

IBM InfoSphere Master Data Management Standard Edition V11.6

Highlights

- Provides flexible and customizable data models
 - Automates routine data stewardship tasks using machine learning
 - Uses industry-leading probabilistic matching technology
 - Empowers users to discover, explore and visualize relationships
 - Maintains the household entities in the master data
 - Delivers multi-domain and multi-style capabilities
 - Offers multicloud integration options
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Delivers high-accuracy data matching powered by machine learning to empower data stewards

Organizations today have more data about customers, patients, providers and transactions 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. The MDM server 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.

The Standard Edition is ideally suited for organizations in the public and healthcare sectors. It allows organizations to maintain a complete, highly accurate, real-time view of master data through a configurable solution.

Leverage analytical capabilities

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

Supports registry style implementations

The golden record exists as a registry record in the case of registry style MDM. Registry style MDM works well for organizations with localized or fragmented data governance.

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.

Designed to support registry style implementations, the Standard Edition:

- Assembles a trusted, tailored view through a virtual master data registry.
- Offers a flexible and extensible data model built for MDM.
- Features highly accurate probabilistic matching and search.
- Delivers machine learning from task resolution history to auto-classify future potential duplicates and clusters similar tasks together, as shown in Figure 1.

- Provides prebuilt artifacts and integration capabilities that can be used to jump-start an integration between MDM and applications, such as Salesforce.

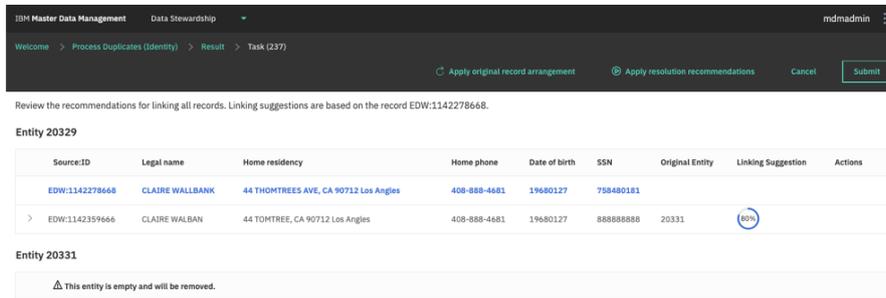


Figure 1. Machine learning learns from task resolution history to auto-classify future potential duplicates thereby significantly reducing the time data stewards need to spend.

MDM Standard Edition enables organizations to maintain a precise repository of linked master data entities through a configurable, out-of-the-box solution. A trusted view across the member records of an entity is composed in real time at time of consumption. See Figure 2.

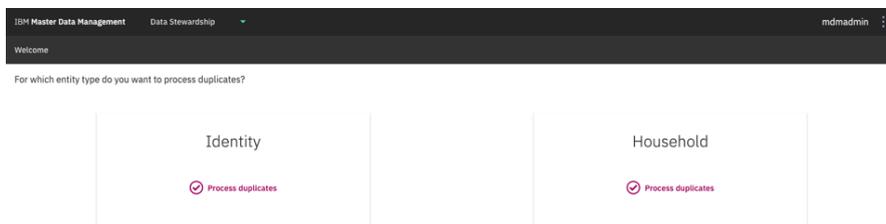


Figure 2. Select person or household entities in the IBM Stewardship Center to process duplicates.

Standard Edition is designed to support registry (or virtual) MDM-style implementations where data is stored in source systems, then matched and linked to create an index to the sources where the data resides, which offers a quick time-to-value. See Figure 3. The golden record exists as a virtual record in this case. This virtual style works well for organizations with localized or fragmented data governance.

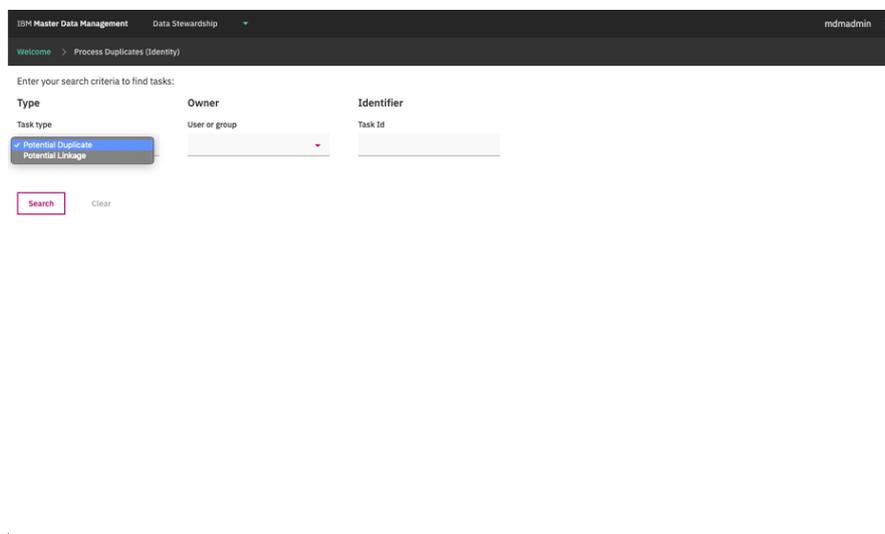


Figure 3. Data stewards can search for potential duplicates or potential linkages for data from multiple sources in the IBM Stewardship Center.

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

- Easy data model creation with optional leverage of common entity templates, covering the individual, organization, patient, provider and more.
- Virtual master registry to assemble a trusted and tailored composite view.
- Machine learning to automate routine stewardship tasks, which helps reduce the tasks required by data stewards.
- Advanced algorithms for accurate matching of entities — customer versus prospect, householding versus single customer and country-based configurations.
- Intuitive APIs are available out of the box to adapt to business needs.
- Automatic probabilistic-based matching and grouping for improved data quality and relationship.
- Hierarchy management to manage household and B2B relationships.
- Batch and real-time data delivery offers faster time-to-market.
- 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 IBM DataOps at ibm.com/dataops. Visit the Big Data and Analytics hub at ibmbigdatahub.com.

Additionally, IBM Global Financing provides numerous payment options to help you acquire the technology you need to grow your business. We provide full lifecycle management of IT products and services, from acquisition to disposition. For more information, visit: ibm.com/financing

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