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.

Customer Data Quality Platform

Enabling Master Data Management

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Pitney Bowes Software –
Helping Our Customers Manage Their Customer Portfolio

- **Understand**
  - Data integration
  - Data Profiling
  - Data quality
    - Data Cleansing
    - De-duplication & Householding
    - Consolidation
  - Geospatial data analysis and enrichment
- **Connect**
  - Mail preparation and mailing efficiency
  - Multi-channel customer communication management

Master Data Management

"**Master Data Management** (MDM) **is the discipline in which business units and IT departments collaborate, cleanse, publish, and protect common information assets that must be shared across the enterprise. MDM ensures the consistency, accuracy, stewardship, and accountability for the core information of the enterprise.**"

Gartner, 2008

CDI-MDM Reference Architecture

Service Orientated Architecture (SOA

Data Governance Applications

Volume Processing

Integration Layer

Orchestration Layer

Atomic Data Quality Services	Customer Hub Services	Lineage & Governance	Data Integration
Cleanse	Domain	Audit	Batch
Validate	Match	History	Incoming
Enrich	Merge	Stewardship	Outgoing

PBG1 – CDQ Platform

Functional Strengths

- Built-in knowledge for identifying and resolving syntactical and semantic ambiguities and inconsistencies

- Address quality that uses multiple reference data sources
  - US Postal (DPV, LACS[Link], RDI, NCOA[Link], EWS),
    - Non-Postal (NAVTEQ, TeleAtlas, TIGER, Targus, Experian, Customer-Supplied),
    - Global (UPU, Country-Specific) to provide a richer and wider universe

- Multi-cultural name recognition.

- Superior match algorithms for entity resolution and link analysis.

- Pattern analysis and domain validation and standardization.

- Best-in-class data enrichment with point-level geocoding and location based intelligence.
  - Demographic (Census, Claritas, Prizm, LifeStyle)
  - Business Geographics (tax jurisdictions, proximity to service locations)
  - Geographic Risk (flood plains, hurricane tracks)

Case Study

➢ <u>COMPANY</u> – B2B Technology leader in electronic design automation (EDA), providing software and hardware design solutions that enable companies to develop better electronic products faster and more cost-effectively.

➢ <u>PROJECT</u> – Develop a corporate wide master contact database

➢ <u>DRIVER</u> – Corporate Marketing wants to better identify the physical location of leads so that marketing messages can be more targeted.

➢ <u>CHALLENGE</u> – Disparate Sources Systems with Contact information – EMA, SAP, Siebel, SFA.

➢ <u>REQUIREMENTS</u> –

➢ Standardize, match & maintain unique contacts in the contact database with real-time updates into source systems.

    ➢ PHASE I: Create a master contact data hub

    ➢ PHASE II: Create a Publish & Subscribe Architecture

➢ <u>SOLUTION</u> – Java Messaging Service (ESB) with Group 1's Customer DQ Services at the core.

Contacts Master Plan
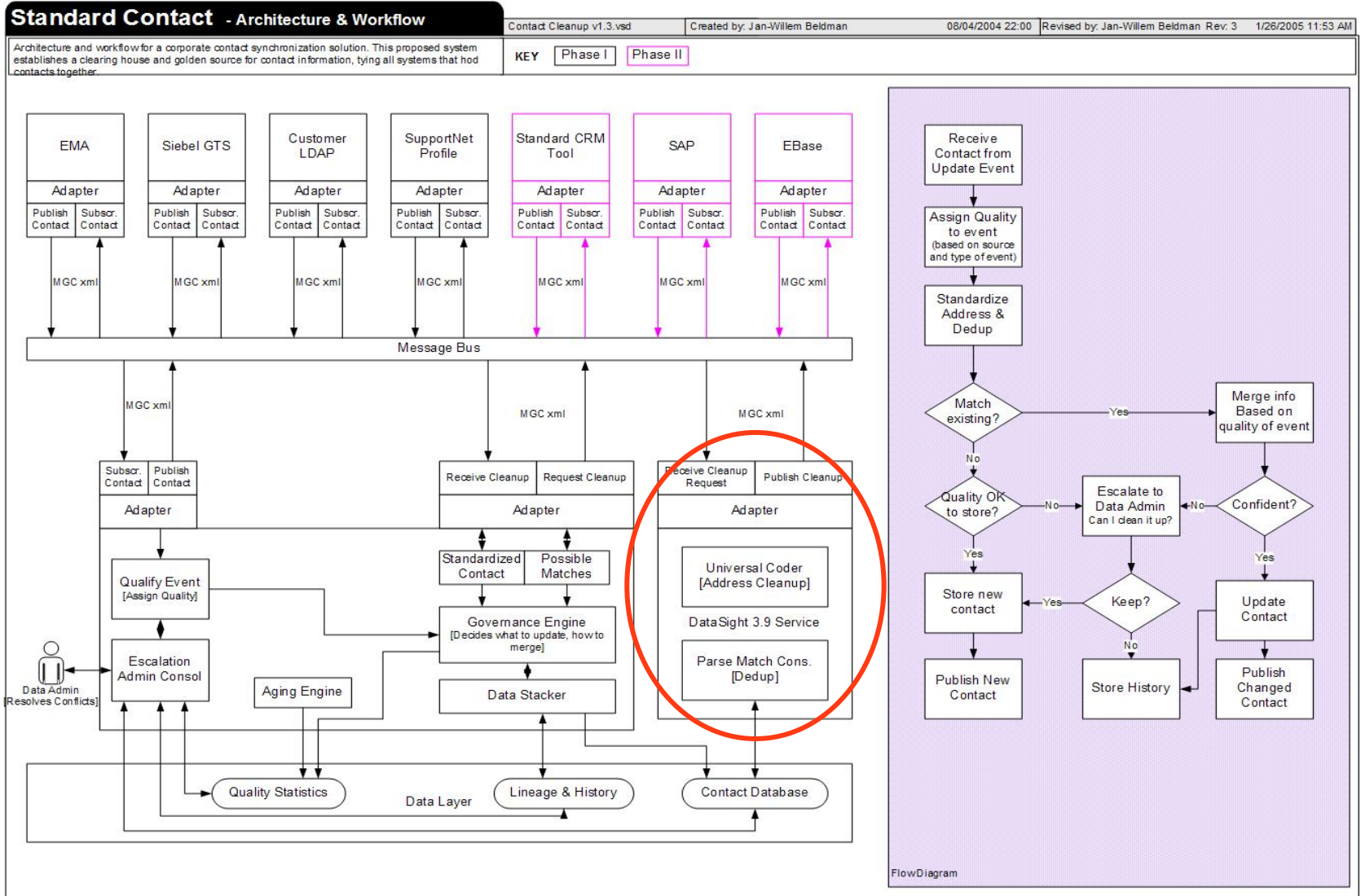
Lessons Learned

- **Identify what's important (in-scope)**
  - Data domain that will drive immediate business value
  - Number of sources to integrate
- **Leverage existing people and technology resources**
  - Data Modelers, DBA, Data Warehouse, EAI, ETL
- **Learn from the CRM mistakes**
  - Make Data Quality/Governance a key requirement for your project from Day 1
- **Beware of the "one vendor" approach**
  - MDM vendors quick to discount the value of data quality
  - Data Quality vendors quick to discount the value of a "Master Data Hub"

Technology Evaluation

- Do I need to buy MDM or can I make do with what I have internally?
- Based on what's in scope and existing resources do I need an army of consultants with enterprise software? And if so,
- Vendor Selection
  - Benchmark for data accuracy & completeness
  - POC for ease of deployment, configuration and integration (out-of-the box experience)
  - Combination of Architectural Foundation, Experience with core needs and Long term viability as a partner

How Can We Help?

- ✓ Over 20 years of R&D into the core technology
- ✓ Partnership with MDM Hub Vendors – SAP, Siperian, Initiate
- ✓ Fully documented SOA & Web Services enabled components
- ✓ 24 x 7 Support – Global Support organization
- ✓ Trained staff dedicated to ensuring successful implementations for our customers & partners
- ✓ PB Software is Committed to the Market, our Customers and our Partners