MDM Next-Gen Beta Testing

Master Data Management
**Please note**

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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.
Agenda

Introduction
Use Case
User Feedback
Benefits
What to Expect
Registration
Introducing MDM Next-Gen

**What**

Cloud Native, SaaS-based MDM solution on Cloud Pak for Data as a Service.

**When**

4Q20 Beta (Oct) and GA (Dec)

**Client Value**

Introduces master data quality services to Cloud Pak for Data, tightly integrated with other DataOps services, to quickly and easily onboard new data sources to facilitate a more complete, 360 degree view of your entities.
Data Scientist Background - MDM

1. Start
2. Problem
3. Gap
4. New Source
5. Model, Map, Match
6. Load/Sync
7. Publish
8. View
9. Browse & Discover
10-13. Analyze
14. Model & Load

Data Engineer - MDM

Data Engineer - Integration

Data Engineer - MDM

Business Analyst - MDM

Data Scientist - WKC

Data Scientist - Studio

Data Engineer - MDM

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…doing this kind of research was like a bump, right? It was like, they care.

Knowing that companies are thinking about an experience is insulation.

If something goes wrong there’s already this trust built up that you’re thinking about it and it’s a learning organization.

The research really matters, so thank you.
What are the benefits?
Your voice will be heard.

- This needs to be more powerful.
- This is awesome!
- This is confusing.
- I don’t understand how this works.
- I love the click function.
- This section needs to be more robust.
- Can you make this customizable?
- Wow, that’s cool!
- I wish this would NOT automatically run the processes.
- Everything connects so well.
- Everything connects so well.
The benefits to users.

Beta users will...

- partner with our product teams to help refine the current product offering
- shape the product’s future providing feedback, ideas and domain expertise
- quarterly updates keep you informed on how your feedback is influencing product development
- get a sneak peek at early product designs and product roadmaps
Who are we looking for?

End User Roles
• Data Engineers
• Data Stewards
• Business Analysts
• Line of Business Users

Additional User Roles
• Chief Data Officers
• System Administrator
• Data Scientists

*End users with a disability are encouraged to join*
How we’ll work together.
What to expect when we’re working together
(always at your convenience)

Recruitment:
- Community Blog
- Email to Community members
- Customer Roadmap Calls
- Sales
- Business Partners

Complete Beta Registration Form

Introduction:
- Email intro slide deck on the Next Gen beta program

*Register on IBM Cloud
*Send Welcome email

Kick-Off:
- Introduction to main features
- Walk-Me Demo
- Where to provide feedback throughout beta

Check-in:
- Follow-up with end user about experience so far
- Slack
- Setting up online meeting
- Surveys

Final Feedback:
- Final Interview/Survey
What IBM expects from participants

- Do not share confidential information with IBM or information that is non-compliant with GDPR
- Open support tickets to address any issues found
- Remember that fixes will be provided on a best effort basis.
- Access beta as early as possible during the 8 week program to get full benefit
- Complete a survey in weeks 3, 6 and 8 about the experience
Register Now

Prerequisite
If user wants to test publishing from their existing MDM SE or AE, then they need to be on MDM 11.6 FP11.

If user is loading data from other sources (i.e. a flat file) then no prerequisite is needed.

*No Personally Identifiable Information should be used

Beta Program
Be the first to use the offering. Navigate the UI to get started quickly and scale as you grow with the tools, processes, and governance you need.

Sign up here:
# Beta Program

<table>
<thead>
<tr>
<th>August</th>
<th>Registration is open</th>
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</thead>
<tbody>
<tr>
<td>September</td>
<td>Introduction email sent to Beta participants</td>
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<tr>
<td></td>
<td>Kickoff</td>
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<tr>
<td></td>
<td>- Introduction</td>
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<td>- Demo</td>
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<tr>
<td>October</td>
<td>Access to Beta</td>
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<td>Slack support and feedback channel or online meeting at user’s request</td>
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<tr>
<td></td>
<td>Beta Feedback Survey</td>
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<tr>
<td>November</td>
<td>Slack support and feedback channel or online meeting at user’s request</td>
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<td></td>
<td>Beta Feedback Survey</td>
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<tr>
<td>December</td>
<td>Beta Access Completes</td>
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<td></td>
<td>Final Feedback Survey</td>
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<tr>
<td><strong>Post-Beta</strong></td>
<td>Quarterly updates via email on how your feedback is influencing product development</td>
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## What’s coming

<table>
<thead>
<tr>
<th>Extend MDM golden records to build richer Customer360 profiles</th>
<th>Deep integration with data governance and Cloud Pak for Data services for seamless experience</th>
<th>Extensive use of machine learning and AI to improve time to value</th>
<th>Full adoption of graph engine on persistency layer for ease of modeling &amp; use</th>
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<tbody>
<tr>
<td>Self-service access for data scientists</td>
<td>Application of NLP to retrieve matching records based on semantical understanding</td>
<td>Improve explainability of predicted links for fraud and watch list use cases using graph neural networks</td>
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<td>Operationalize derived attributes</td>
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Thank You