

IBM InfoSphere Master Data Management Advanced Edition V11.6

Highlights

- Delivers multi-domain and multi-style capabilities
 - Uses industry-leading probabilistic matching technology
 - Empowers users to discover, explore and visualize relationships
 - Builds automatic household entities in the master data
 - Provides operational cache for low latency search results
 - Features multiple algorithms for improved matching
 - Offers multicloud integration options
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Delivers high-accuracy data matching, data exploration and visualization for business users

Companies today have more data about persons, organizations, products and accounts than ever before. Hidden in this data are vital insights that can drive business results. But without comprehensive, well-governed data sources, decision makers cannot be sure that the information they're using is the latest, most accurate version.

IBM InfoSphere Master Data Management (MDM) provides a single, trusted view of critical business data to users and applications, helping to reduce costs, minimize risk and improve decision-making speed and precision. InfoSphere MDM achieves the single view through highly accurate and comprehensive matching that helps overcome differences and errors that often occur in the data sources. MDM manages your master data entities centrally, reducing reliance on incomplete or duplicate data while consolidating information from across the enterprise.

With InfoSphere MDM, you can enforce information governance at an organizational level, enabling business and IT teams to collaborate on such topics as data quality and policy management. To shield business applications from the churn of big data and other disruptive forces, InfoSphere MDM builds a golden profile of assets and delivers this profile when and where it's needed, in context and on demand.

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Master Data Management comprises a complete suite with multi-domain MDM capabilities and built-in domain patterns. MDM provides users with task management, workflow and collaboration capabilities, search and edit functionality, and relationship exploration. MDM is designed to integrate with your existing architectures and business processes.

Advanced Edition is ideally suited for organizations in the financial and retail sectors and provides multiple MDM styles and entities for a comprehensive set of MDM capabilities. MDM AE is crucial to business transformation projects, which involves a high volume of records and is foundational to analytics and big data initiatives.

Discover, explore, and visualize relationships

Business users can gain insights with graph-based exploration of master and transactional data. Data stewards can leverage The IBM Stewardship Center to help improve master data quality by linking or unlinking records or entities. Both users can leverage self-service access using the dashboard capabilities.

Supports registry or physical style implementations

Advanced Edition supports either a registry-style or physical-style MDM by comparing source data against the data already stored in the MDM central hub. The golden record exists as a registry record in the case of registry style MDM or as a physical record in the case of physical MDM. Registry style MDM works well for organizations with localized or fragmented data governance while physical MDM works well in businesses with a strong centralized governance program.

IBM MDM uses an industry-leading matching engine — either using probabilistic or deterministic rules — to determine whether the new information matches information already present. If a match is encountered, the new data is typically combined with the existing record from the MDM system.

Empower business users with intuitive user interfaces

IBM Entity Insight provides business users more freedom to explore and analyze customer data. Whether it is information curated from InfoSphere MDM systems, big enterprise data brought into Big Match from ad hoc sources, or tailored data sets collected from other sources, the IBM

Entity Insight user interface empowers business users to discover new insights.

Business users can create collections of data from MDM and their own data sources and choose to match within or between these collections using the powerful, probabilistic matching algorithms in IBM Entity Insight.

IBM Entity Insight user interfaces enable you to search, explore, match, analyze, and gain insight from data that's been published to the IBM Entity Insight graph database. See Figure 1. The user interfaces are specifically designed for ease of use and self-service matching that allows business users to explore hidden relationships between data from operational MDM databases. Users can select the operational data they wish to publish to Entity Insight using the IBM MDM Publisher in MDM Advanced Edition.

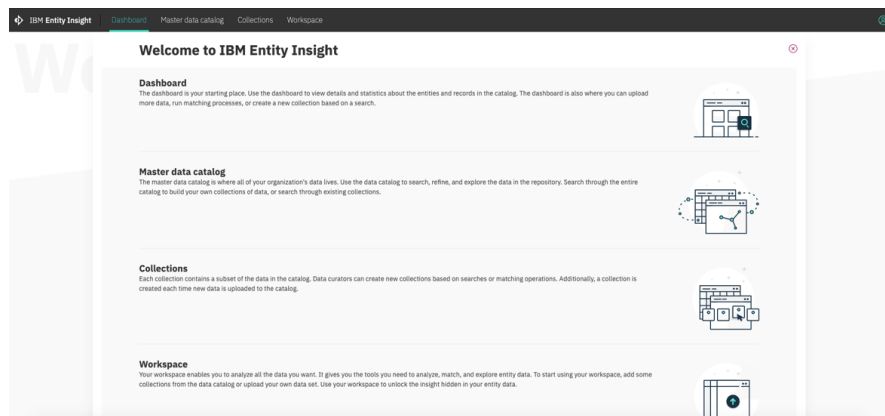


Figure 1. IBM Entity Insight in MDM Advanced Edition provides business users a powerful set of user interfaces.

Enhances household grouping

By leveraging the probabilistic matching algorithms in MDM Advanced Edition (default or custom) users can rely on MDM to automatically discover and maintain the household entities in the master data. Business users can also override with manual updates or enrich households with additional context data. See Figure 2. It also provides better-targeted offers for customers and reduced redundant shipping costs due to automatic householding. Prebuilt artifacts and integration are available to jump-start an integration between MDM and applications, such as Salesforce.

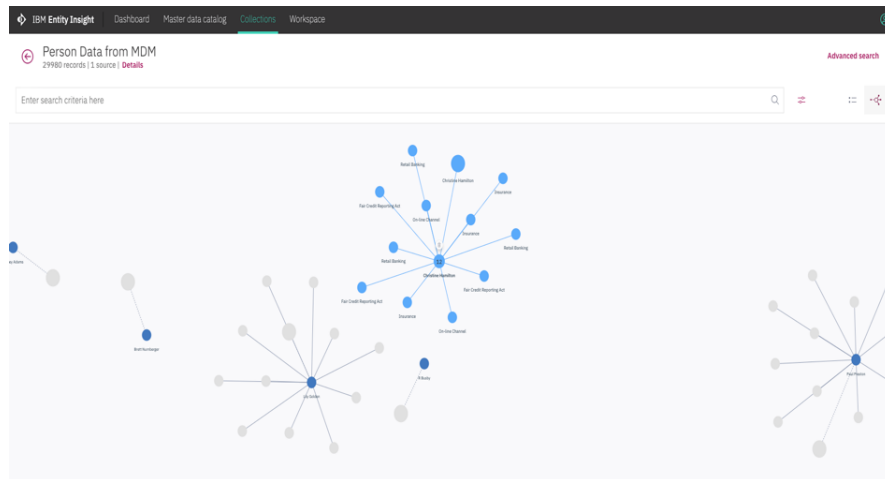


Figure 2. Business users can uncover hidden relationships in households within their data set through graph-based visualizations in IBM Entity Insight.

Low latency in text searches

Operational cache in Advanced Edition plays a big role in the low latency of text search results from the Elasticsearch engine in MDM Advanced Edition. See Figure 3. Read requests from various applications such as mobile, are served up locally with reduced millisecond latency, while write requests are processed against single global instance for consistency. Data is cached forward to provision the right MDM data into the right cache instances across separate geographies.

The screenshot shows the IBM Entity Insight interface. At the top, there are navigation tabs: Dashboard, Master data catalog, Collections, and Workspace. The main heading is 'Match Prospects to Customers in MDM' with a sub-heading '999 entities | Details'. There is a search bar with the placeholder 'Enter search criteria here' and a magnifying glass icon. To the right of the search bar are buttons for 'Advanced search' and 'Remove from Workspace'. Below the search bar, there is a table with columns: Record Source, Legal Name, Primary Residence, Home Telephone, Birth Date, Social Security Number, Gender, Business Address, and Business Telephone. The table contains 8 rows of data. The first row is highlighted with a blue selection box around the '46' in the first column.

Record Source	Legal Name	Primary Residence	Home Telephone	Birth Date	Social Security Number	Gender	Business Address	Business Telephone	
46	cumshaw1	F ROBERTS	932 NORTH ST. MARK COURT MORE, IL 61652	612-726-7830	1940-01-05 00:00:00.0	99524752	M	7404 SOUTH 39 TH AVENUE MORGAN, TX 76671	351-214-1538
	cumshaw1	F ROBERTS	932 NORTH ST. MARK COURT RDEM, IL 61642	6122-76-7830	1940-01-05 00:00:00.0	995243254	M	7404 SOUTH 39 TH AVENUE MORGAN, TX 76671	620-744-3739
	cumshaw1	F ROBERTS	293 NORTH ST. MARK COURT INDEPENDENCE, IL 61642	621-276-7830	1940-01-05 00:00:00.0	995242284	M	7404 SOUTH 39 TH AVENUE MORGAN, TX 76671	620-744-3739
	cumshaw1	F ROBERTS	932 NORTH ST. MARK COURT ROGERSON, IL 16542	162-276-7830	1940-01-05 00:00:00.0	995243895	M	7404 SOUTH 39 TH AVENUE MORGAN, TX 76671	620-744-3739
	prospect-data	F ROBERTS	293 NORTH ST. MARK COURT ORME, IL 61642	612-726-7830			M		351-214-1538
	prospect-data	FEDERICO ROBERTS	293 NORTH ST. MARK COURT WEST COVINA, IL 61326	612-726-7830			M		254-792-9819
	cumshaw1	F ROBERTS	932 NORTH ST. MARK COURT ORME, IL 61652	61-2276-7830	1940-01-05 00:00:00.0	995248746	M	7404 SOUTH 39 TH AVENUE MORGAN, TX 76671	620-744-3739

Figure 3. Business users can upload, match data, perform free text searches and export functions of data assets, providing insight.

Extend your data assets to the cloud or deploy a hybrid environment

Organizations are seeking multiple cloud options across their IT architectures. InfoSphere MDM leverages the flexibility of cloud deployment to help you meet these topology needs, as well as the cloud economies. Multiple deployment options allow you to roll out new applications, data and services with impressive speed through continuous delivery and place them in the optimal location – whether on premises, in the cloud or a hybrid environment.

Advanced features

- Powerful user interfaces to publish data and a graph database to gain important business insights.
- Workflow-driven data stewardship and data governance with microservices and APIs.
- Data stewardship to inspect and resolve suspected duplicates and data quality issues.
- Advanced algorithms for accurate matching of entities, for example, multiple algorithms can be applied to the same entity, like an individual as a customer versus as a prospect.
- Automatic probabilistic-based matching and grouping for improved data quality and relationship.
- Hierarchy management to manage household and B2B relationships.
- Comprehensive and extensible data models for different industries and over 800 business services.
- Highly accurate probabilistic matching engine that helps ensure the highest deduplication level for specific industries, such as banking, which have highly sensitive customer data.
- Redundant global cache nodes to support high-volume concurrent read requests from customer-facing applications with low latency.
- Delivers batch or real-time integration options.
- Continuous delivery model enables in-place upgrades.
- Docker-based deployment with Kubernetes and support for Red Hat OpenShift.
- Extended data model to capture consent from customers and assist with General Data Protection Regulation (GDPR) readiness.

"We're really pleased with how great the improvement has been for our mobile app. It's such a key part of how customers interact with the company today, and the increased performance makes it a much more satisfying experience for our end-users."

—Arnie Leap, Chief Information Officer , 1-800-Flowers.com

Why IBM?

IBM DataOps capabilities help create a business-ready analytics foundation by providing market-leading technology that works together with AI-enabled automation, infused governance, and a powerful knowledge catalog to operationalize continuous, high-quality data across the business. Increase data quality to provide an efficient, self-service data pipeline to the right people at the right time from any source.

For more information

For more information on IBM InfoSphere Master Data Management products, visit: ibm.com/analytics/master-data-management.

Learn more about DataOps at ibm.com/dataops. Visit the Big Data and Analytics hub at ibmbigdatahub.com.

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