

Master the Master Data Management Challenge

The Master Data Management Challenge

Businesses today face many challenges – managing globally while planning locally, keeping up-to-date on recent industry regulations, and improving communication with customers and suppliers. One common challenge across most businesses is managing master data. Companies today spend a lot of time maintaining master data across various disparate systems, requiring users to access a number of systems to gather information.

It is common for large companies to have multiple versions of customer relationship management (CRM), enterprise resource planning (ERP), legacy, procurement, and financial systems. These, in turn, comprise hundreds of applications accessing exponentially larger numbers of databases and files containing information about the

company’s customers, products, vendors, employees, locations, and orders – in other words, the company’s master data.

When companies need to rapidly reconfigure their business processes within disparate IT systems, they need to synchronize master data to get a consistent view of products, customers, and vendors across the enterprise. Master data management (MDM) solutions are designed to enable enterprise-wide data synchronization.

Leveraging tools for MDM can dramatically shorten the time needed to analyze, review, and shepherd changes to a business process thus increasing business agility.

In the past, IT systems were designed and tuned for individual departments or functions which was referred to as a “silo” approach. Often, activities aimed at optimizing the benefit of a department could have

detrimental effects on the overall enterprise. As companies matured, merger and acquisition activity increased, and technology evolved enterprises increasingly felt the need to integrate the IT systems of these silos.

MDM systems enable companies to break away from the silo approach and move to an enterprise-wide approach for managing core business data.

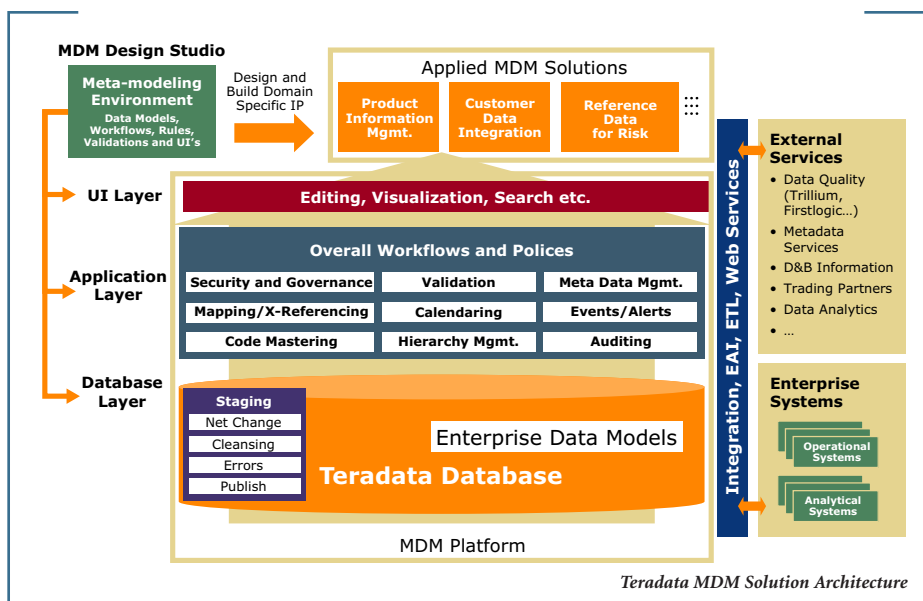
The Solution: Teradata Master Data Management Platform

Teradata® Master Data Management platform enables enterprises to create and manage a single view, or master, for the enterprise.

Teradata MDM platform supports rapid reconfiguration of business processes across enterprises and provides data synchronization while leveraging existing data integration platforms and legacy applications.

This solution is designed to connect different incarnations of core business data in different systems. It provides, for example, an easy mapping of product information in the procurement application to product information in enterprise systems. This dramatically shortens the time to analyze, review, and implement a product-related change across a company’s systems.

Teradata MDM is designed for use in key business processes of major industries such as retail, manufacturing, financial services, telecommunications, and health-care.



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Why Teradata MDM?

The Teradata MDM solution is the right choice for businesses today due to its single environment that enables:

- > data synchronization – propagating the state and change of data and attribute content to source and destination systems
- > enterprise data cross-referencing – linking reference data in different formats into a common data standard
- > data quality management – maintaining data integrity including accuracy and completeness
- > metadata management – managing business rules and information on data ownership, sources, usage standards, and systems of record/origin/reference
- > data governance – business process to manage change in data content and data management processes

Having a flexible data model, MDM can map to any enterprise including Teradata's industry-specific logical data models.

The tool enables robust configuration, offers a development environment via a graphical studio, and can be rapidly customized to customer requirements.

This application platform supports multiple solution areas – product, vendor, and customer information. The complete

Applied MDM Solutions

Product Information Management (PIM) allows companies to collect product data from their systems, validate it against common business rules, store it in a central repository, and manage it across the enterprise.

Customer Data Integration (CDI) provides the ability to collect core customer information (such as name and address) in a central location, remove duplicates, fix incorrect names and addresses, as well as consolidate information to get a comprehensive view of a customer.

Vendor Data Management (VDM) provides the ability to standardize naming conventions such as Global Location Number (GLN) to vendors; to link multiple divisions or subsidiaries, plants, and locations to a parent vendor;

to identify vendor by type; as well as the ability to store, update, and access vendor contact information including different contact types.

Spreadsheet Synchronization allows companies to connect, maintain, and synchronize business data stored in spreadsheets on user desktops. This also helps with regulatory mandates such as the Sarbanes-Oxley Act and provides uniform information across the enterprise.

ERP Consolidation is critical to companies that have undergone mergers and acquisitions. Teradata MDM Platform can be used to map data models from different ERP sources to form an "enterprise thesaurus," thereby enabling data to be synchronized across multiple systems while ensuring data integrity.

solution includes content, domain templates, and services.

Teradata MDM Benefits

Benefits of Teradata MDM include timely availability of complete, accurate data in a common language. This enables better planning and decision making, fewer execution glitches, better management through increased visibility into issues, more efficient reporting, and deeper deployment of process change.

The infrastructure and common reference data allow for reduced labor on data preparation, data management, and interface development, as well as reduced time spent on data maintenance.

The flexible nature of the platform also allows for a reduction in application and process deployment time, as well as capture of associated business value. An example is better and faster assimilation of an acquired business or other M&A activity. The tool also enables increased flexibility and speed to adapt and to modify processes with internal and external business changes. It can also enable better, faster assimilation of an acquired business.

For more information about Master Data Management, contact your Teradata representative or visit Teradata.com.

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