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# IBM InfoSphere Master Data Management

## Highlights

- Support comprehensive, cost-effective information governance
- Monitor master data quality using dashboards and proactive alerts
- Simplify the management and enforcement of master data policies
- Integrate master data management into existing business processes
- Quickly scale to meet changing business needs
- Optimize resources using flexible deployment options

## Maintain a trusted, accurate view of critical business data in a hybrid environment

Organizations today have more data about products, services, customers and transactions than ever before. Hidden in this data are vital insights that can drive business results. But without comprehensive, well-governed data sources, decision-makers cannot be sure that the information they are using is the latest, most accurate version. As data volumes continue to grow, the problem is compounded over time. Businesses need to find new ways to manage and govern the increasing variety and volume of data and deliver it to end users as quickly as possible and in a trusted manner, regardless of the computing modality.

IBM InfoSphere Master Data Management (InfoSphere MDM) provides a single, trusted view of critical business data to users and applications, helping to reduce costs, minimize risk and improve decision-making speed and precision. InfoSphere MDM achieves the single view through highly accurate and comprehensive matching that helps overcome differences and errors that often occur in the data sources. The MDM server manages your master data entities centrally, reducing reliance on incomplete or duplicate data while consolidating information from across the enterprise.

With InfoSphere MDM, you can enforce information governance at an organizational level, enabling business and IT teams to collaborate on such topics as data quality and policy management. To shield business applications from the churn of big data and other disruptive forces, InfoSphere MDM builds a golden profile of assets and delivers this profile when and where it's needed, in context and on demand.

# Extend your data assets to the cloud or deploy a hybrid environment

With the advent of cloud computing, organizations are seeking to extend their IT architectures beyond corporate networks into the cloud. InfoSphere MDM leverages the flexibility of cloud deployment to help you meet these topology needs as well as the cloud economies. Multiple deployment options allow you to roll out new applications, data and services with impressive speed and place them in the optimal location—whether on-premises, in the cloud or in a hybrid environment. Subscription-based pricing helps reduce costs and optimize resources while facilitating intelligent investment in future growth.

# Implement the MDM style that meets your needs

For organizations that want to add new data domains or solve new business problems, InfoSphere MDM comprises a complete MDM suite with multi-domain MDM capabilities and built-in domain patterns. IBM offers several editions of InfoSphere MDM, each designed to integrate with your existing architectures and business processes. Choose the platform that best meets your immediate and long-term needs.

**IBM InfoSphere MDM Standard Edition** is ideally suited to implementing a virtual-style architecture. It allows organizations to maintain a complete, highly accurate, real-time view of master data through a configurable solution. Designed to support registry or virtual MDM-style implementations, Standard Edition has policy management capabilities that help you author, monitor and enforce data quality:

- Assembles a trusted, tailored view through a virtual master data registry

- Offers a flexible and extensible data model built for MDM

- Features highly accurate probabilistic matching and search

- Contains workflow capabilities to implement policies and processes for data stewardship and data governance

**IBM InfoSphere MDM Advanced Edition** enables multiple MDM styles and domains to work together to provide a comprehensive set of capabilities to meet the most demanding MDM requirements. Built-in tools help streamline the planning and addition of physical capabilities:

- Features highly accurate probabilistic matching and search

- Supports multiple implementation styles

- Includes comprehensive pre-built and extensible data models and business services

- Supports large transaction loads and high-availability environments

- Helps improve data quality by implementing policies and processes to coordinate multistep and multi-role workflow for data governance

- Features a comprehensive security model to help you manage access and actions

IBM InfoSphere MDM Collaborative Edition helps aggregate product data from multiple disparate systems and provides accurate, consistent and current information where it's needed. Collaborative Edition helps simplify activities across the information lifecycle and lets you create a single, up-to-date repository of information that can be used throughout your organization for strategic business initiatives:

- Maximizes the efficiency of trading partner relationships and helps improve supply chain efficiency

- Manages millions of products with translated and localized product data across geographies

- Helps accelerate new product introductions

- Enhances user and role security with granular access privileges

- Enables collaboration across the organization by using a workflow dashboard to create, review, approve and publish product information

- Drives new insights and intuitive access to information with IBM Watson Explorer

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## Why IBM?

IBM DataOps capabilities help create a business-ready analytics foundation by providing market-leading technology that works together with AI-enabled automation, infused governance, and a powerful knowledge catalog to operationalize continuous, high-quality data across the business. Increase data quality to provide an efficient, self-service data pipeline to the right people at the right time from any source.

## For more information

To learn more about InfoSphere Master Data Management solutions, visit: ibm.com/analytics/master-data-management.

Learn more about DataOps at ibm.com/dataops. Visit the Big Data and Analytics hub at ibmbigdatahub.com.

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