

# Informatica Underpins Master Data Management from Data Quality Through to Enterprise Data Integration

More stringent regulation and market competition mean that organizations need to establish better control and consistency of their master data and the business processes responsible for the capture and maintenance of such shared data. Many organizations are implementing master data management solutions – under a number of different labels, including MDM, customer data integration (CDI), product information management (PIM), or global supplier management (GSM) – to control the definition and management of master reference data for shared business entities, such as customer, product, and financial data.

There are many approaches to master data management – from custom-built solutions to the numerous MDM packaged applications available in the market. The number of vendor offerings and custom-solution approaches can cause confusion because of the wide spectrum of capabilities delivered. Most of these approaches intersect, however, at the point where they need to plan, underpin, and deploy the final MDM solution. At this point, all of them require the kind of cross-platform data access, delivery, and data quality technologies provided by the Informatica platform.

Informatica underpins both MDM packaged applications and custom-built solutions, in four key areas:

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## BENEFITS:

- Robust data integration and data quality platform to underpin MDM
  - Upfront data profiling of all datatypes to ensure data alignment
  - Business process continuity during MDM implementation
  - Cross-platform data quality maintenance and monitoring
  - Robust bidirectional data harmonization and synchronization
- Provides upfront data quality analysis and profiling across multiple source systems to expedite the complex MDM planning process and to ensure alignment (standardization) of data definitions across the enterprise
  - Ensures business continuity during the necessarily phased implementation of MDM, by supporting interim processes, interfaces between systems, data movement, change capture, and other activities
  - Delivers data quality maintenance and monitoring to guard against ongoing data quality degradation and manages the necessary in-process audit and security, including consolidation, stewardship, and data governance
  - Enables bidirectional harmonization or synchronization of data that bridges operational systems and the MDM platform, as well as applications that are outside the direct influence of the MDM solution

## THE MDM ADVANTAGE

Reconciling master data across the enterprise has proved to be a struggle for large organizations, especially those that have grown by acquiring new businesses, and for companies with operations and offices spread across a wide geographic area.

Despite the effort required, the benefits can be manifold. Often touted as key support for data governance and compliance initiatives, MDM also holds out the prospect of generating significant business benefits, including cost savings and far-reaching operational efficiencies. By achieving a single view of product, customer, or vendor

data, organizations can realize procurement efficiencies, improve customer service, and drive market penetration. And, at the same time, they can get better visibility of financial performance through more reliable enterprise reporting.

MDM is a broad space. Some vendors are specialists. Others are generalists. Each type helps customers with different levels of complexity related to information management. Vendors such as SAP and Oracle, for example, fall somewhere in between these two extremes of specialist and generalist.

Despite the fact that adoption of dedicated MDM applications is growing, they still represent a relatively small portion of the MDM market.<sup>1</sup> Instead, 56 percent of CIOs surveyed say they're building their own solutions using a combination of data integration, data quality, data warehousing, business intelligence, and workflow and data modelling tools. Informatica is working with customers in all categories to ensure the successful implementation and ongoing maintenance of their MDM solutions.

<sup>1</sup>"CIO2CIO Perspectives: The Data Dilemma," CXO Media, IDG Research, and Informatica, July 2007.

## Informatica Platform Supports a Full MDM Lifecycle

Implementing a data management initiative involves a combination of people, processes, and technology. The Informatica platform empowers the right people in your organization to implement effective and lasting data management processes that support MDM, CDI, GSM, and PIM. Informatica includes the key enabling technology required to underpin MDM solutions – including data access, data profiling, data quality, data integration, and metadata management.

Informatica PowerExchange®, Informatica Data Explorer™, Informatica Data Quality™, and Informatica PowerCenter® together offer the single platform to support any MDM implementation, whether it is an application provided by MDM vendors, such as IBM, SAP, or Oracle, or a custom-developed solution.

## Data Quality Baseline to Ongoing MDM

The path to MDM begins with data quality, and the starting point for any data quality process is discovery and analysis. Ultimately,

the data quality process should follow through to ongoing data quality monitoring and improvement if the MDM initiative is to generate measurable value for the organization.

Major MDM projects require data profiling and data quality analysis during the discovery and preparation phases of a project, as well as during and after project implementation. Because ongoing data quality degradation is a constant threat, data quality must be measured, audited, and monitored at multiple points throughout the organization to maintain conformity and consistency with the standards set by the business.

## Profiling Reduces MDM Migration Risks

Industry experience has shown that MDM projects are prone to the same challenges and problems that are common to all data migration or application implementation projects. If not planned correctly, there is a high risk of operational disruption during implementation and deployment. Migrations to MDM can suffer from extended time lines, uncertainty about phasing, transition and change management challenges – not to mention potential cost overruns, or outright project failures.

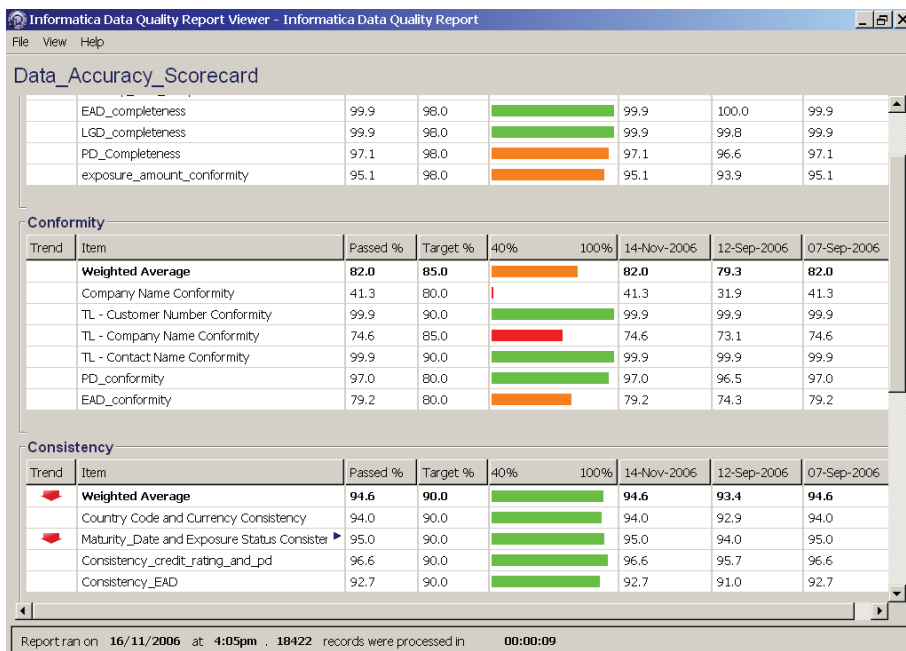
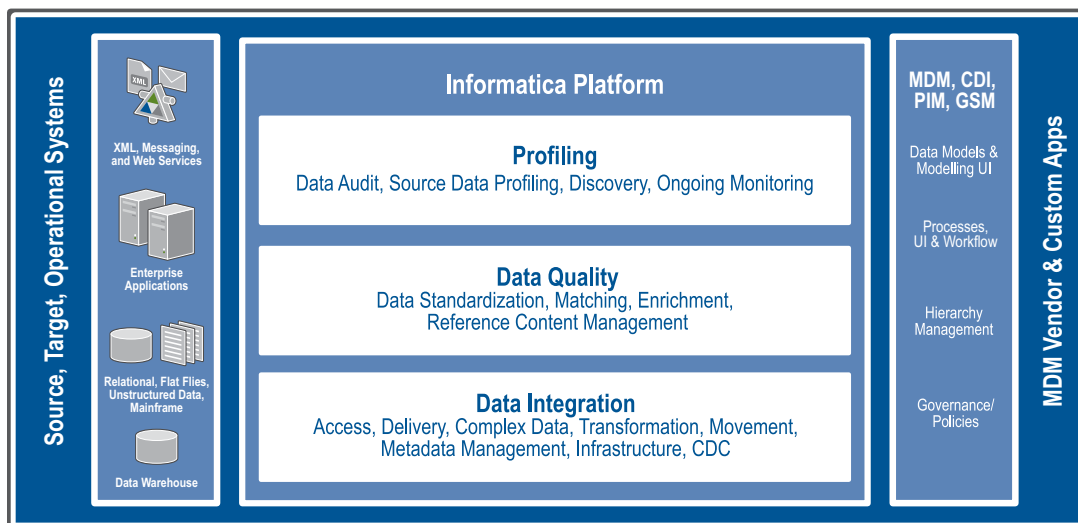


Figure 1: Because ongoing data quality degradation is a constant threat, data quality must be measured, audited, and monitored.



- Upfront data profiling
- Nonspecialized MDM functionality
- MDM application "plumbing" and data quality
- Generic capabilities across data domains

Figure 2: Informatica platform underpins master data management.

Understanding key issues about data gaps, misalignment, duplicates, and obsolescence from the start can dramatically reduce the time it takes to plan and execute these complex migration projects. With the level of understanding that can be rapidly achieved through upfront data profiling, the MDM project team will be better informed to make key decisions about data migration, cleansing, implementation, and business transition. Exposing data quality issues early on also initiates the first stages of collaboration between business and IT, allowing business subject matter experts or knowledge workers to play a key roll in MDM planning and implementation phases.

Informatica's data profiling solution, Informatica Data Explorer, enables the upfront data profiling of multiple data sources that is necessary for organizations to understand the truth about data in all internal and external data sources when planning an MDM project. Informatica Data Quality also provides the functionality needed to standardize and cleanse data for use in data hubs, leverage fuzzy matching to identify relations to consolidate or eliminate duplicates, and deliver data quality monitoring to ensure that the quality of all master data is tracked over time across the enterprise.

Informatica PowerCenter's Metadata Manager option provides metadata visualization and reporting for full data lineage and impact analysis.

As the supporting foundation for these technologies, Informatica PowerExchange and Informatica PowerCenter enable MDM applications to integrate with existing and new business systems, by providing universal connectivity and a robust, enterprise-class data integration platform for access, delivery, and harmonization of data across the enterprise.

*“A core component to creating master data is the ability to first perform data quality profiling and then apply standardization, matching, merging, and enrichment logic.”*

Forrester Research, Market Overview  
 “Demand For Master Data Management Software Is Timid But Growing Steadily Through 2010,” March 6, 2007.

## Access, Discover, Cleanse, Integrate & Deliver

The Informatica platform offers a comprehensive solution for supporting MDM implementations from data analysis and profiling through data cleansing and data integration of all datatypes. Informatica provides a single enterprise data integration platform to help organizations access, transform, and integrate master data from a large variety of systems and deliver that information to their MDM applications or custom solutions. The Informatica enterprise data integration platform offers the key capabilities that businesses need to access, integrate, migrate, and consolidate master data, which reduces complexity, ensures consistency, and empowers the business.

Informatica's data quality, data integration, and metadata management solutions work together in concert as the foundation of MDM solutions, enabling organizations to harmonize, cleanse, and certify as "fit for purpose" all of the common information assets that must be shared across the enterprise.

For more information, see the Informatica solution brief, "Data Quality, the First Step on the Path to Master Data Management." This is available for download from our website, [www.informatica.com](http://www.informatica.com).

## ABOUT INFORMATICA

Informatica Corporation is a leading provider of enterprise data integration software. Using Informatica products, companies can access, discover, cleanse, integrate, and deliver enterprise data across systems, processes, and people to reduce complexity, ensure consistency, and empower the business.

*"Put simply, if you ignore data integration or do not treat it as being of sufficient importance then your MDM project will fail."*

Philip Howard, Bloor Research

*"Master Data Management and Data Integration: Complementary but Distinct,"*

October 2006.

**INFORMATICA**<sup>®</sup>  
The Data Integration Company™

Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA  
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 [www.informatica.com](http://www.informatica.com)

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