

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

Data Engineer - MDM

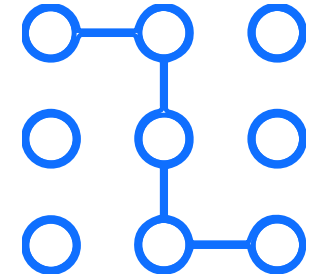
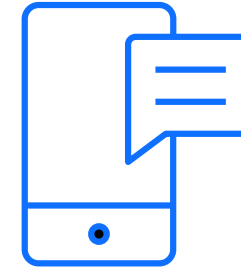
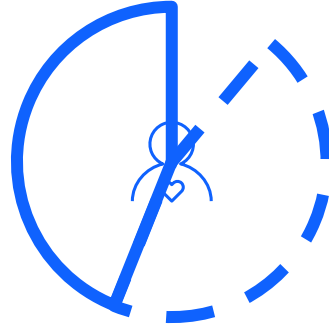
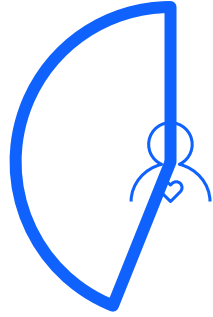
1. Start

2. Problem

3. Gap

4. New Source

5. Model, Map, Match



**Data Engineer -
Integration**

**Data Engineer -
MDM**

**Business Analyst -
MDM**

**Data Scientist -
WKC**

**Data Scientist -
Studio**

**Data Engineer -
MDM**

6. Load/Sync

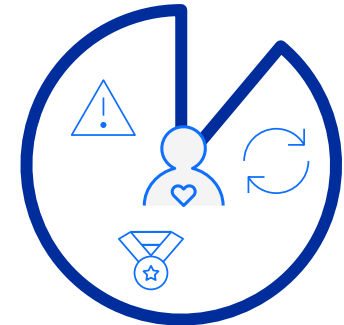
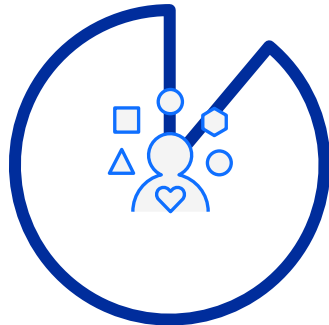
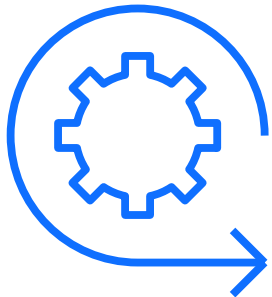
7. Publish

8. View

9. Browse & Discover

10-13. Analyze

14. Model & Load



User Feedback

A large, stylized graphic of an eye, composed of concentric circles and a central dot, rendered in various shades of blue. It is positioned on the right side of the slide, partially overlapping the main title area.

“



...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.**



Melissa

Chief Operating Officer

What are **the benefits?**



Your voice will be heard.

This needs to be more powerful.

This is awesome!

I love the click function.

This is confusing.

I don't understand how this works.

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.

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

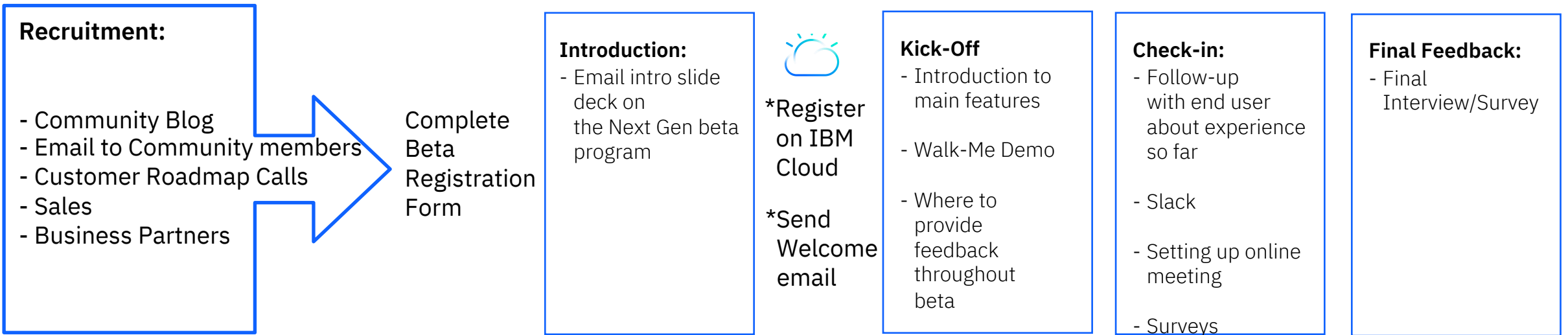
End users with a disability are encouraged to join

How we'll
work together.



What to expect when we're working together

(always at your convenience)



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:

<https://bit.ly/MDM-NextGen-Beta>

Beta Program

<https://bit.ly/MDM-NextGen-Beta>



August	<u>Registration</u> is open	November	Slack support and feedback channel or online meeting at user's request
September	Introduction email sent to Beta participants		Beta Feedback Survey
	Kickoff <ul style="list-style-type: none">- Introduction- Demo	December	Beta Access Completes
October	Access to Beta		Final Feedback Survey
	Slack support and feedback channel or online meeting at user's request	Post-Beta	Quarterly updates via email on how your feedback is influencing product development
	Beta Feedback Survey		

What's coming

Extend MDM golden records to build richer Customer360 profiles

Self-service access for data scientists

Operationalize derived attributes

Deep integration with data governance and Cloud Pak for Data services for seamless experience

Extensive use of machine learning and AI to improve time to value

Application of NLP to retrieve matching records based on semantical understanding

Full adoption of graph engine on persistency layer for ease of modeling & use

Improve explainability of predicted links for fraud and watch list use cases using graph neural networks

Thank You

