



Highlights

- Enables organizations to synchronize master data across a wide range of SAP and non-SAP applications, as well as multiple domains
 - Provides a rich set of business services to help streamline data governance
 - Incorporates advanced and patented matching algorithms to increase the accuracy of data used by SAP and non-SAP systems
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IBM InfoSphere Master Data Management for SAP

Enhance the accuracy, quality and consistency of master data across the enterprise to maximize the value of SAP applications

Organizations in a variety of industries depend on the SAP business suite of applications: SAP Enterprise Resource Planning (SAP ERP), SAP Customer Relationship Management (SAP CRM), SAP NetWeaver Business Warehouse (SAP BW) and more. To make the most of those functionalities, organizations must ensure that all master data across the primary domains—including customer, supplier, material/product and location—used by SAP applications is accurate, up-to-date and synchronized across multiple SAP instances throughout the enterprise.

IBM® InfoSphere® Master Data Management (InfoSphere MDM) provides an essential means of improving the accuracy and consistency of the master data that SAP and non-SAP applications use. By creating a single view of each customer, product, patient, partner or other entity, organizations can better optimize operations, identify cross-sell opportunities, provide consistent multichannel service, improve patient care, share information and reduce risks.

InfoSphere MDM offers a comprehensive MDM solution that helps organizations maximize the value of their SAP applications. It delivers a robust and reliable data foundation for critical SAP systems that:

- Supports a wide range of domain types, heterogeneous systems and deployment styles: consolidation, registry, transactional and hybrid
- Provides a rich set of business services that help streamline and enforce data governance
- Offers advanced merging and matching functions
- Enables high availability and exceptional scalability



Synchronizing data across the enterprise with application independence

InfoSphere MDM enables the application independence required for creating and maintaining trusted master data across applications that consume master data. With more than 200 application connectors and adapters, InfoSphere MDM facilitates inter-application MDM and helps eliminate the time, cost, complexity and risk of creating and maintaining homegrown solutions.

InfoSphere MDM is architected as a service-oriented architecture (SOA) for ubiquitous integration with SAP and non-SAP systems. Other MDM software often uses file-based integration that depends on file transfer protocol (FTP)—an inefficient, unreliable process that cannot support real-time, transactional architectures.

Enhancing flexibility with multidomain support

InfoSphere MDM can support and manage relationships with all types of master domains, such as customer, product, location and account. This multidomain MDM enables organizations to make key connections among entities that help improve decision making. For example, a retailer might capitalize on connections between certain customers, products and locations to generate highly targeted marketing campaigns.

InfoSphere MDM also handles multiple MDM deployment styles. Support for physical (transactional), virtual (registry) and hybrid styles lets organizations decide whether they want to keep a centralized, trusted source of master data; allow source systems to author and own data; or incorporate elements of both those approaches. With this flexibility, organizations can find the right style to achieve their business objectives, support regulatory compliance and promote operational efficiency.

Streamlining data governance and data stewardship

Data governance is an essential component of MDM, helping to ensure the integrity, security, availability and quality of information used across the enterprise by controlling how data is created, maintained and managed. To further streamline implementation and management of data governance, InfoSphere MDM bundles approximately 800 pre-built Java services. Access to pre-built services can accelerate MDM deployment, but these business services are also extensible—giving organizations the option to build their own or modify existing services to meet specific needs.

InfoSphere MDM data governance capabilities facilitate compliance with regulations such as the Sarbanes-Oxley Act and Basel II. Unlike MDM capabilities embedded in applications, InfoSphere MDM provides secure access to a complete audit trail for all create, read, update and delete actions.

InfoSphere MDM also includes entitlement to IBM Business Process Manager Express (BPM Express) for outstanding business process management. BPM Express uses a shared platform to enable multiple people and groups to collaborate on process improvements. It helps organizations implement data stewardship workflows to meet governance requirements that are unique to their business or approval processes.

Improving data integrity with industry-leading matching capabilities

While other MDM offerings are limited to simple deterministic matching, InfoSphere MDM offers patented deterministic, probabilistic and fuzzy matching.

Probabilistic matching generates matching scores that consider the frequency of the occurrence of a data value within a particular distribution. For example, matching on a common last name of a customer would generate a lower score than matching on a more unique last name. With fuzzy matching, InfoSphere MDM leverages an array of established techniques to accurately match entities despite slight variations in data, such as phonetic differences, transliterations or the use of abbreviations.

Increasing availability with application server clustering

InfoSphere MDM takes advantage of application server clustering features inherent in server software such as IBM WebSphere® and Oracle WebLogic to provide extremely high scalability and availability. Solutions that use a master-slave server architecture cannot offer the same availability because a slave server becomes a read-only server when the master fails. Application server clustering overcomes this limitation, enabling consistently reliable and up-to-date master data.

Enabling scalability

Using SAP applications in conjunction with InfoSphere MDM, organizations can expand their SAP implementations as needed. InfoSphere MDM provides the scalability to accommodate growth without sacrificing response times. Some of the largest MDM implementations in the world are built on InfoSphere MDM, including several projects with more than 1 billion records under management.

Producing tailored product catalogs with InfoSphere MDM

Challenge

A leading European distributor of technical components and services wanted to improve cross-sell capabilities and enhance customer service by creating tailored product catalogs in multiple languages. To do so, the company needed to synchronize product data across multiple SAP ERP systems and other, non-SAP applications.

Solution

The company implemented InfoSphere MDM to create a master data repository that could manage five million items with 15,000 item changes/additions and 300,000 price changes.

Benefits

By consolidating, standardizing and synchronizing data, the company was able to produce more than 200 distinct e-catalogs in multiple languages. Integration with a supplier portal allows suppliers to create and maintain part information. With a scalable MDM solution in place, the company can further expand its repository in the future to manage supplier and employee information.

Delivering accurate, synchronized master data for SAP

Whether organizations are using SAP applications to increase operational efficiency, strengthen customer relationships, drive innovation or achieve other business goals, they must ensure that those applications have access to accurate, up-to-date, synchronized information from across the enterprise. InfoSphere MDM offers an MDM solution that enables organizations to improve the accuracy, quality and consistency of master data and maximize the value of their SAP applications.

For more information

To learn more about IBM InfoSphere Master Data Management, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/software/data/infosphere/mdm



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