lower cost of deployment



