

2007 TechTarget Seminar Presentation

## Know Your Data. Trust Your Data.

Initiate | Know your data. Trust your data.

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### Master Data Management (MDM) Defined

*Master Data Management is the practice of cleansing, rationalizing and integrating data into an enterprise-wide "system of record" for core business activities*

Master Data Management Practice	Master Data Management Software
<ul style="list-style-type: none"> <li><b>Data Quality</b> <ul style="list-style-type: none"> <li>Cleansing data from errors, misspellings, addresses, validity, etc.</li> <li>Matching data and removing duplicates</li> </ul> </li> <li><b>Data Integration</b> <ul style="list-style-type: none"> <li>Ability to accurately define relationships across disparate data (linkage, hierarchical)</li> <li>Create a single reference data source</li> <li>Provide consolidated access to disparate data across the enterprise</li> </ul> </li> <li><b>Data Governance and Management</b> <ul style="list-style-type: none"> <li>Maintain the integrity of related data</li> <li>Define clear data ownership</li> <li>Set clear business policies regarding usage across the enterprise or deployment</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Acquisition</b> <ul style="list-style-type: none"> <li>Provide conduit to acquire data throughout the enterprise or from external resources</li> <li>Enable a flexible architecture for registry, transactional or hybrid hub style</li> </ul> </li> <li><b>Resolution and Stewardship</b> <ul style="list-style-type: none"> <li>Accurately match and link data across disparate systems</li> <li>Empower business users with process to manage the structure of corporate data</li> <li>Supply intuitive audit tools for manual resolution of data tasks</li> </ul> </li> <li><b>Usage</b> <ul style="list-style-type: none"> <li>Integrate comprehensive data layer with existing applications and enable new services based access to master data</li> <li>Provide an enterprise-wide data platform</li> </ul> </li> </ul>

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### Roles of MDM in the Enterprise Architecture

**Business Process Orchestration**

- Sales
- Marketing
- Service
- Finance
- Operations
- M&D
- Procurement
- Engineering
- HR

**SOA Adoption & Enablement**

**Trusted Business Intelligence**

- Data Warehouse

**Master Data Management**

- Product
- Customer
- Location
- Supplier
- Asset
- Employee
- Relations
- Custom

**Applications Integration & Consolidation**

- CRM
- ERP
- OM
- SCM
- PRM
- WMS
- Web
- FINS
- HR

**Enterprise Integration**

- ESB
- EAI
- ETL

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### MDM is at Work When You...

- ...Purchase Software → **Microsoft** **Intuit**
- ...Pick Up Your Prescription → **WAL-MART** **CVS/pharmacy**
- ...Apply for a Loan → **WELLS FARGO** **Countrywide Financial**
- ...Check In & Earn Points → **CHERIE HOTELS INTERNATIONAL**
- ...Identify Risks → **LinX** **InQtel**
- ...File Insurance Claims → **HUMANA** **Anthem**
- ...Register a Patient → **Sutter Health** **HAYLOR**

4 More your data. Trust your data.

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### Case Study: Intuit

**Intuit**  
 Revenue: \$2.5 billion  
 Employees: 7,500  
 Fortune 779

**Company**

- Over 60 million customers
- 20+ company acquisitions since 1990
- Over 20 products
- Multi-channel
- Multi-language

- **Reduce costs**  
Intuit reduced data standardization software costs by more than 50% and marketing costs by 10%
- **Increase Customer Retention**  
Intuit dropped customer churn by 5% and increase cross-sell, up-sell revenue by 10%
- **Ensure customer privacy**  
Intuit helped recognize a 300% increase in customer privacy compliance across the entire organization
- **Initiate Identity Hub software provides a single trusted system of record across Intuit systems**
  - Integrates over 52 million customer records within and across disparate systems across the organization
  - Acts as the single point of management for a global Intuit identifier for each party (customer)
  - Provides meaningful customer analysis by assembling a set of interested parties
  - Implementation in under 5 months

5 More your data. Trust your data.

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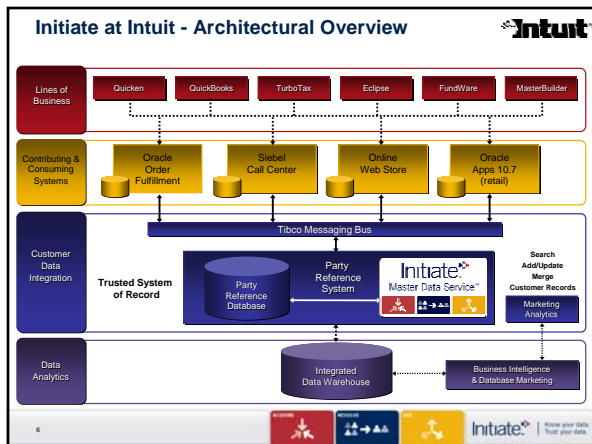
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**Contact Information**

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