IBM MDM Express

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An MDM Solution for Productive Use in Hours or Days

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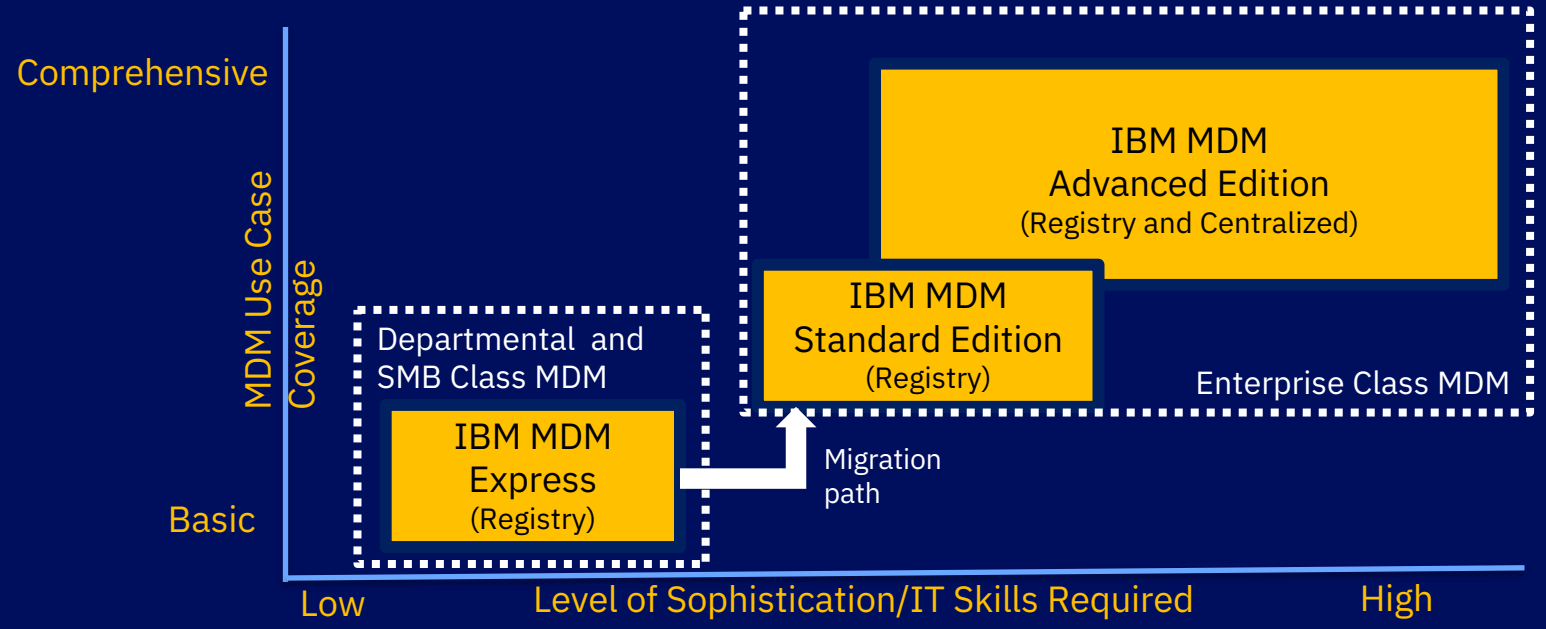
IBM Express
MDM Portfolio Landscape



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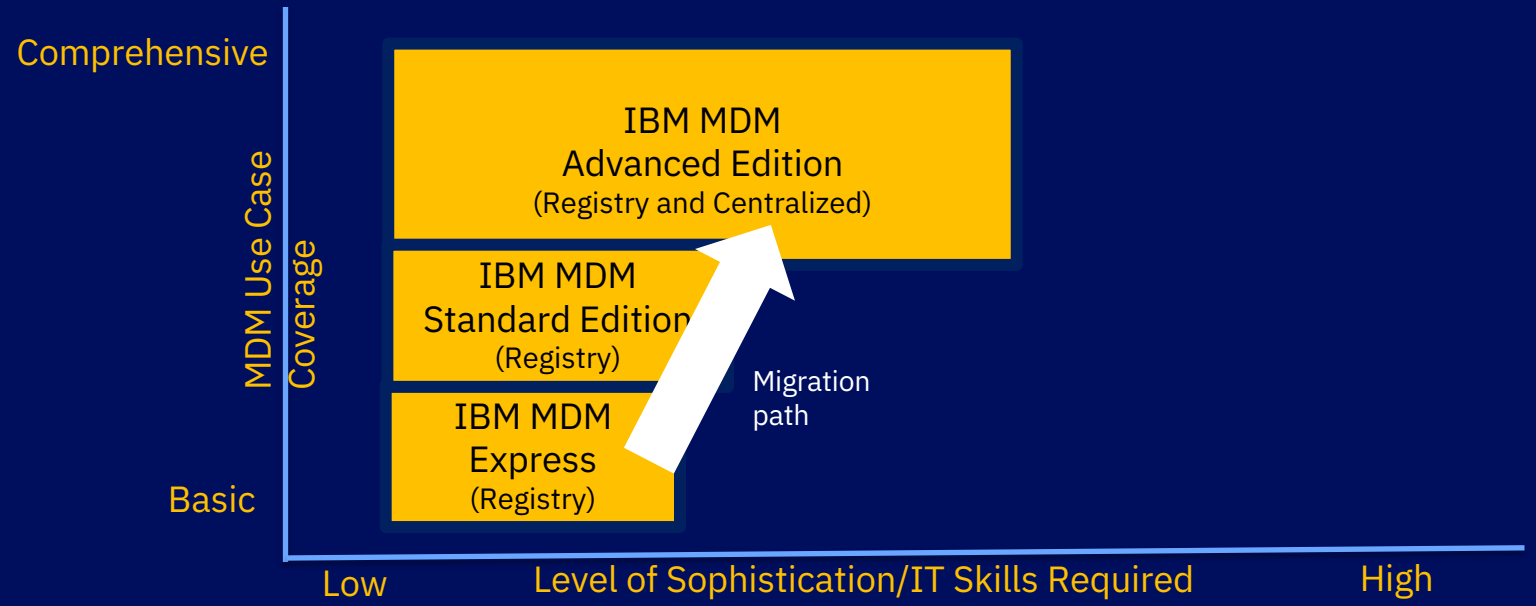

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IBM MDM Express
Key Drivers

Positioning Statement:

- For **small-medium enterprises or departmental** deployments in larger organization to be able to easily and rapidly implement a master data solution to overcome duplication of key entity information in siloed data sources and create a single view of customer.
- Leverage this master data through an intuitive user interface for use by **business users** and allow for master data to be consumed in **batch and real-time** by business systems and downstream processes.
- For organizations that require management of data subject **consent information** to be able to quickly meet requirements of the GDPR or other regulation.
- Accomplish this goal **in hours or a few days without requiring IT-level resources** and be able to deploy on common Windows or Linux platform.

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IBM MDM Express and IBM MDM Portfolio

- MDM Express leverages core components from other MDM portfolio offerings and is part of that portfolio. Conversely new capabilities in MDM Express (ML enabled data mapping/classification) should be take forward into core MDM offerings.
- MDM Express addresses a new space of the MDM market, where our existing offerings have proven to be too costly or too complex. I.e. incremental opportunity.
- Migration path from MDM Express will be created, then those that find over time that more comprehensive functionality is needed, will be able to leverage the Enterprise Class offerings.

IBM MDM Express

Key Characteristics:

- For small-medium enterprise or departmental deployments
- Easy-to-deploy
- Intuitive user experience
- No technical experts needed to implement and operate
- Small footprint (self-contained) on Windows and Linux platforms
- Initially On Premise Offering

Initial Release – Limited set of geo templates/ options, English only UI and documentation

Key Features:

- Registry style MDM
- Geo matching templates/options OOTB
- No data stewardship required
- UI for viewing of master data (no edits)
- Embedded Consent Management capabilities (view and maintain)
- Easy export of mastered data for downstream use (analytics, big data, reporting, etc.)
- Integration through REST APIs

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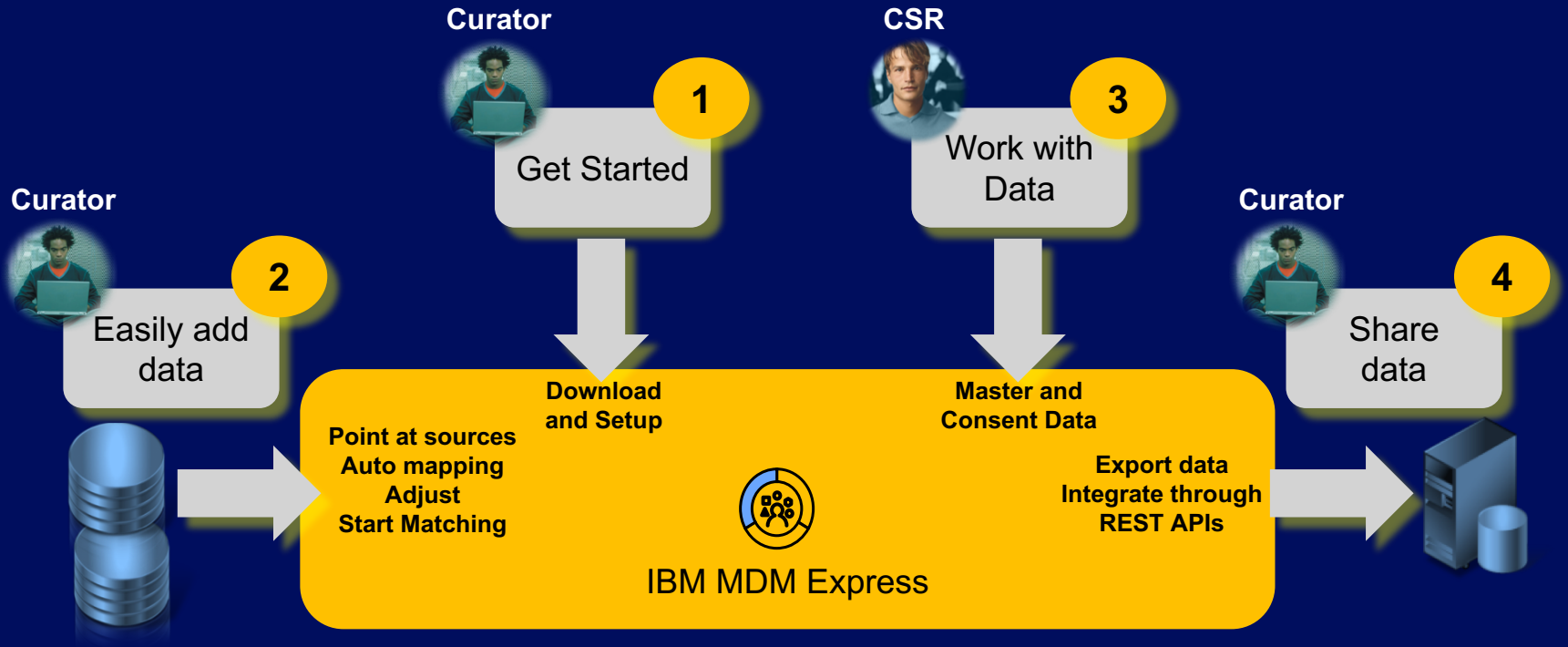

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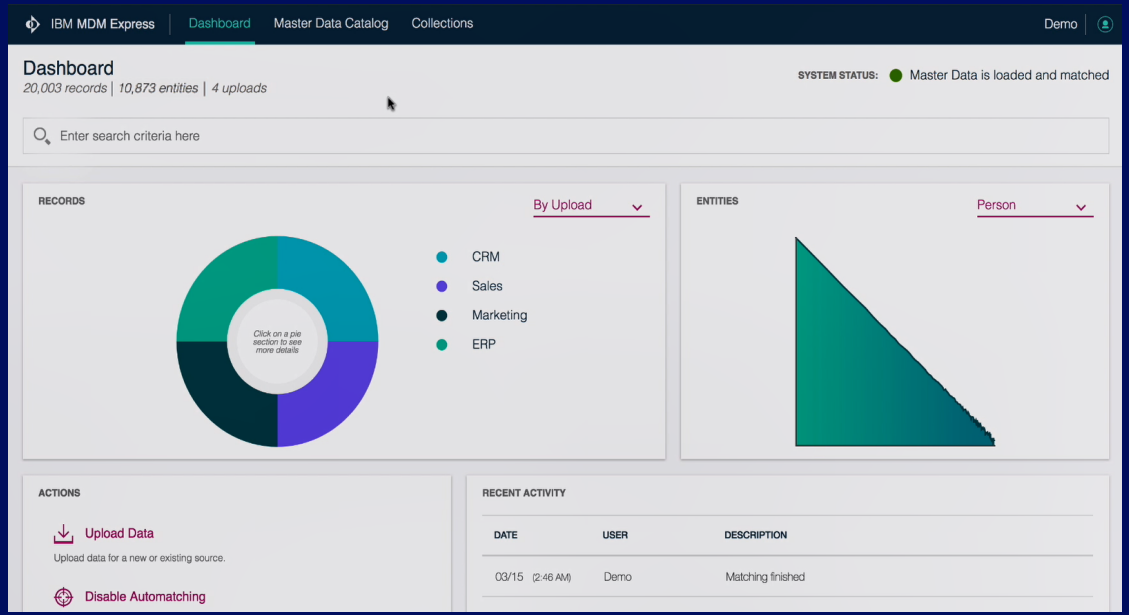
Demonstration



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Where are we taking the Express?

Additional capabilities that we are considering

- Additional geo based algorithms and language support
- Lineage information; insight in the matching
- Modern data stewardship (keep it simple, ML)
- Migration path to SE/AE capabilities

Summary

- **New light-weight Offering**
- **Smarter with Cognitive Capabilities**
- **Released on May 22nd, 2018**
- **New concepts from MDM Express to carry forward throughout MDM portfolio**

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