

# Make the connection

*From disparate data to actionable insights  
with IBM Master Data Management solutions*



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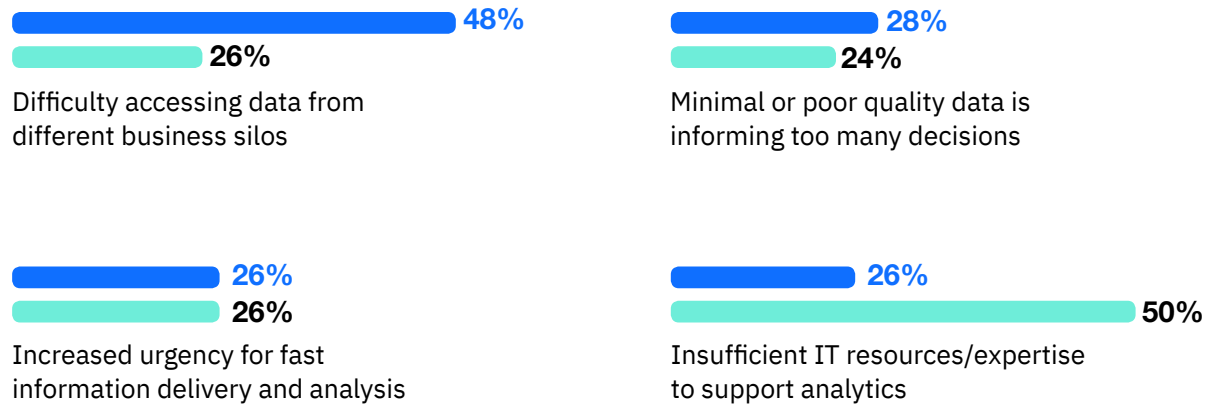
Start your MDM journey

## Unlock the hidden potential of your data

In today’s connected world, data is its own kind of currency, and capturing that data is the easy part. As data streams in from social media, mobile and online purchases, customer service feedback, reviews, Salesforce, IoT devices and ongoing marketing campaigns – just to name a few – many businesses find they can barely keep up with, let alone find value in, their critical data.

One of the challenges is the data itself. It’s disorganized, fragmentary and redundant. Manually managing data includes extreme challenges, such as the sheer volume of data entries. On top of that is the big risk of wasting hours and resources de-duplicating data trapped in organizational silos. Still, that data is not only essential, it often holds the key to a wellspring of business improvements. So – how can organizations efficiently unlock the hidden potential in the data they’re collecting?

**Figure 1: Data disparity tops the list of LoB challenges**



● **Executives/LoB**      ● **IT Staff**

% of Respondents      n = 342      *Source: Aberdeen Group, March 2017*

**Business professionals reveal their top data challenges in a 2017 survey by Aberdeen Group.<sup>1</sup>**

The solution begins with revolutionary ways to manage your data, no matter where it resides — on-premises IT data centers, public cloud applications like Salesforce or a private cloud behind a firewall. With a newly centralized data system, business analysts, marketing experts and information architects can find access to game-changing data-driven insights. This discipline is Master Data Management (MDM), and put in practice by IBM, it gives you the tools leverage your organization’s critical data in imaginative and lucrative ways that were never before possible.

**IBM Master Data Management (IBM MDM)** comprises modular capabilities that organizations can layer and configure like building blocks into a structure that meets their needs and goals.

Deriving the full value from your business data means getting a comprehensive view of how it’s connected and what those connections mean for your business. IBM MDM solutions establish a single, trusted 360-degree view of data and enable users to deliver actionable business insights through self-service analytics.

## IBM MDM Capabilities

### Acquire data

- Data discovery, mapping and movement

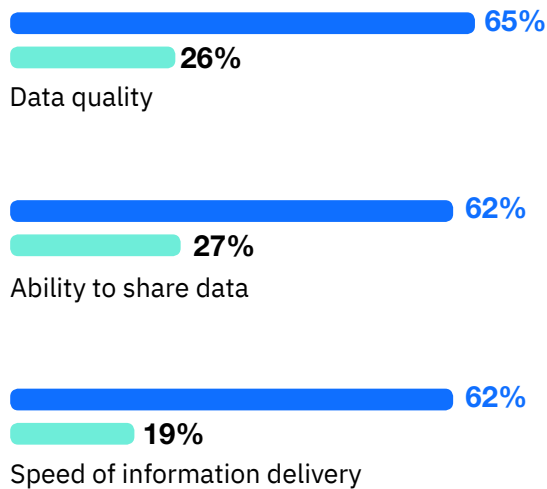
### Manage data

- Improve data matching
- Report and monitor
- Master data records
- Data models for different domains (customers, products, accounts, suppliers, patients and many more)
- Source system records

### Deliver data

- Integration (via APIs) with analytics or operational applications
- Self-service analytics: MDM UI widgets, user interfaces and graph-based data exploration
- Enterprise-wide collaboration to author master data
- Consent management to track customer consent

**Figure 2: MDM users enjoy a satisfied and engaged user base**



● MDM users    ● No formal MDM strategy  
 % of Respondents "Satisfied" or "VerySatisfied"  
 n = 342

**MDM users self-report better data quality, sharing and speed in the same 2017 Aberdeen study. <sup>1</sup>**

## Innovation-fueled MDM technology

IBM MDM solutions are powered by world-class IBM innovations. Drawing from a legacy of software technology and leading-edge research and development in analytics and artificial intelligence, IBM MDM brings together best-in-class data solutions that drive global business.



### Blockchain

**Blockchain** helps build more efficient enterprise business models. By reducing the complexity of transactions down to a shared, permissions-based ledger, value exchange happens quickly, collectively and securely. The result: streamlined, secure transactions from suppliers to partners to customers.



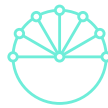
### Machine learning

**Machine learning** uses powerful model-building, evaluation and automation capabilities to leverage data in ways previously unimaginable. Organizations can go beyond queries and discover the hidden patterns and anomalies in their data that are linked to changes in behavior, preferences or customer satisfaction.



**JanusGraph**

JanusGraph unleashes the power of data connections by letting you store, query and visualize data points, connections and properties in a property graph. Businesses can harness the power of data relationships for super-accurate, real-time fraud detection and rich, real-time recommendations.



**IBM Cloud**

IBM Cloud offers you a complete, secure-to-the-core solution that unifies all your data spread across different systems to drive digital transformation initiatives, without the added cost and complexity of an on-premises solution. You can build with a robust suite of advanced data and AI tools, drawing on deep industry expertise of IBM specialists to make the most out of your cloud environment.



**Industry data models**

Pre-built industry data models and data catalogs can help accelerate your analytics journey. These act as a blueprint, providing common elements derived from best practices, government regulations and the complex data and analytic needs of an industry-specific organization.

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*“The more we understand our customers, the more we see the ways they’re interacting with and touching our organization, the better we’re able to respond.”*

— **Brandon Thomas, Chief Data Officer,**  
*Zions Bancorporation*

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## MDM at work around the world

IBM MDM solutions are being used in real-world applications to help the public and private sector gain substantial efficiencies, reduce costs and drive revenue.

### Zions Bancorporation

As more and more people manage their banking needs digitally, financial institutions are left puzzling over how to deliver the high-level, personalized service that’s essential to creating lasting customer relationships. Zions Bancorporation sought answers to this challenge in their data, and with **IBM MDM**, they discovered an entire ecosystem of customer connections.

With this new perspective, Zions Bancorporation is not only using consolidated customer data to deliver excellent customer service, they’re also leveraging machine learning to track and maintain their data. This provides intelligent outputs they can use to develop new programs that deepen relationships and drive revenue.

→ **Watch the video**



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*“The better we can inform our customers, the more sales we’ll drive — and we are very excited to unlock the potential of our MDM solution in this area.”*

— Spokesperson,  
Global Specialty Manufacturer

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### Global Specialty Manufacturer

When customers put their trust in the safety and compliance of your products, it’s vital they have the most up-to-date product information. If you’re a global specialty manufacturer maintaining multiple brands and over 300,000 items, ensuring customers get the most up-to-date information can get a little complicated.

One global specialty manufacturer found a solution in the form of [IBM InfoSphere® Master Data Management Collaborative Edition](#) — a collaborative product information platform that enabled a single, updated repository of key product details. With the platform in place, collaborators across the organization’s multiple brands, departments and roles could access the same information at the same time.

→ [Read the case study](#)





***“Working with IBM, we have created a solution to help achieve major cost-savings.”***

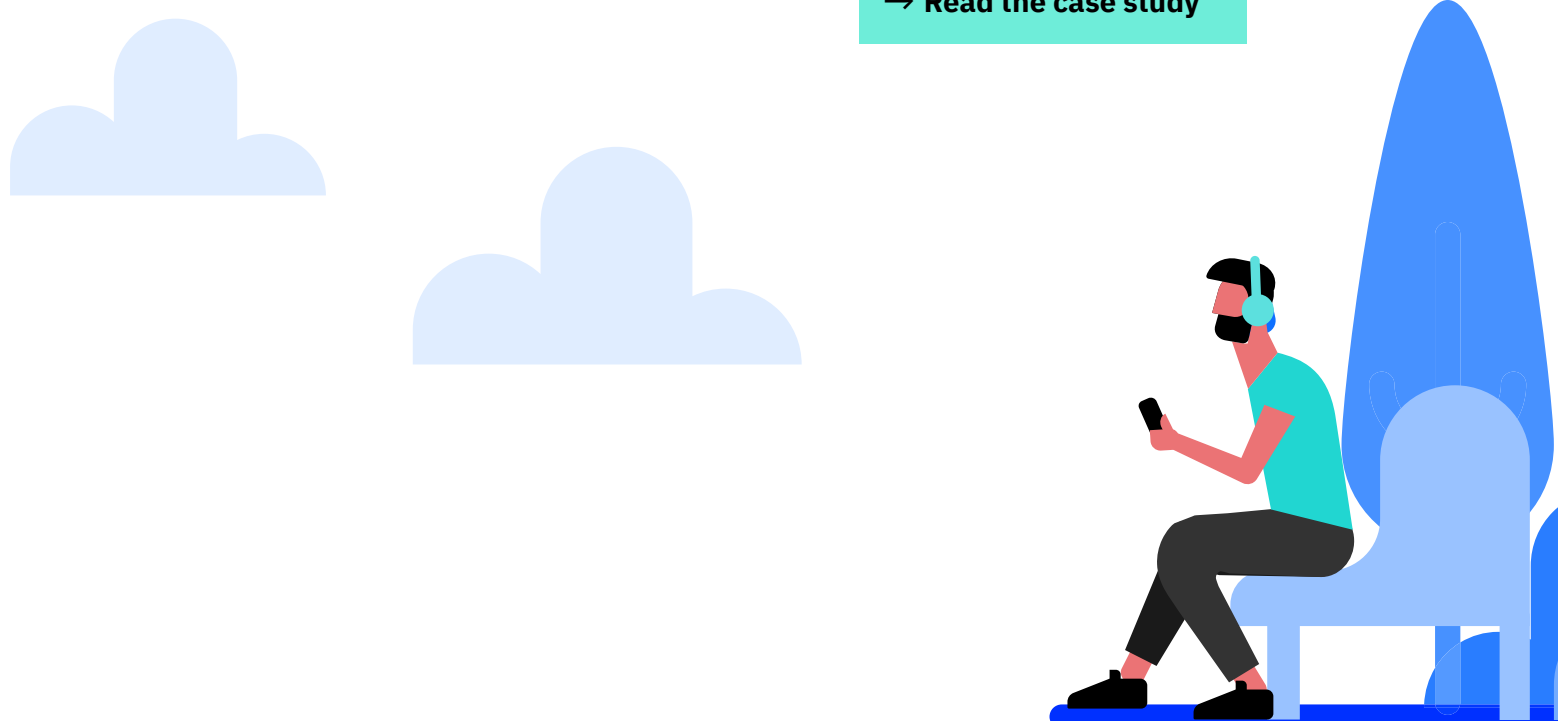
— Hilary Simpson, Lead of ICT Business Partnering — Service Integration and Multi Agency Working, London Borough of Camden

**London Borough of Camden**

The public sector faces the constant challenge to do more with less resources with the added pressure of public scrutiny. As the Borough of Camden looked ahead to a 50-percent budget cut, they knew they had to find ways to boost efficiency and cut costs tremendously, while still serving their citizens’ needs.

The solution came through improved data management: leveraging IBM MDM, the borough was able to combine 16 existing data systems into one. This centralization enabled their 35 separate teams to access the same resident data, drastically reducing person-hours and generating savings by precision-targeting instances of illegal subletting fraud.

[→ Read the case study](#)



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***“We are ensuring that deserving citizens get the help they need, while keeping tighter control over costs and making better use of taxpayer money.”***

– **Spokesperson**, *Government of Odisha*

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### **Government of Odisha**

Welfare fraud is one of the most difficult, time-consuming and resource heavy problems for local governments to identify and manage. With data spread across different platforms, the Government of Odisha lacked visibility into the tax, income and property records that determined the validity of citizen welfare applications.

Using a combination of [IBM MDM solutions](#), Odisha was able to match key records and get a complete visibility into their citizen’s eligibility status. This master view uncovered 500,000 wrongful claimants, while saving valuable person-hours and taxpayer resources.

[→ Read the case study](#)



### An MDM solution for every business

IBM provides [MDM solutions](#) for entire organizations, business or governmental departments and small-to-medium sized entities.

#### IBM MDM

[IBM Master Data Management solutions](#) empower enterprise organizations with a suite of robust products fully customizable and configurable to your business needs. From multiple domains to hybrid computing environments, IBM MDM can deliver data to your users from a single, trusted source.

#### IBM MDM Express

Ideal for small-to-medium businesses and departmental use at enterprises, [IBM MDM Express](#) is an entry-level operational MDM tool that enables you to quickly ingest and match data from disparate sources in an intelligent, configuration-free, machine learning-assisted fashion.

### Three-year estimated savings with IBM MDM

In a study commissioned by IBM, Forrester Consulting identified four major sources of costs savings for enterprises in the three years after the implementation of IBM MDM solutions.<sup>2</sup>

#### Call center

up to **\$15,000,000** savings from reduced labor

#### Inside sales

up to **\$2,000,000** savings from accurate records and reduced calls

#### Contact management

up to **\$840,000** savings from accurate records

#### Data integrity

up to **\$100,000** savings from reduced manual search and linking

Business-changing savings like these are only part of the value of MDM.

→ [Discover the full potential](#) of IBM MDM for your business.

## IBM MDM Express: lightweight and easy to use

IBM MDM Express is a lightweight and easy-to-use solution enabling users to quickly build a consolidated view of critical entity data and share it across the organization. Built with analytical graph-based exploration, data imports powered by machine learning, agile self-service, and a user-friendly dashboard, MDM Express is designed to give marketing and data managers, business intelligence leaders and information architects a new perspective on data that powers organizational growth.

### Marketing and sales

MDM Express offers advanced data merging tools that can help you quickly de-duplicate and manage thousands of customer records. Intelligent machine learning and graphing technologies make it possible to visualize and consolidate fragmented data into a single view of your customers.

Imagine the power of a complete view of customer data at your fingertips. You could see a customer's lifetime value alongside their purchase history and all the reviews and comments they've made about your products and services. Using these insights, you can craft intuitive, predictive sales offers and marketing campaigns that transform customer interactions into long-term relationships.

### Customer service

MDM Express can help your customer service staff pick up where they left off with each customer interaction. A trusted, centralized data source saves call center and online chat staff from searching multiple databases for information. Plus, with built-in consent management capabilities, it's easy to update and share consent records with other departments.

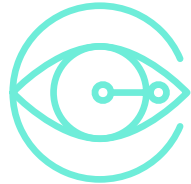
### Business development

For business and data analysts, an organized view of critical data sets the stage for new business opportunities. Rule-based data tools and graph-based exploration offer empowering perspectives on data connections previously hidden. Armed with new insights, you can present existing customers with new and better offers or identify new customers, markets and trends.



## MDM Express: deployment within hours

IBM MDM Express is designed for quick implementation, delivering tangible organizational value as soon as it's up and running.



### A 360-degree view

Start seeing the insights in the analytics. MDM Express offers a total 360-degree view across all your data sources for a new perspective on your business.



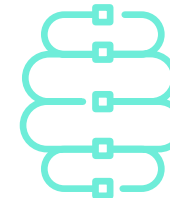
### Minimal IT involvement

Take the first step at your workstation. Built for agile deployment, you can download MDM Express and start consolidating data with no IT required.



### Data management in minutes

Conquering thousands of customer records is a short upload away. MDM Express quickly de-duplicates and consolidates customer records and empowers you to manage them from one central location.



### Built-in machine learning

Get advanced AI, right-sized for your business. With machine learning, including Kubernetes-based deployments and microservices with reusable components, MDM Express gets smarter — more intuitive and predictive — every time you use it.

### Start your MDM journey

MDM can take your organization into the future. With machine learning and artificial intelligence, MDM works beyond human scale. Consider manually classifying 20,000 data terms, a task which takes a team of six people roughly six months. With **IBM MDM**, that work can be done automatically in a few days or even hours. Just imagine the potential of that kind of workflow in your organization.

Right now, over 1000 organizations in 170 countries across various industries — banking, retail, healthcare, insurance and others— are using **IBM MDM** to revolutionize their relationship with data. Use it to see dots between the dots and find the lines outside the axis.

[→ Start your MDM journey](#)

Start your **IBM MDM Express** free trial today and discover the hidden potential in your data.

[→ IBM MDM Express free trial](#)

Source:

1. Aberdeen Group. (May 2017). Modern MDM: The Hub of Enterprise Data Excellence, 2 – 3.
2. Forrester Consulting. (2011). The Total Economic Impact™ Of IBM InfoSphere Master Data Management, 14 – 18.

