

Getting Value from Master Data Management throughout the Enterprise - Vision and Roadmap

think 2019

Session 6137

—
Henk Alblas
Offering Manager
IBM MDM

Think 2019 / Session 6137 / February 2019 / © 2019 IBM Corporation



Please note

IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice and at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

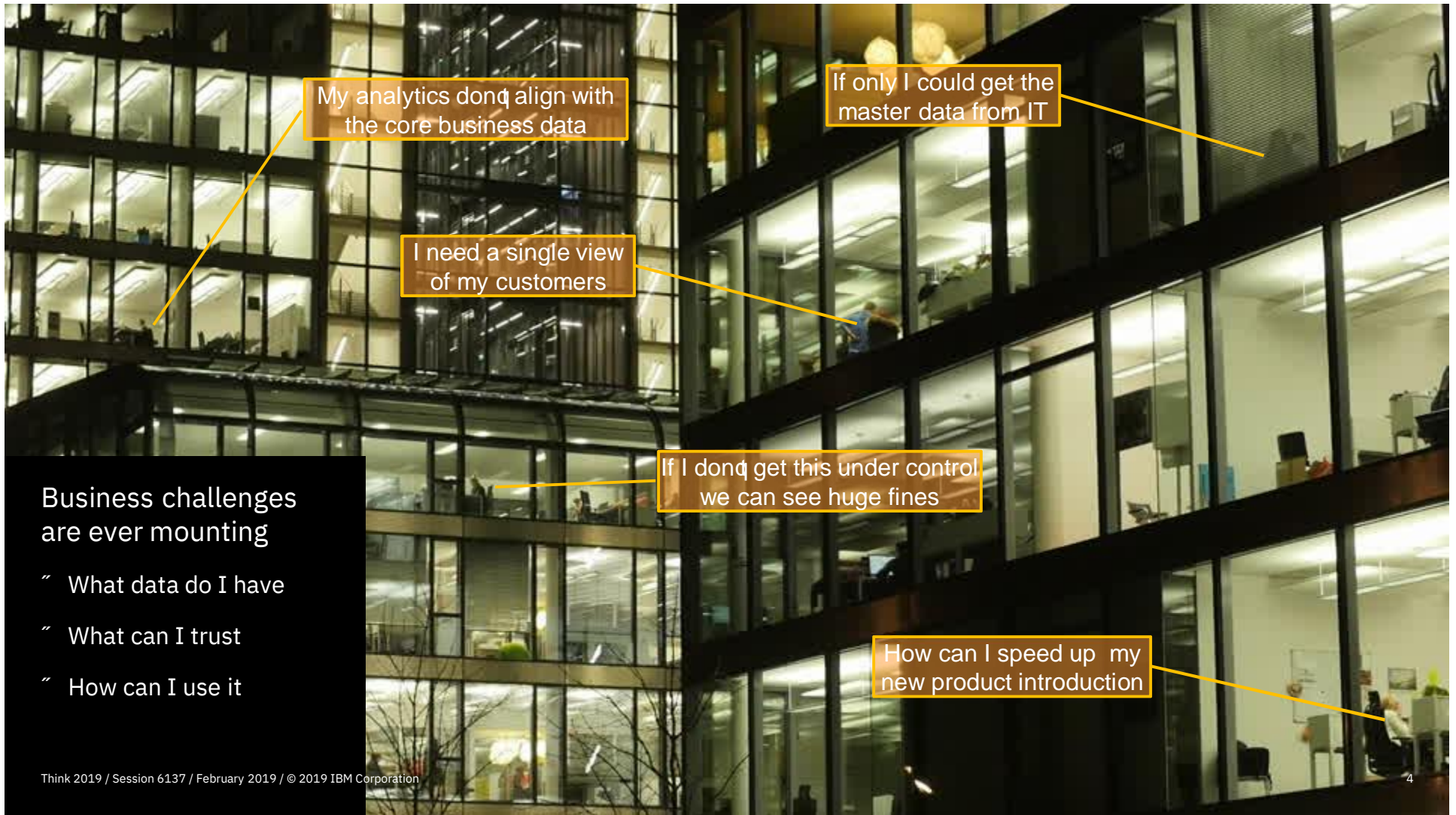
The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract.

The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

Today's topics:

- " Business Challenges
- " What is Master Data Management
- " Other approaches and why they fail
- " IBM MDM Offering
- " Diving a little deeper
- " Best practices slide
- " IBM MDM Roadmap
- " More Information



My analytics don't align with the core business data

If only I could get the master data from IT

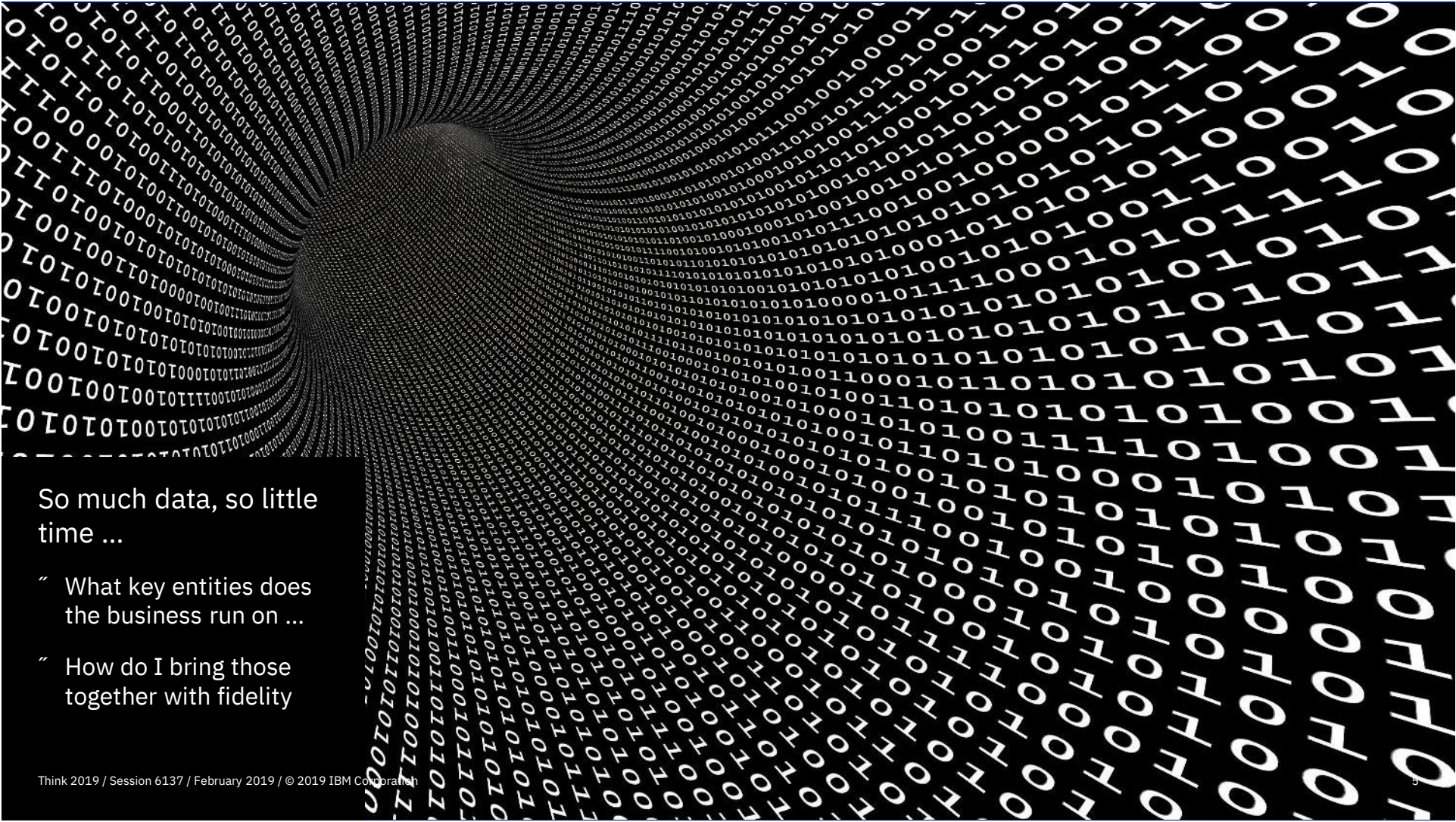
I need a single view of my customers

If I don't get this under control we can see huge fines

How can I speed up my new product introduction

Business challenges are ever mounting

- “ What data do I have
- “ What can I trust
- “ How can I use it



So much data, so little
time ...

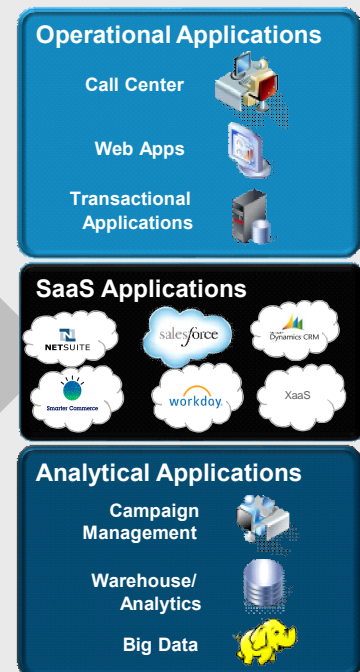
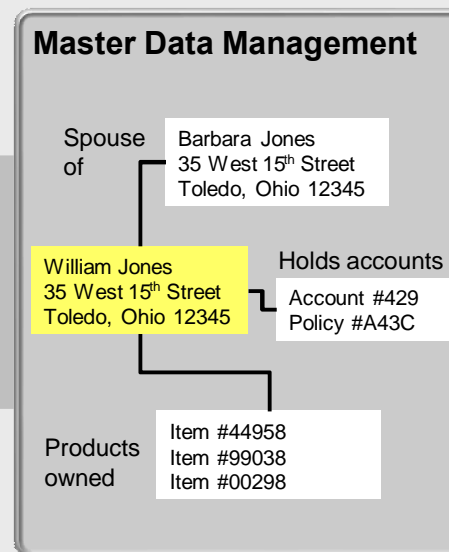
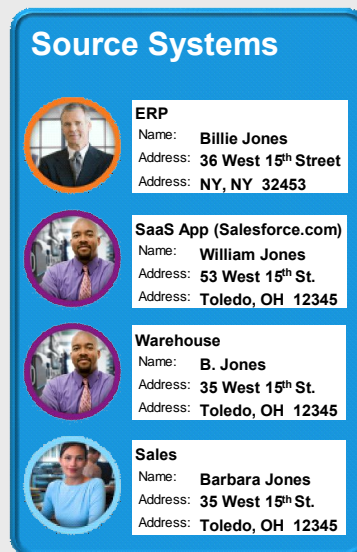
- ~ What key entities does
the business run on ...
- ~ How do I bring those
together with fidelity

Master Data Management

Key data assets are often scattered across multiple applications and information from multiple systems need to be assembled to get an accurate view

Multiple (often redundant) stores of master data increase business risk

Users need an authoritative set of consistent master data they can trust across the enterprise



How do you “master” data

To create a complete, accurate, trusted view from multiple sources

- . *Apply data quality and governance*
- . *Matching*
- . *Data survivorship or composite*
- . *Human tasks and stewardship*
- . *Establish relationships*
 - ... and along the way ...
- . *Apply data governance policies*
- . *Guard security*

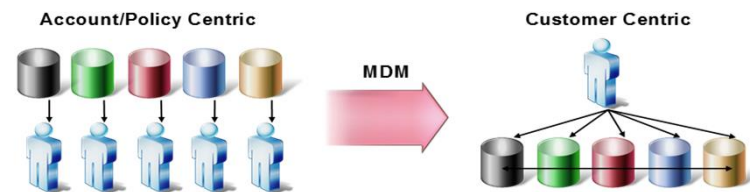
Think 2019 / Session 6137 / February 2019 / © 2019 IBM Corporation



Many Use Cases

- " Single View/360 View
- " Service and Support
- " New Product Introduction
- " Privacy and Preferences
- " Anti Money Laundry
- " Support GDPR/Regulations
- "

Customer Centricity

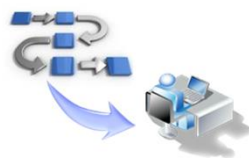


Mastering Product Data

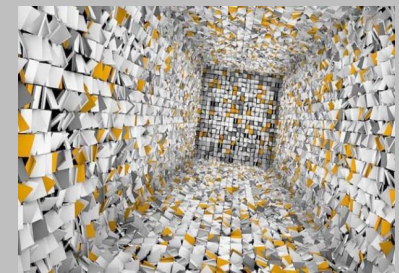
Disconnected Product Information




Streamlined Processes & Collaboration



But **not everything** is master data ...





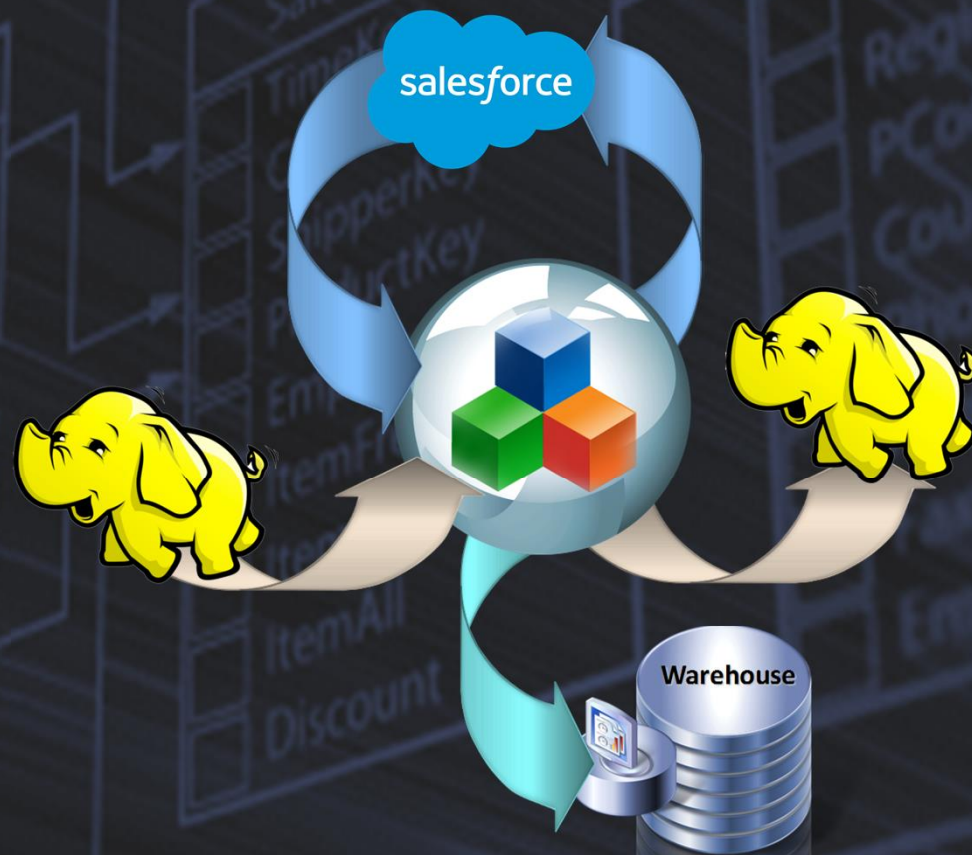
Other approaches and why they fail ...

- “ Application specific (e.g CRM)
- “ Data Warehouse
- “ Big Data

But MDM can
contribute beneficially
to

- “ CRM/SalesForce
- “ Data Warehouse
- “ Big Data

Think 2019 / Session 6137 / February 2019 / © 2019 IBM Corporation



IBM Master Data Management Solutions

- . Accelerate Time-to-Value
 - " *Initial deployment*
 - " *Adapt to business changes*
 - " *Industry solutions*
- . Designed for Big Data and Analytics
 - " *Big Data concepts not new*
 - " *Simplifies leveraging Big Data and Analytics initiatives*
- . Governance Inside and Out
 - " *Trusted Master Data*
 - " *Lineage*
- . New Computing Platforms
 - " *Same capabilities across deployment environment options*
 - " *Changing economics of platforms*

Think 2019 / Session 6137 / February 2019 / © 2019 IBM Corporation

All MDM styles



Multi Domain



Enterprise Robustness



Multi Cloud



Key Characteristics

Accurate Search/Match

Generate true insights from accurate data



Performance & Scalability

Rely on data more fully to optimize results



Services & Data Models

Enable wider use of data for speed and innovation



Deployment Flexibility

Evolve your business over time



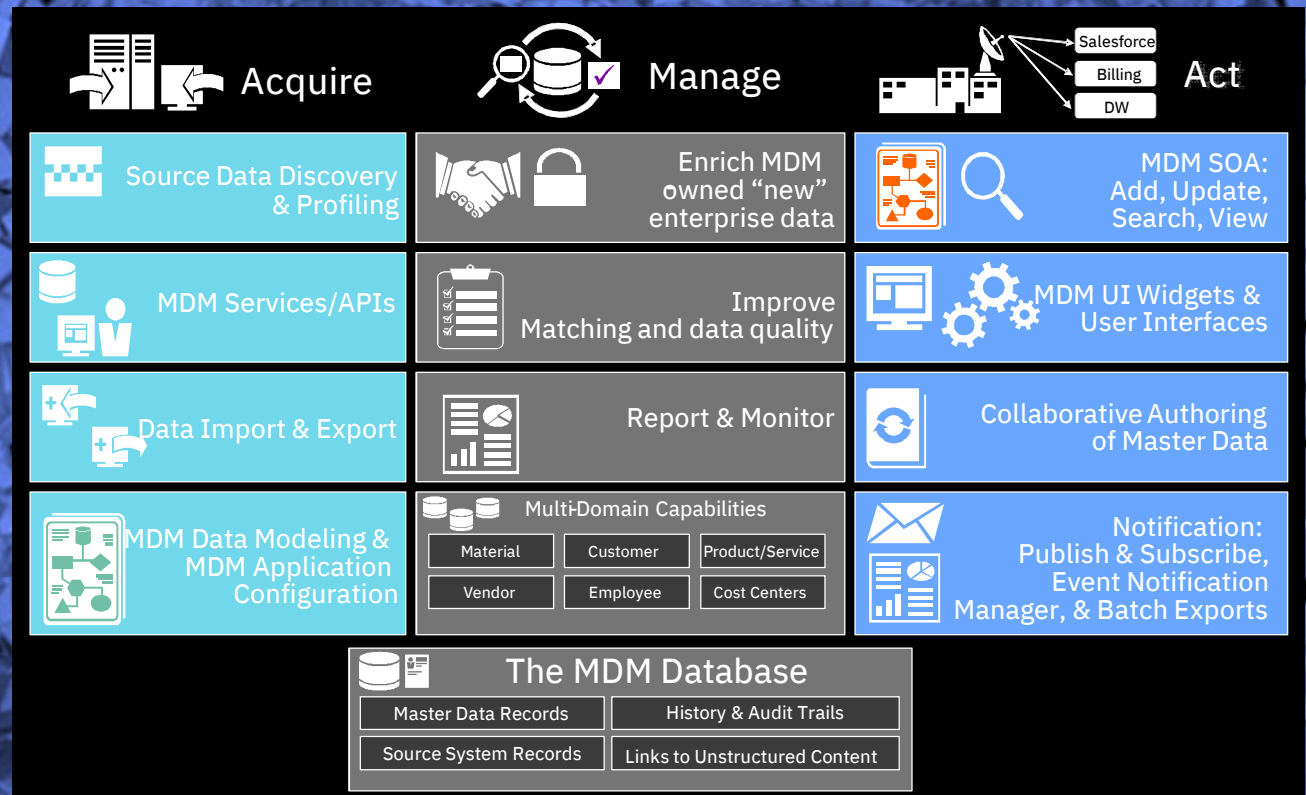
Governance & Stewardship

Empower data driven business programs



Let's have look under the covers

- Acquire – Ingestion of data from sources
- Manage – Create trusted master data set
- Act – Make pervasive throughout the Enterprise



Realizing an Effective MDM Strategy

Lessons Learned & Best Practices

- “ MDM is a business strategy with IT deliverables
- “ Is a journey and will evolve along multiple lines
- “ Structure an enterprise cross-functional team
- “ Develop an MDM business case and project plan
- “ Plan the initial phases of implementation
- “ “Starting small” - address tactical business needs; find an use case that is “visible and credible”
- “ Evangelization – drive momentum for MDM
- “ Link to broader business issues – top down or bottom up
- “ Apply data governance pragmatically



Vision and Roadmap



The AI Ladder

A prescriptive approach to accelerating the journey to AI



AI

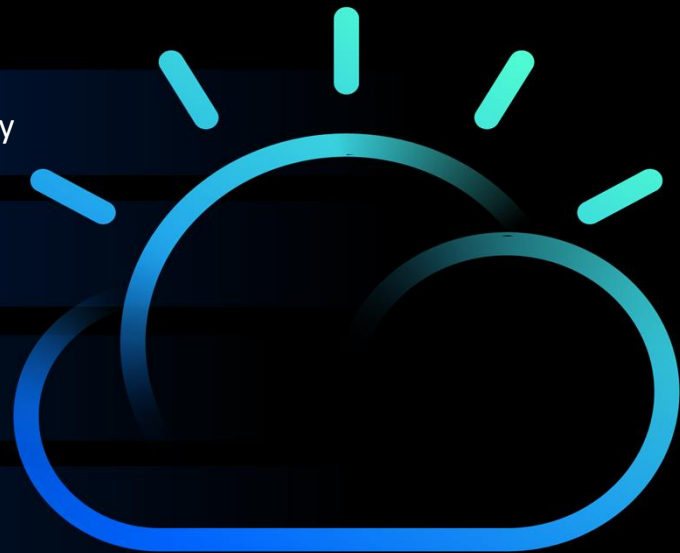
INFUSE – Operationalize AI with trust and transparency

ANALYZE - Scale insights with AI everywhere

ORGANIZE - Create a trusted analytics foundation

COLLECT - Make data simple and accessible

Data of every type,
regardless of where it lives



MODERNIZE
your data estate for an
AI and multicloud world



Always on, high performance,
availability and scalability



Smart MDM through Machine
Learning

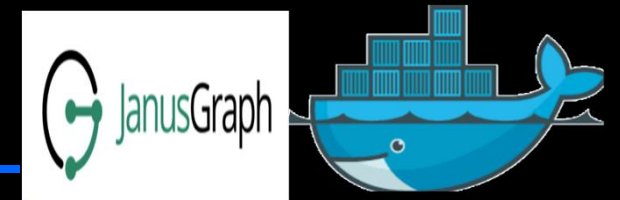


Regulatory Requirements,
protection of Personal information

MDM Market Observations



Analytical MDM use cases,
pervasive throughout

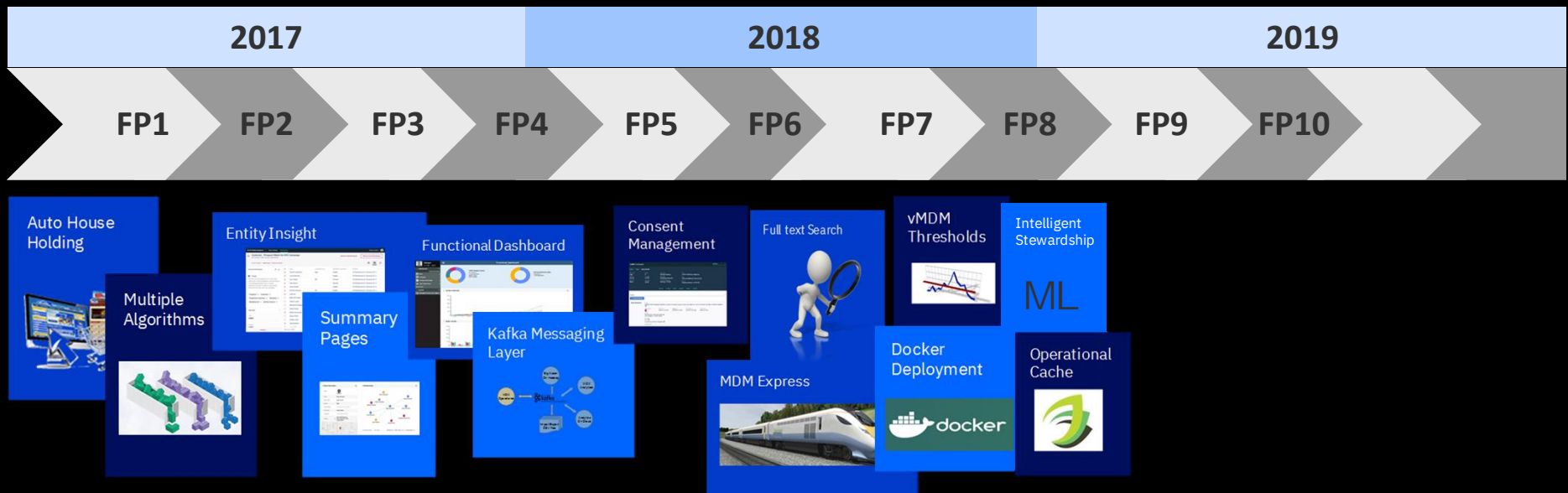


Agile MDM -- Fast deployment,
easy management and operations



Agnostic Deployment
On Prem, Cloud, Hybrid

Many key features delivered in recent releases



IBM MDM Demo Booth Station 365-13

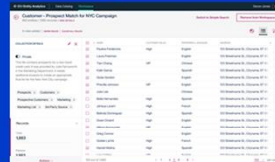
Collaborative Edition



MDM Express



Entity Insight

A screenshot of the IBM MDM Entity Insight interface. It displays a complex data model with various entities and their relationships. The interface includes a search bar, a list of entities, and a detailed view of a specific entity. The data is presented in a structured, tabular format, making it easy to understand the relationships between different data points.

Advanced Configurator



Intelligent Stewardship

ML

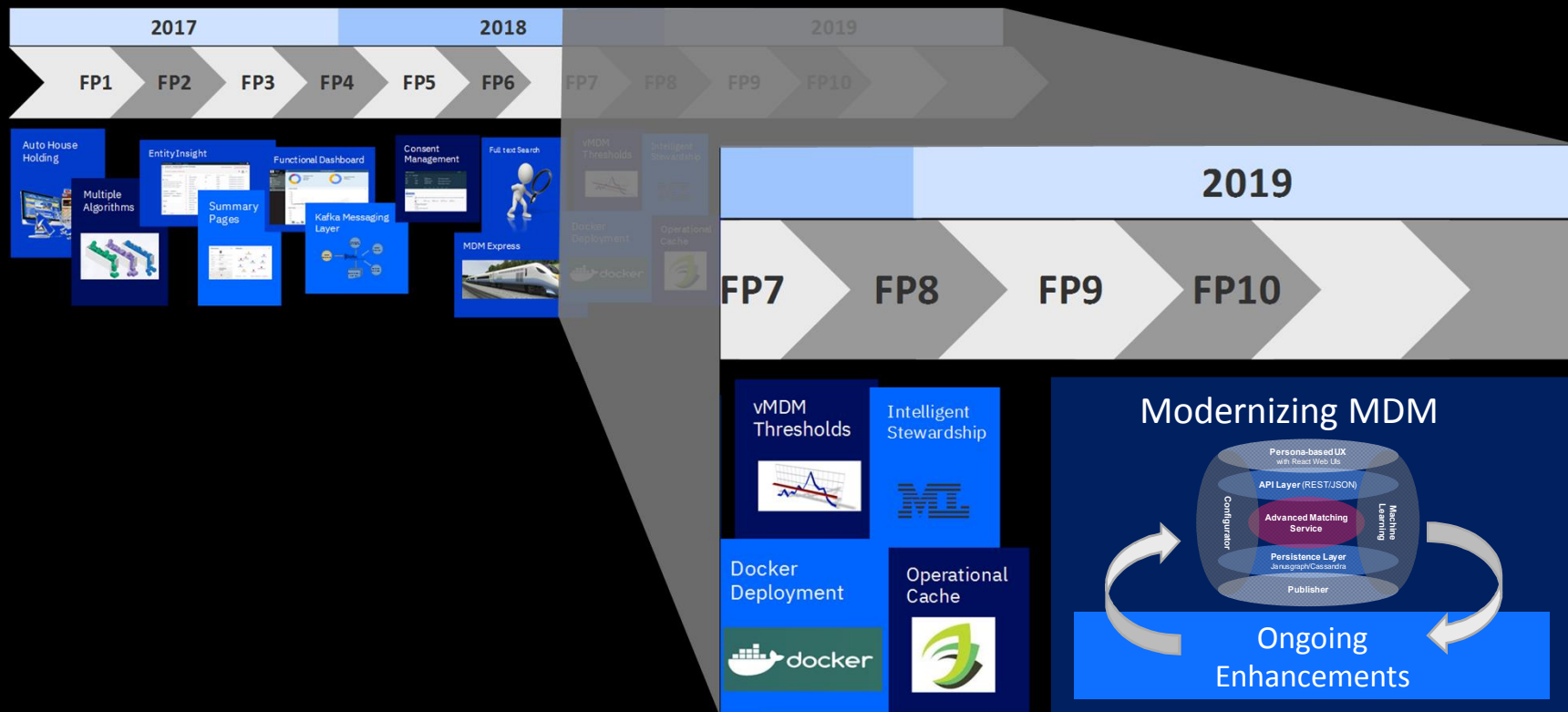
Functional Dashboard



Consent Management



But our focus is on the future ... delivering Modern MDM



Modernizing IBM MDM

Key Design Concepts

Data Driven Model
Agnostic Deployment

Microservices Architecture
Dynamic Persistency (Graph)

Design Thinking UX
Multidomain/Multistyle

Delivering market-leading ...

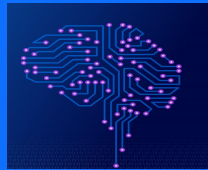
Easier MDM



Intuitive User Experience
Installation
Configuration
Operation

Think 2019 / Session 6137 / February 2019 / © 2019 IBM Corporation

Smarter MDM



Understanding Data
Self Optimization
Uncover Insights
Adapt to Changes

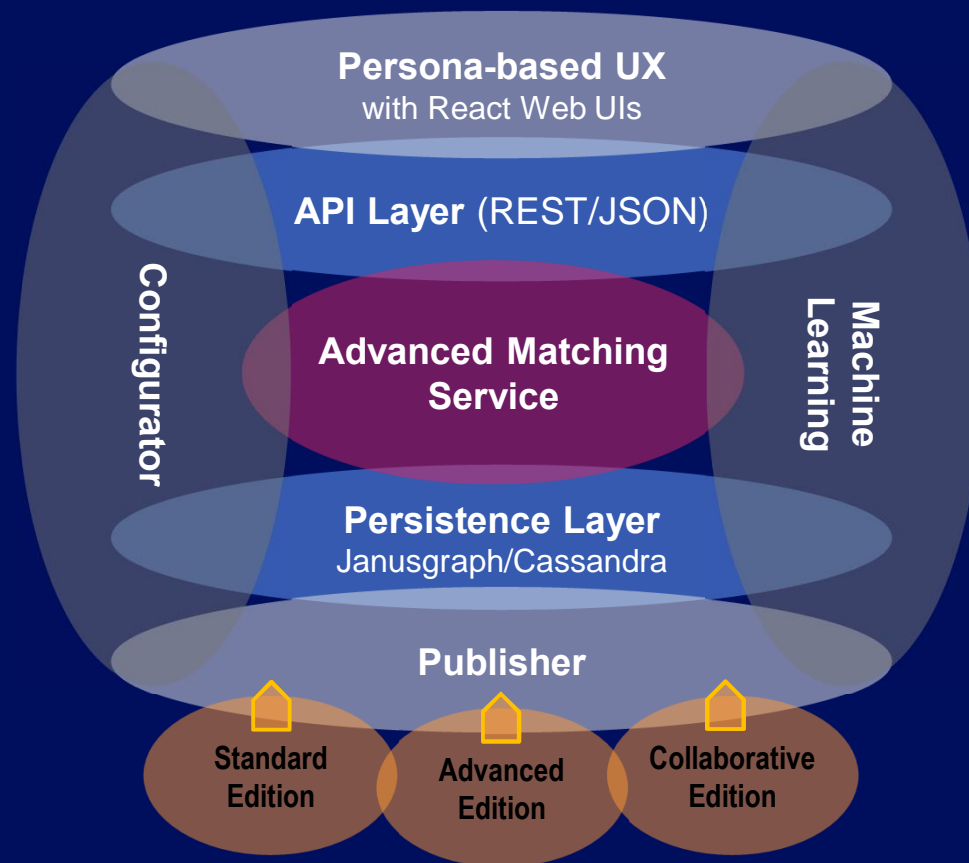
Faster Time to Value



Simplified Platform
Easier Integration
Connectors
End-to-end Coverage

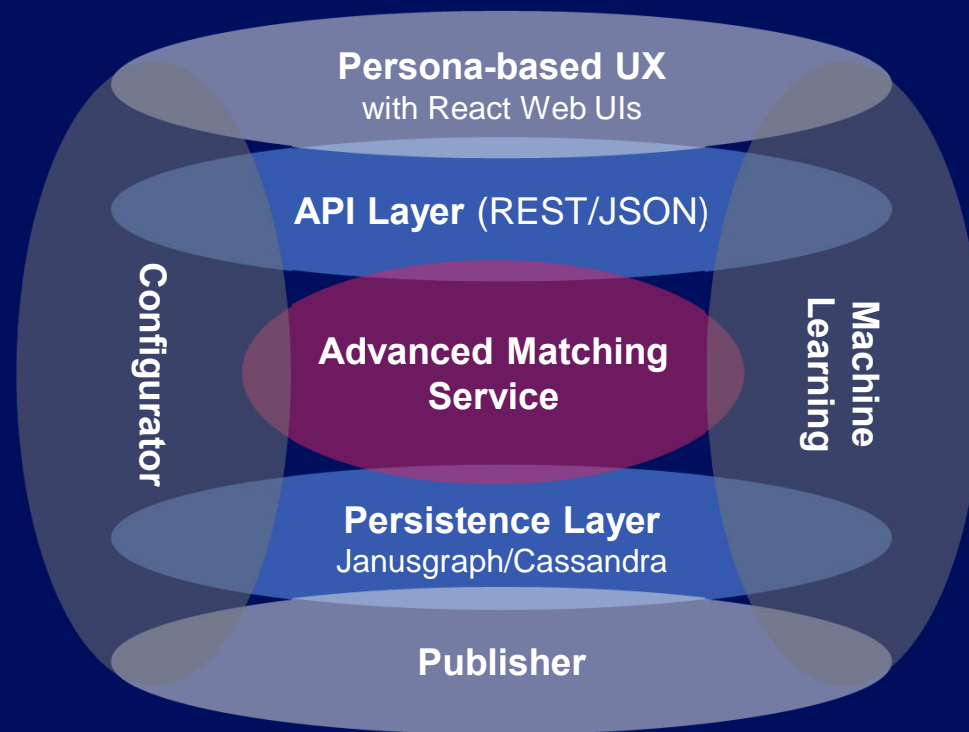
Modernized MDM

- “ Model driven
- “ Evolutionary path for existing clients
- “ Multicloud



Modernized MDM

- “ Many components already delivered
(to be further enhanced)
- “ Work underway under development



The MDM Road Ahead

On our way to a Compelling and Modern MDM Future

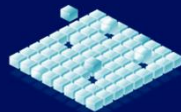
ML assisted Stewardship

Streamlined Data Stewardship task resolution



Operational Cache

High-volume, high-speed caching for global deployments and mobile support



Advanced Matching Service

Next Generation microservices Matching Engine, secure/ encrypted matching



Ground-breaking Configurator

Code-free and rapid configuration of comprehensive MDM solutions



Graph Based Persistence

Graph structures on Cassandra for agile MDM store



More Information

Here at Think 2019

- MDM Demo Booth – Station 365-13
- UG&I Expert Advice – Data and AI Think Tank D

Wednesday 4:30 – 6:10 PM

Thursday 12:30 – 2:10 PM

Friday 10:30 – 11:10 AM

IBM MDM on ibm.com

<https://www.ibm.com/analytics/master-data-management>

IBM MDM Community

<http://bit.ly/mdmcommunity>

Thursday



This is instead of a concert – no concerts this year

Pier 39

February 14
Thursday

6:30pm–9:30pm

Transportation Hours
Moscone West to Pier 39
6:00pm–7:30pm
Return
8:30pm–10:00pm

After a week of inspiring speakers, professional development, and making connections with fellow attendees, you'll be ready for some fun in the fresh air. Enjoy your last evening in San Francisco at a blowout private event at the iconic Pier 39.

Beverage and food options will be available. IBM Think badge required for admission. Minimum age of 21 to attend, Photo ID may be requested.

A limited number of guest tickets for Pier 39 will be available for purchase by conference attendees at the Conference Cashier Desk, beginning Wednesday at 11:00am.

Henk Alblas
Portfolio Offering Manager
IBM Master Data Management
—
halblas@ca.ibm.com
+1-416-475-7881
ibm.com



Option 1

A word cloud of 'Thank You' in various languages, centered around a large blue banner with the text 'THANK YOU' in white. The banner is flanked by two blue triangles. The word cloud includes 'MERCI', 'GRAZIE', 'OBRIGADO', 'MERTSI', 'THANKS', 'DANKU', 'DANK', 'MERCI', 'GRAZIE', 'OBRIGADO', 'MERTSI', 'THANKS', 'DANKU', 'DANK'.



Notices and disclaimers

© 2019 International Business Machines Corporation. No part of this document may be reproduced or transmitted in any form without written permission from IBM.

U.S. Government Users Restricted Rights — use, duplication or disclosure restricted by GSA ADP Schedule Contract with IBM.

Information in these presentations (including information relating to products that have not yet been announced by IBM) has been reviewed for accuracy as of the date of initial publication and could include unintentional technical or typographical errors. IBM shall have no responsibility to update this information. **This document is distributed “as is” without any warranty, either express or implied. In no event, shall IBM be liable for any damage arising from the use of this information, including but not limited to, loss of data, business interruption, loss of profit or loss of opportunity.** IBM products and services are warranted per the terms and conditions of the agreements under which they are provided.

IBM products are manufactured from new parts or new and used parts. In some cases, a product may not be new and may have been previously installed. Regardless, our warranty terms apply.”

Any statements regarding IBM's future direction, intent or product plans are subject to change or withdrawal without notice.

Performance data contained herein was generally obtained in a controlled, isolated environments. Customer examples are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual performance, cost, savings or other results in other operating environments may vary.

References in this document to IBM products, programs, or services does not imply that IBM intends to make such products, programs or services available in all countries in which IBM operates or does business.

Workshops, sessions and associated materials may have been prepared by independent session speakers, and do not necessarily reflect the views of IBM. All materials and discussions are provided for informational purposes only, and are neither intended to, nor shall constitute legal or other guidance or advice to any individual participant or their specific situation.

It is the customer’s responsibility to insure its own compliance with legal requirements and to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer’s business and any actions the customer may need to take to comply with such laws. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the customer follows any law.

Notices and disclaimers continued

Information concerning non-IBM products was obtained from the suppliers of those products, their published announcements or other publicly available sources. IBM has not tested those products about this publication and cannot confirm the accuracy of performance, compatibility or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products. IBM does not warrant the quality of any third-party products, or the ability of any such third-party products to interoperate with IBM's products. **IBM expressly disclaims all warranties, expressed or implied, including but not limited to, the implied warranties of merchantability and fitness for a purpose.**

The provision of the information contained herein is not intended to, and does not, grant any right or license under any IBM patents, copyrights, trademarks or other intellectual property right.

IBM, the IBM logo, ibm.com and [names of other referenced IBM products and services used in the presentation] are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: www.ibm.com/legal/copytrade.shtml.