

MDM for the Enterprise

Thank you for attending the MDM for the Enterprise Seminar Series!

- Please do not distribute this presentations without permission from the speaker (see contact information within.) This is just intended as an additional reference for seminar participants.
- Keep in touch! What other MDM events, topics, articles or resources will help you? Email editor@searchdatamanagement.com with your thoughts.



Silver Creek Systems

Automated Data Mastering for MDM

Martin Boyd, VP Marketing

Is Your MDM a Bridge to Nowhere?

50% of MDM
implementation
is data remediation

AMR Research



MDM Implementation Effort

10% - MDM software implementation

40% - Establish governance & document master data architecture

50% - Data remediation
Clean-up to meet the new rules

- Find duplicates
- Eliminate discrepancies
- Fill gaps
- ...

Data Mastering

Getting your data right and keeping it right

Wouldn't it be nice...

If your MDM system could **standardize, enrich, match, repurpose and govern data...**

- From **any source** (legacy systems, manufacturers, suppliers, customers etc.)
- In **any format** (structured, unstructured, standardized, non-standard etc.)
- In **any category** (product, vendor, manufacturer, customer etc.)
- In **high volumes**
- Without needing to write a lot of rules
- Without a lot of manual effort or intervention

...with Automated Data Mastering, it CAN!

Silver Creek Systems Provides

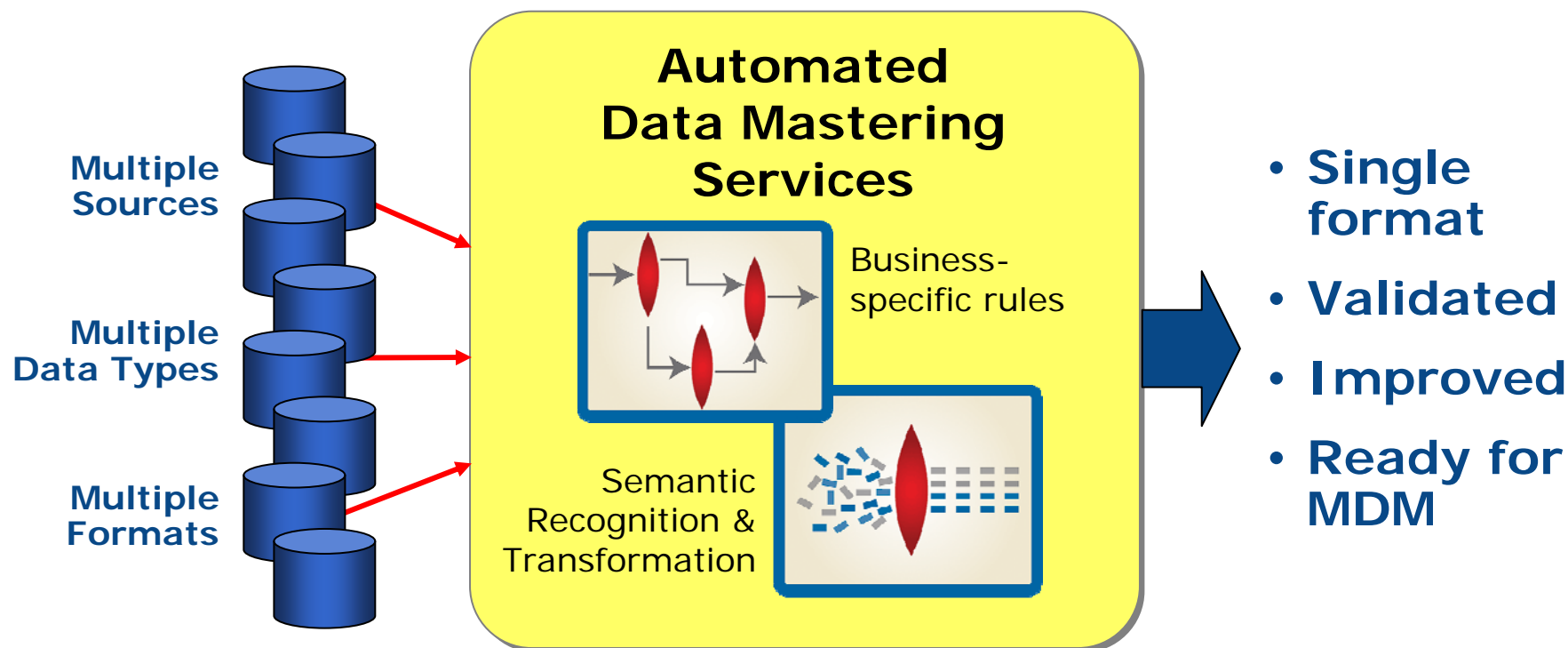
Scalable, real-time
'plug-in' service

The marriage of Data
Integration, Data Quality
and Data Governance

Automated Data Mastering

Using next-generation **semantic technologies** to
standardize, enrich, match, repurpose and govern
data from **any source, any format, any category**

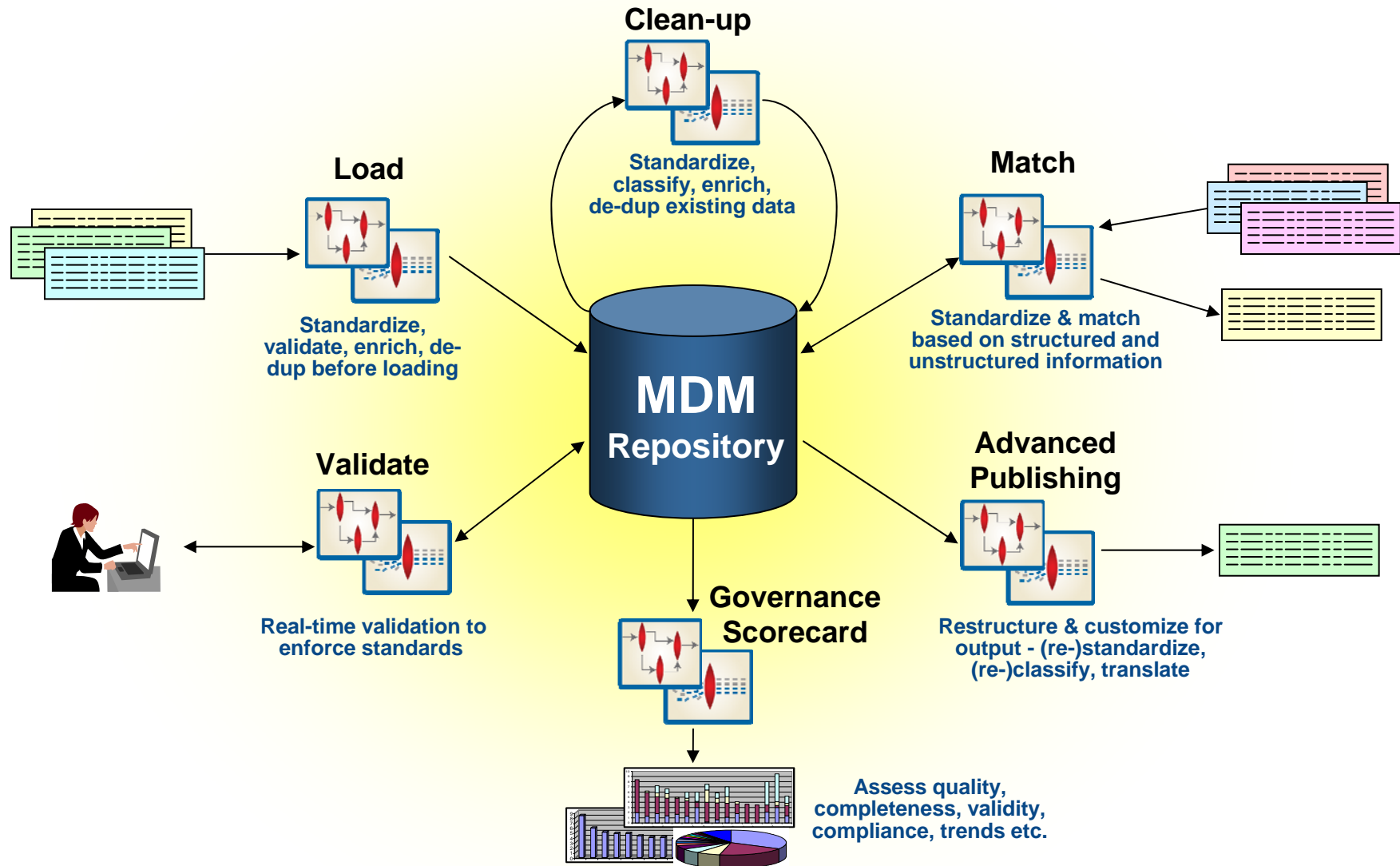
Data Mastering with the DataLens™ System






In-line services or standalone applications to:

- | | | |
|---------------|-------------|--------------|
| ✓ Standardize | ✓ Match | ✓ Remediate |
| ✓ Enrich | ✓ Translate | ✓ Re-purpose |
| ✓ Classify | ✓ Validate | ✓ Govern |

Data Mastering for MDM



Next-Generation Approach

	Traditional Systems	Vs.	DataLens System
Basic technology	Syntactic – looks for repeated patterns		Semantic – Looks for <u>meaning</u> , not <u>patterns</u>
Rules are	Hand-coded – written & maintained by IT		Auto-learning – system teaches itself
Learning from exceptions	Procedural – IT writes code		Code-free – Business user points & clicks

Alternative Approaches to Data Mastering

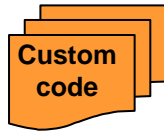
Manual effort



- Expensive
- Non-scalable
- One-time fix
- Poor quality result



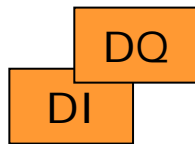
Custom code



- Expensive to build and maintain
- Performs poorly with unpredictable/unstructured data
- Difficult/expensive to maintain



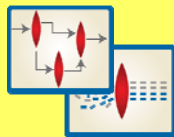
Traditional software



- Performs poorly with unpredictable/unstructured data
- Relies on custom code 'extensions'



DataLens System



- Reduces deployment time, cost, risk
- Improves and maintains quality
- Improves MDM flexibility and value



A man in a dark suit and tie stands on the narrow, jagged edge of a large, broken concrete structure. The structure is a massive, dark, triangular shape that appears to be a bridge or a large architectural element that has collapsed or is in the process of being dismantled. The background is a clear, bright blue sky. The man is looking towards the camera, and his presence on the edge of the structure emphasizes the precariousness of the situation.

**Is Your MDM a Bridge
to Nowhere?**

Don't risk it!

Find out more at Silver
Creek Systems booth