


August 2023

Multidomain MDM SaaS: Practical Blueprint for Success

Matt Boardman, Principal Solutions Architect
Informatica Professional Services




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Agenda


1 Introduction and Data Model	2 High-Level Project Planning	3 Integration and Best Practices
4 Demo: End-User	5 Demo: Build the Data Model	6 Demo: Build the Application

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Brief Profile



Matt Boardman
Principal Solutions Architect,
Informatica Professional Services

- 30 years in information management
- 20 years with Informatica technologies
- 10 years in oil & gas information management
- Master's degree in Computational Neuroscience

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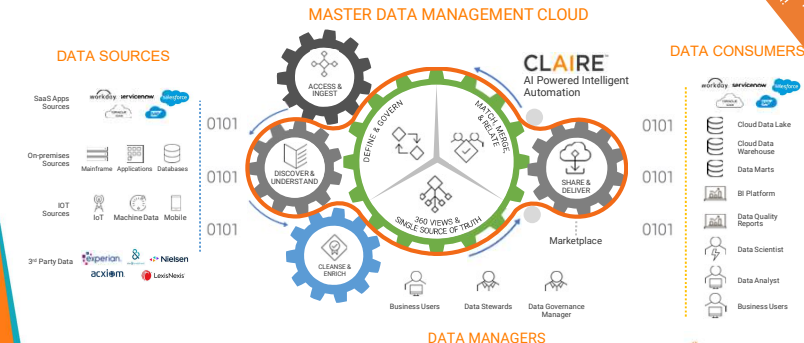


3

Establish a Data Management Platform

A holistic data management platform makes trustworthy and actionable data easily available to support operational and analytical activities.

60 Trillion Transactions per Month



DATA SOURCES

- SaaS Apps Sources: Workday, ServiceNow, SAP, Microsoft
- On-premises Sources: Mainframe Applications, Databases
- IDT Sources: IoT, Machine Data, Mobile
- 3rd Party Data: Experian, Acxiom, Nielsen, LexisNexis

MASTER DATA MANAGEMENT CLOUD

CLAIRE™ AI Powered Intelligent Automation

360 VIEWS & SINGLE SOURCE OF TRUTH

DATA MANAGERS

- DISCOVER & UNDERSTAND
- DEFINE & GOVERN
- MAINTAIN, MONITOR & REPAIR
- CLEANSE & ENRICH
- ACCESS & INTEGRATE
- SHARE & DELIVER


DATA CONSUMERS

- Cloud Data Lake
- Cloud Data Warehouse
- Data Marts
- BI Platform
- Data Quality Reports
- Data Scientist
- Data Analyst
- Business Users

Business Users, Data Stewards, Data Governance Manager

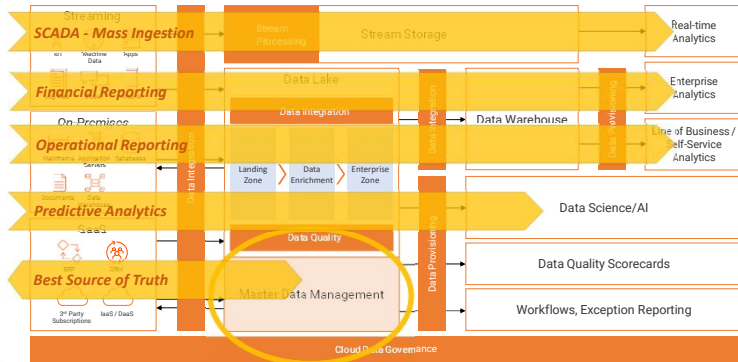
Marketplace

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Upstream Oil & Gas: Where does the MDM fit?



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Upstream Oil & Gas Demo: What is being Mastered?



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Business Entities	Hier.
Well Origin / Wellbore / Completion	Yes
Area / Location	Yes
Business Associate	Yes
Facility / Site	Yes
Organization	Yes
Cost Center	Yes

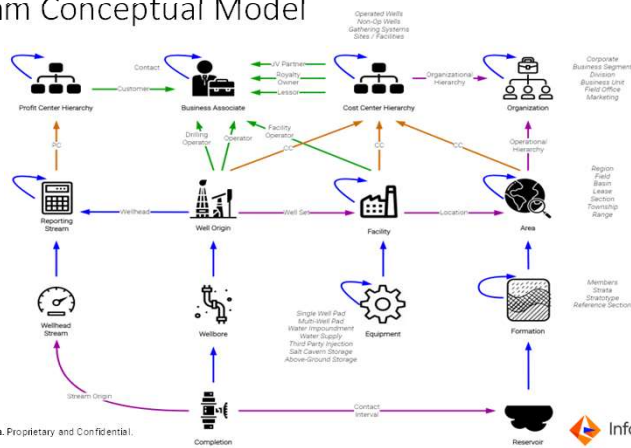


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Upstream Conceptual Model



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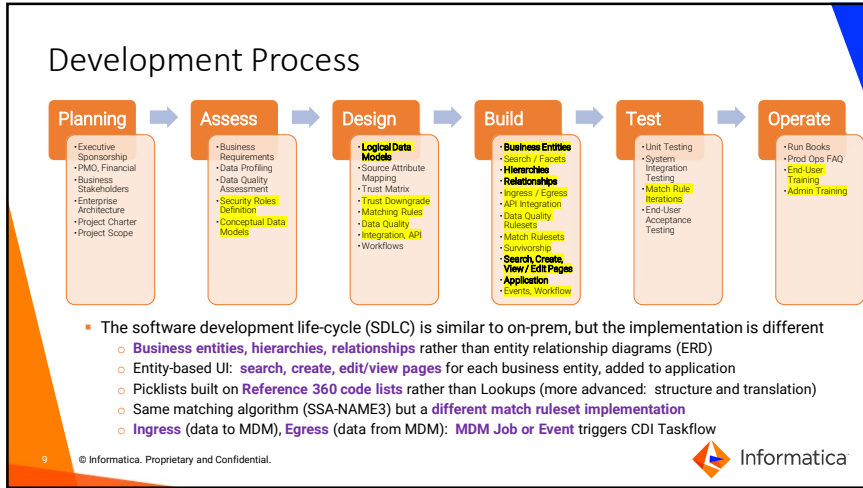
Elements of an MDM Project

	People	Project Manager, MDM Solution Architect , Business Analyst, Integration Developer, Data Quality Developer, Source SME
	Technology	IDMC Orgs, Multidomain MDM SaaS , Secure Agents, Infrastructure, Network, Interim Storage, Message Queues
	Process	Background Material, Requirements Discovery, Workshop Discussions with Business SME , Roadmap Planning
	Assess	Requirements Matrix, Gap Analysis, Source Data Profiling , Mapping Attributes, Trust Matrix & Survivorship , Data Quality
	Design and Build	Business Entities, Hierarchies and Relationships, Reference Data, Workflows, Data Quality Rules, Integration and API, UI

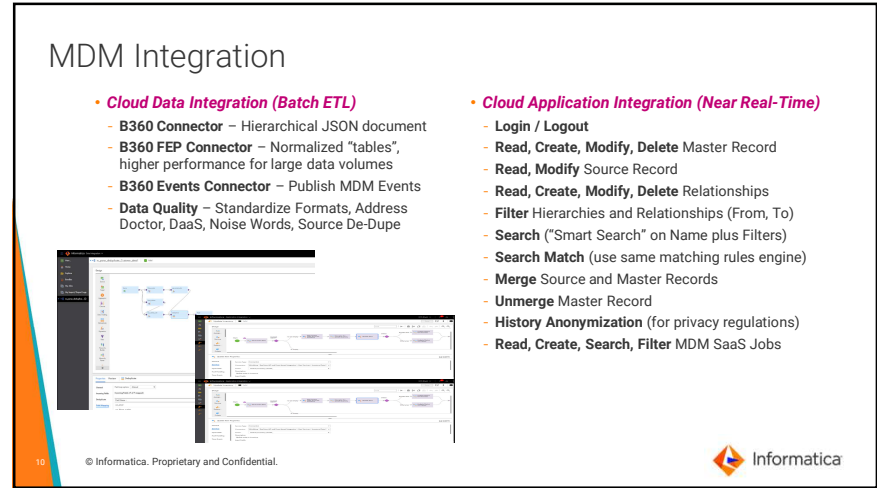
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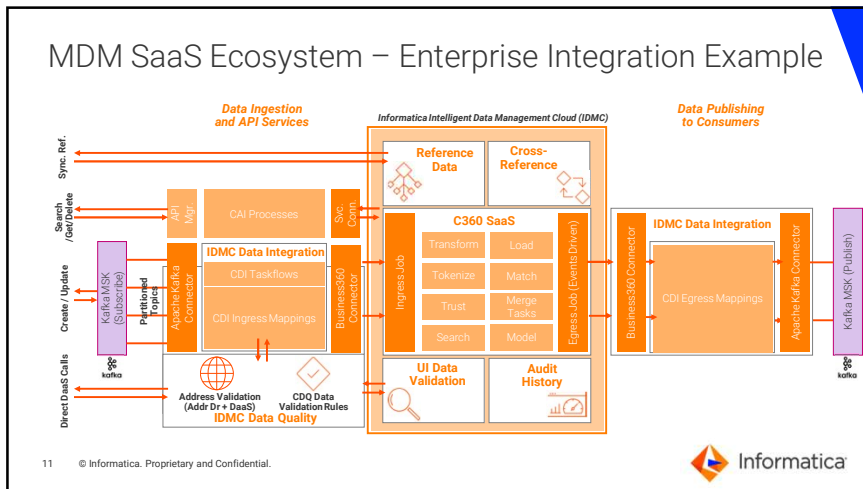
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Technical Environment



- Informatica Technologies:
 - Informatica MDM SaaS Multidomain
 - Informatica MDM SaaS Business 360
 - Informatica MDM SaaS Reference 360
 - Informatica Cloud Data Integration
 - Informatica Cloud Application Integration
 - Informatica Cloud Quality
 - Informatica Cloud Secure Agents

- Grateful Acknowledgements:
 - Teapot Dome
 - PPDM
 - OSDU

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Demo: UI

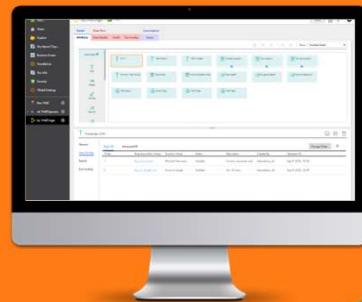
MDM SaaS Multidomain



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Demo: Model

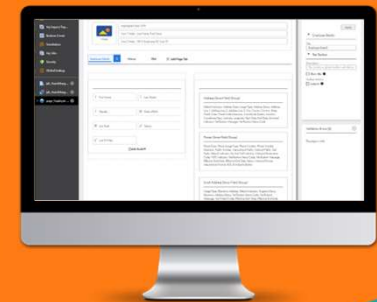
MDM SaaS Multidomain



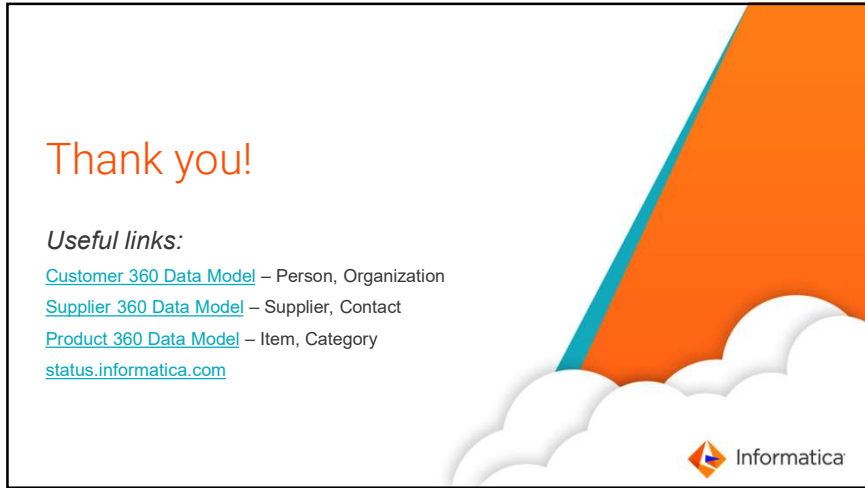
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Demo: App

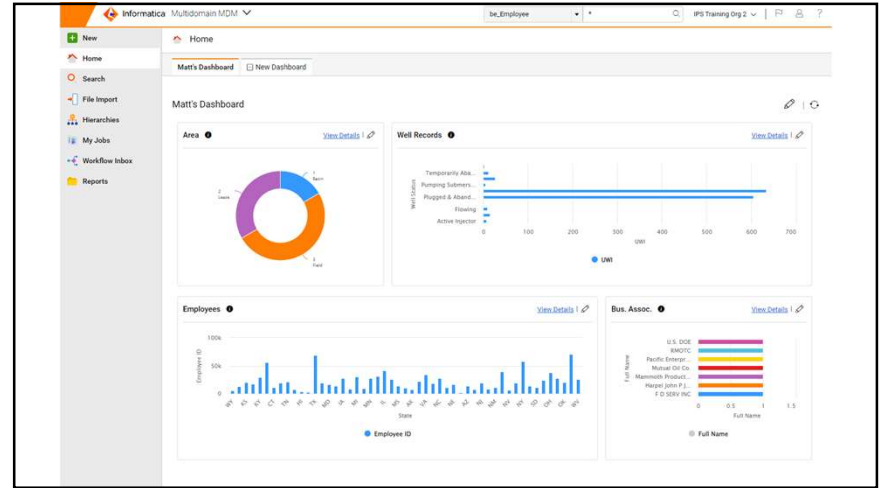
MDM SaaS Multidomain



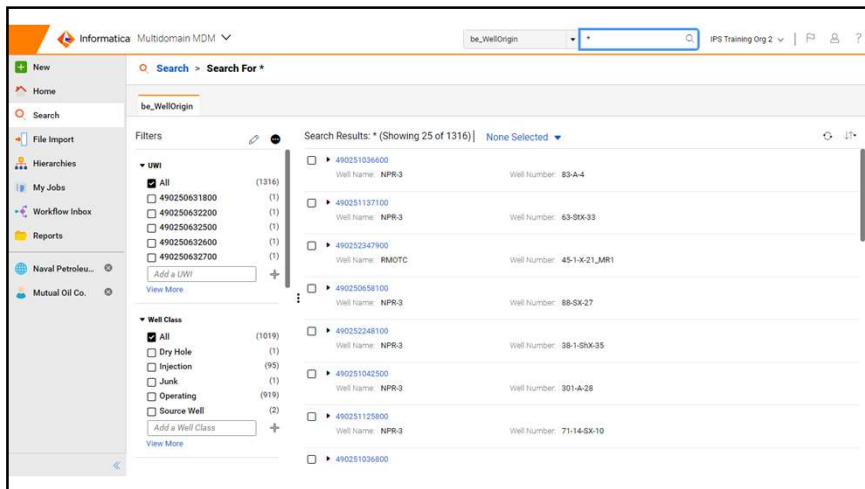
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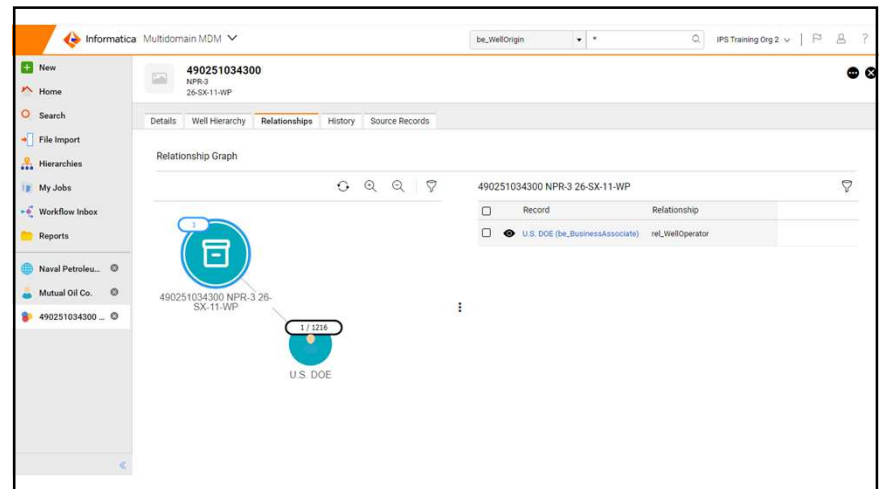
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Informatica Multidomain MDM Search Results for 'be_Area' (Showing 6 of 6). The search filters are set to 'Area Type'. The results table is as follows:

Area Type	Area Name	Business ID
Lease	Naval Petroleum Reserve No. 3	
Basin	Powder River	
Field	Salt Creek	
Field	Teapot Dome	
Lease	GOVT	
Field	Wildcat	

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Informatica Multidomain MDM Relationship Graph for 'Naval Petroleum Reserve No. 3'. The graph shows a relationship between 'Naval Petroleum Reserve No. 3 Lease' (Node 1) and 'Teapot Dome Field' (Node 2/2). The 'Hierarchies' section is empty, and the 'Records' list shows 'Teapot Dome Field (be_Area)'.

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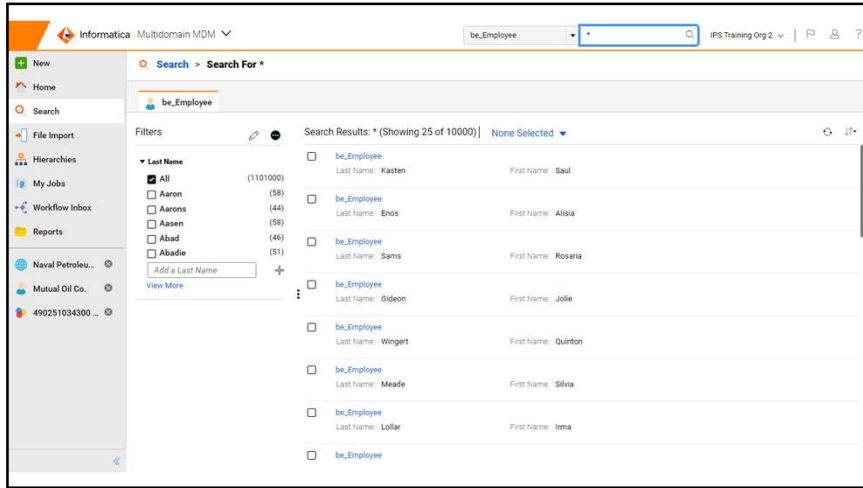
Informatica Multidomain MDM Search Results for 'be_BusinessAssociate' (Showing 7 of 7). The search filters are set to 'Full Name'. The results table is as follows:

Full Name	DBA Name	Phone Number	Electronic Address
Mammoth Production			
Mutual Oil Co.			
Pacific Enterprises Oil Company			
RMOTC			
U.S. DOE			
Hargel John P. Jr.			
F D SERV INC			

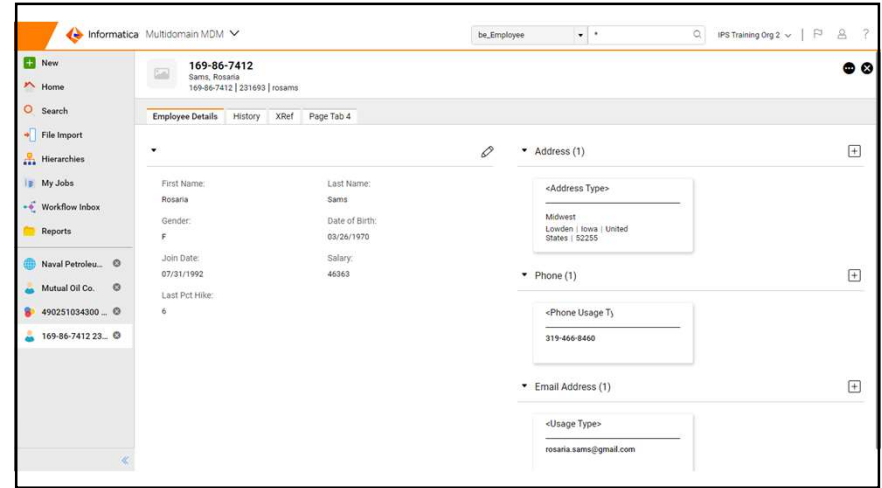
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Informatica Multidomain MDM Relationship Graph for 'Mutual Oil Co.'. The graph shows a relationship between 'Mutual Oil Co.' (Node 1) and '490251145000 NPR-3 6-A-20' (Node 2). The 'Hierarchies' section is empty, and the 'Records' list shows 'Mutual Oil Co.'.

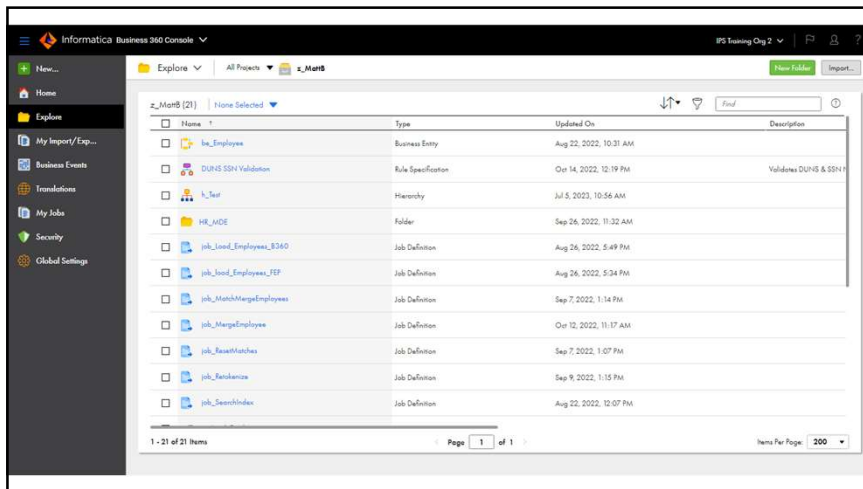
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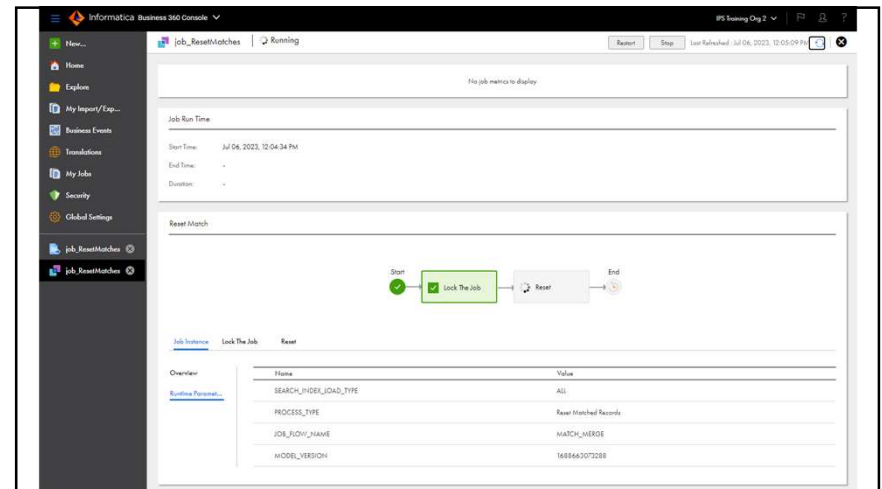
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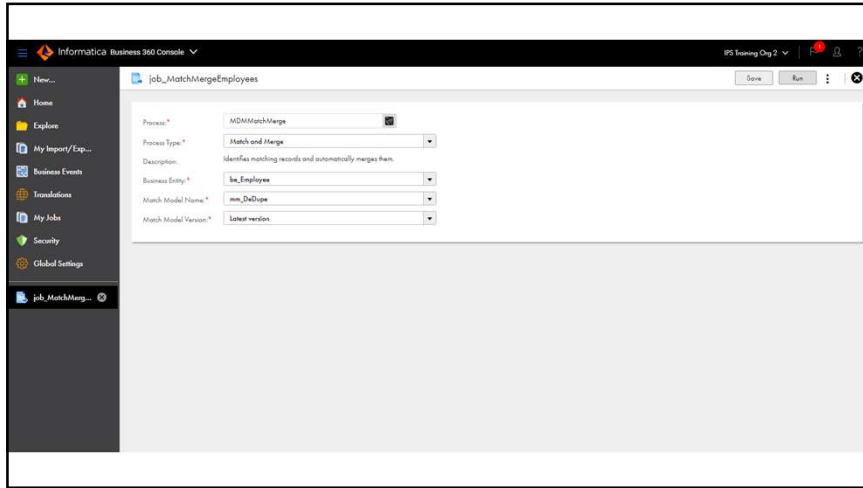
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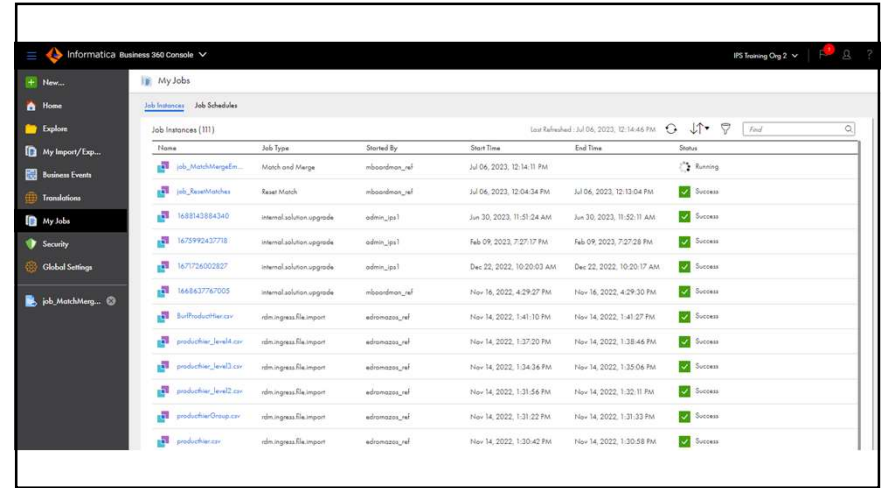
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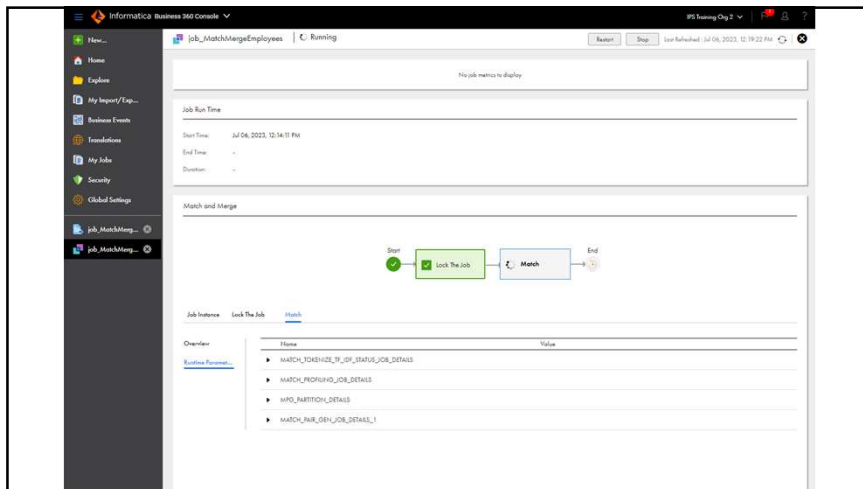
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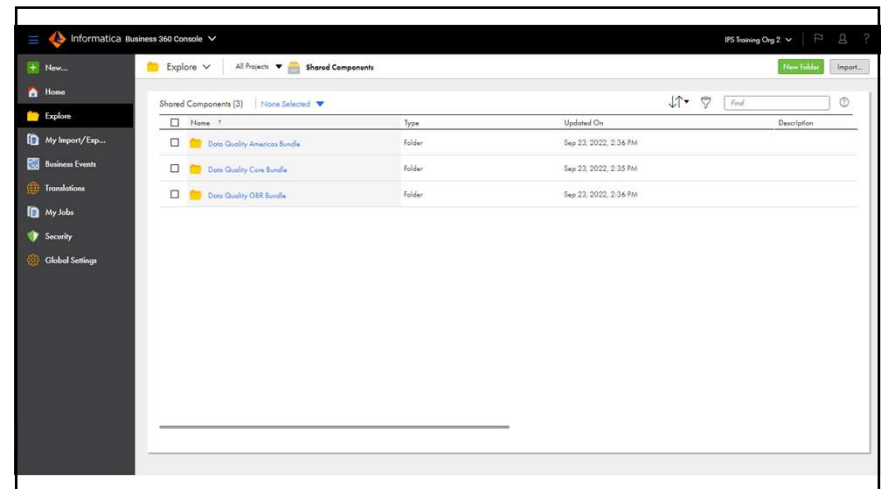
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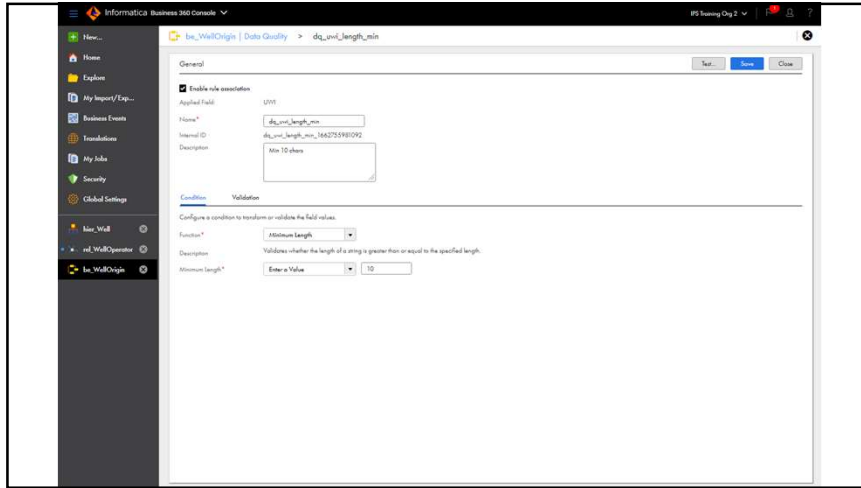
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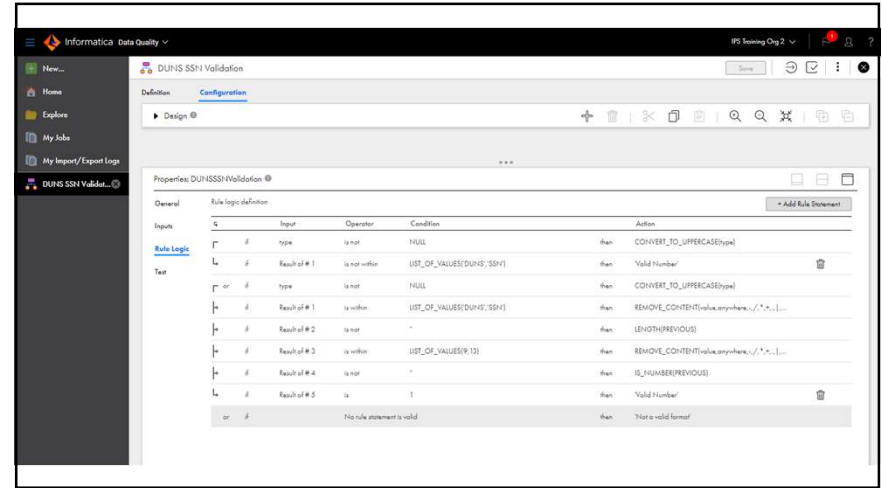
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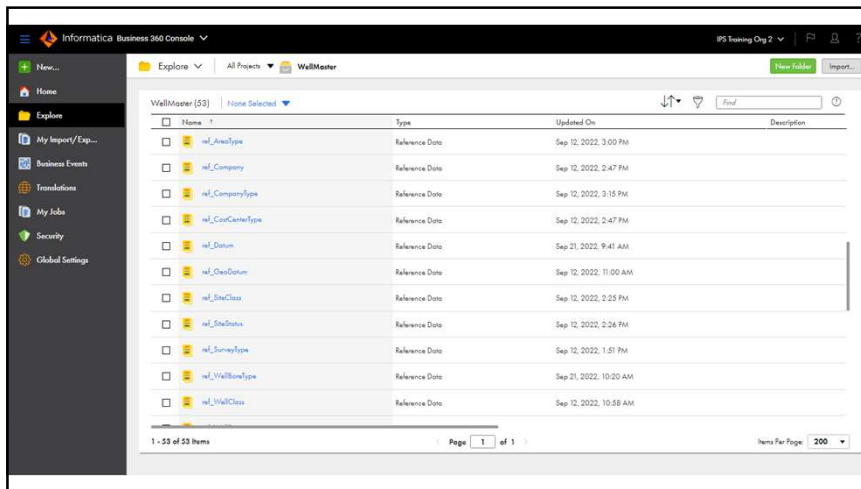
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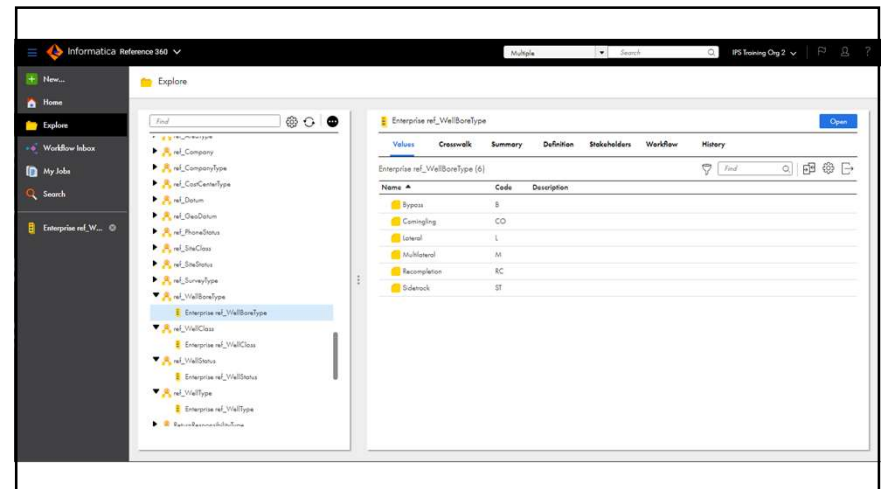
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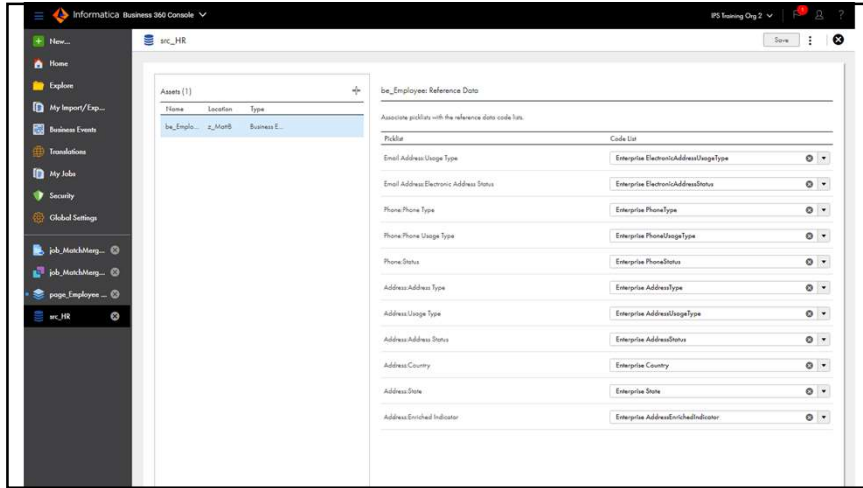
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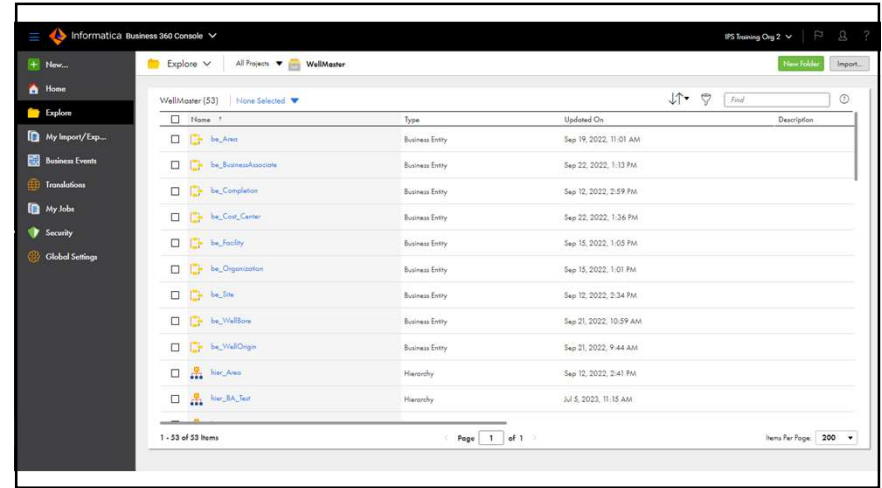
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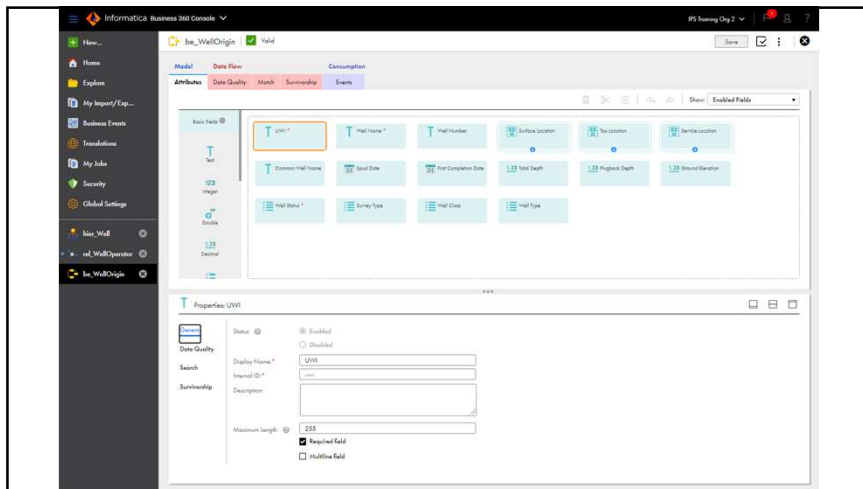
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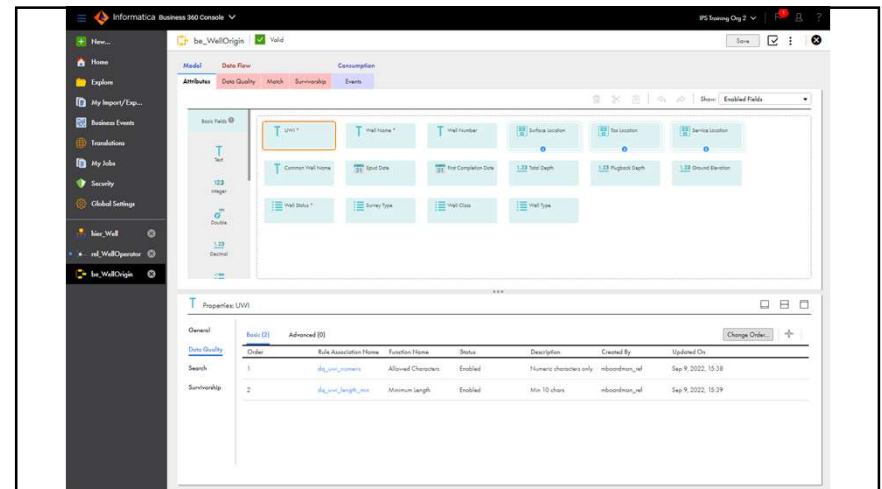
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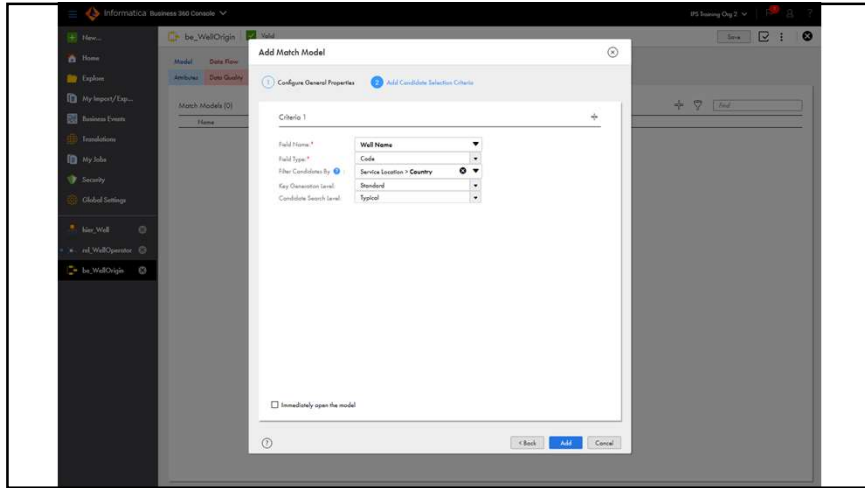
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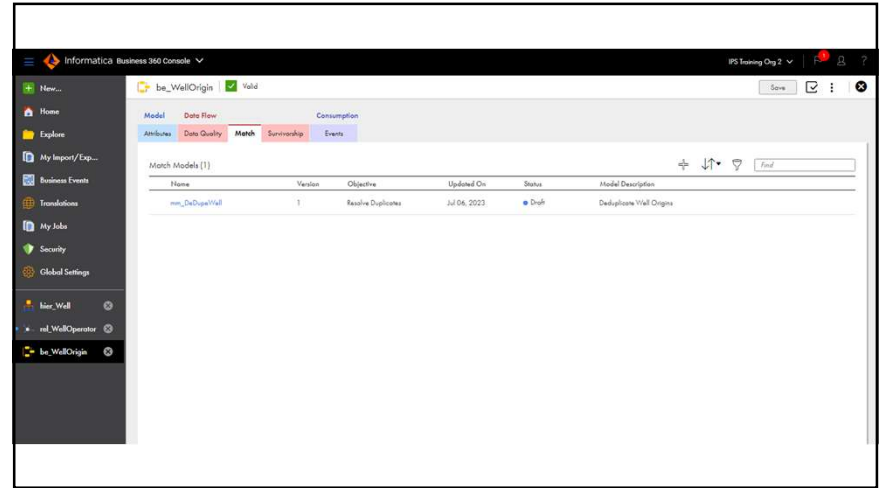
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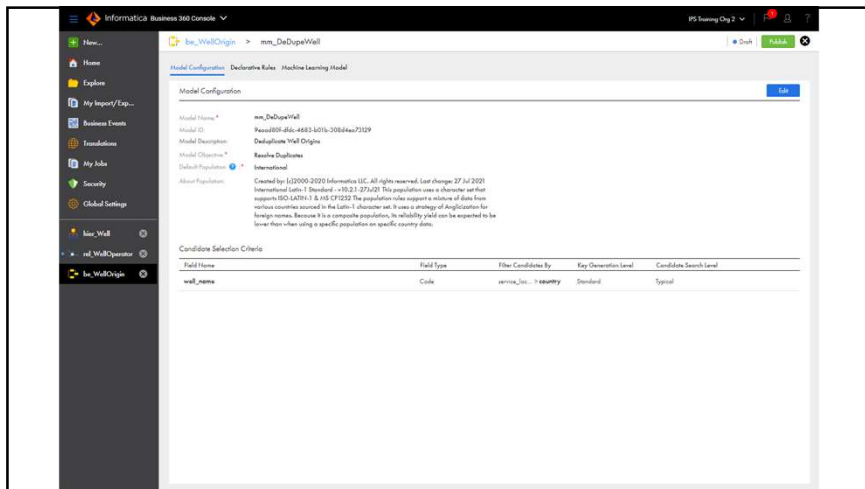
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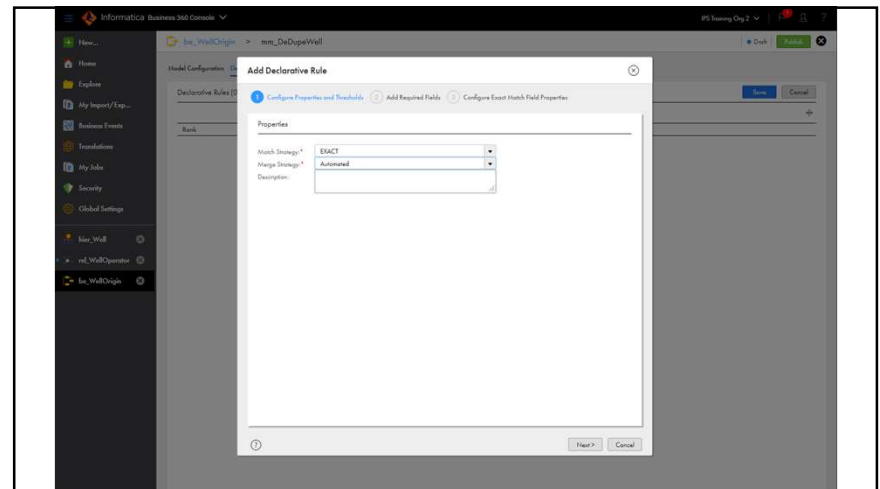
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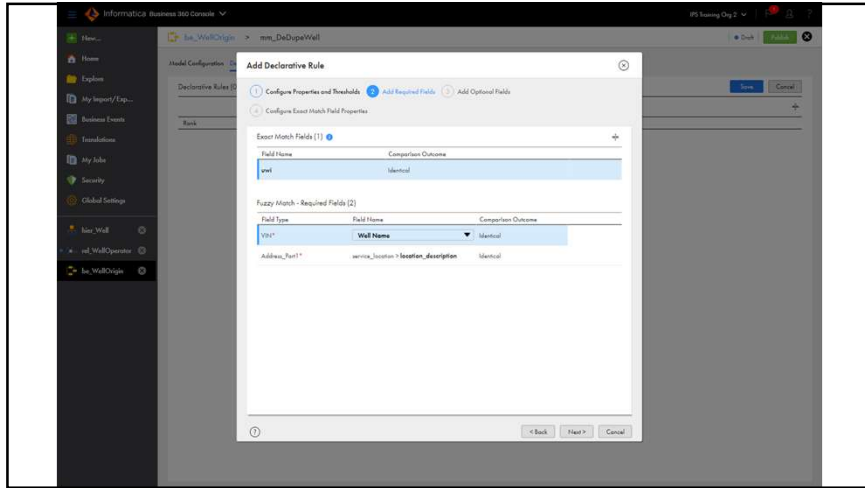
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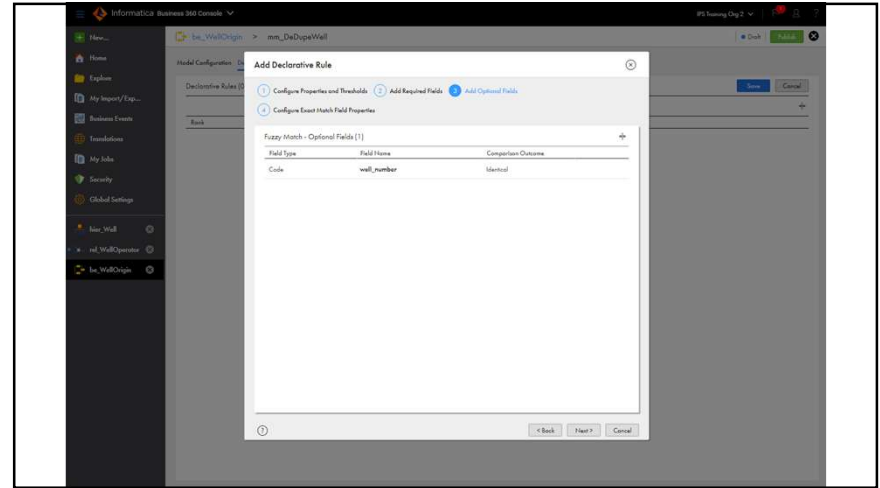
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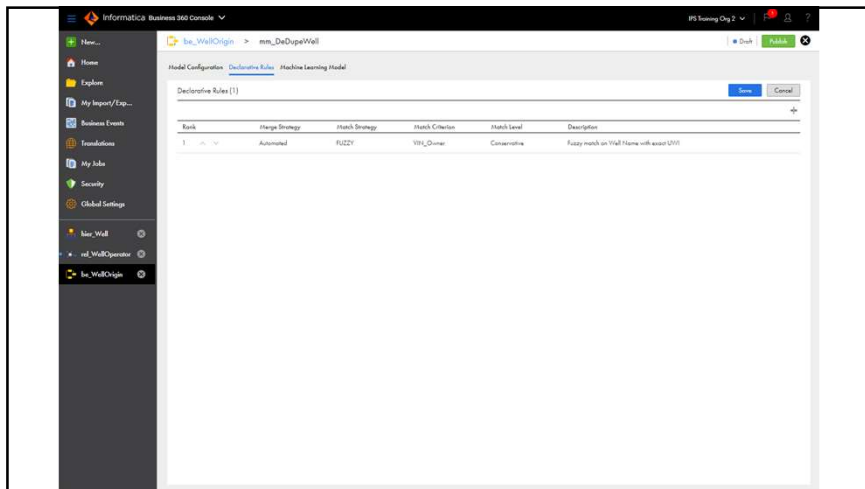
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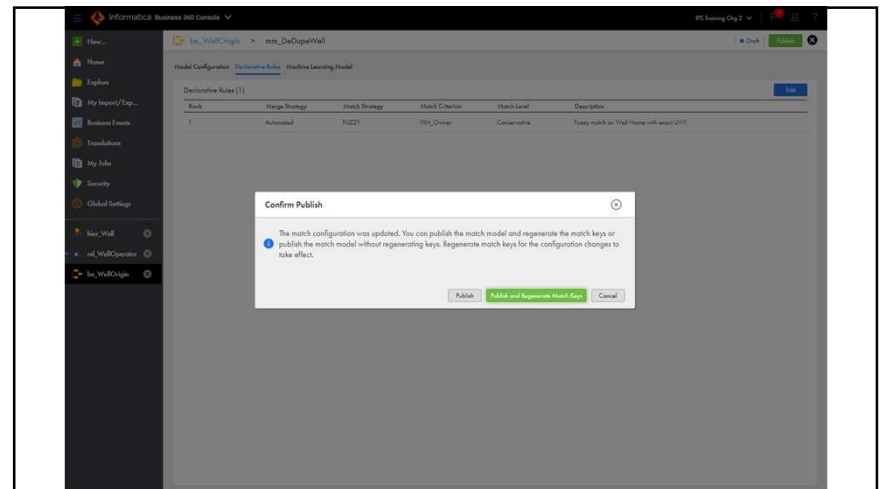
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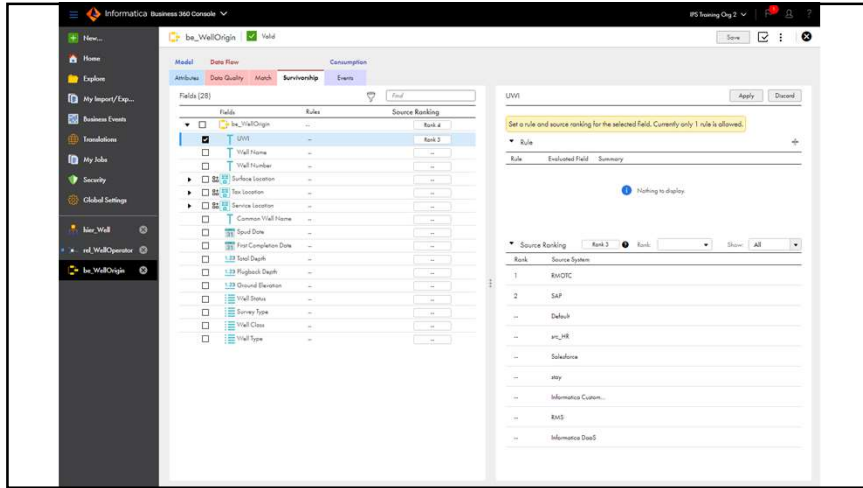
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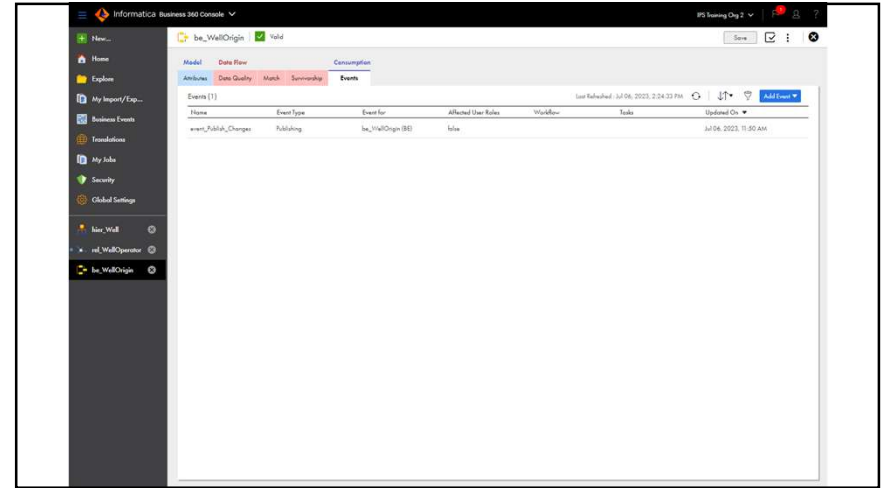
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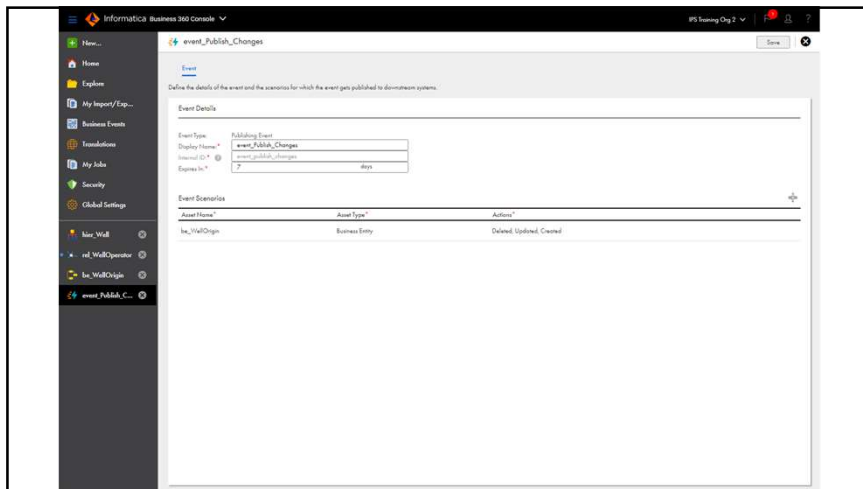
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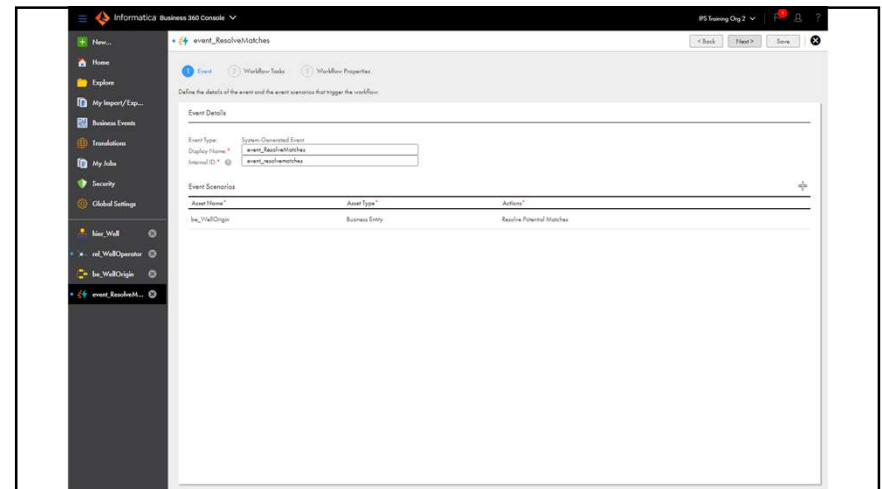
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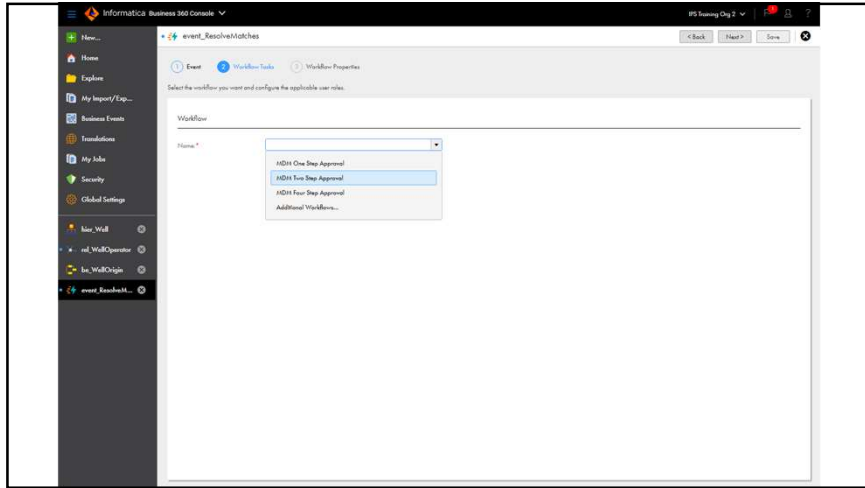
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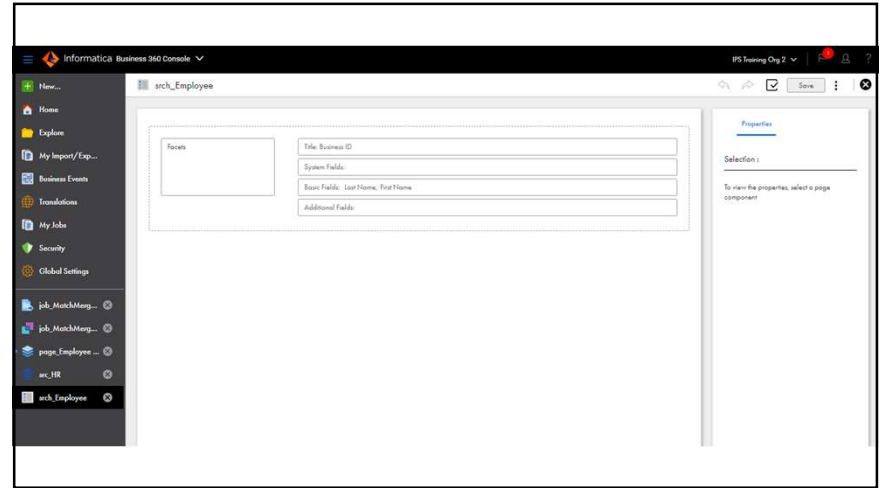
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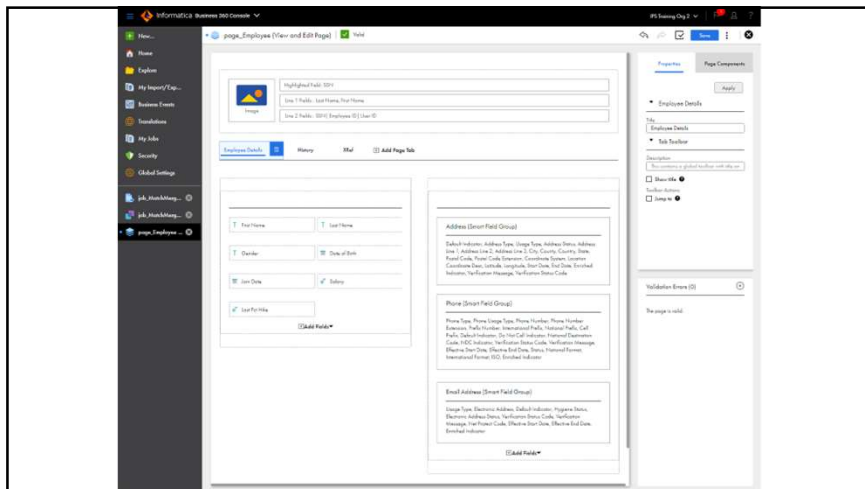
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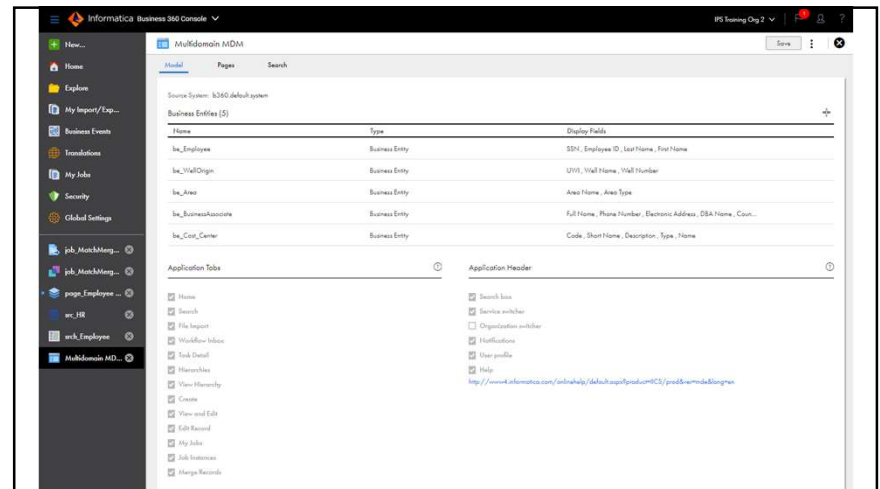
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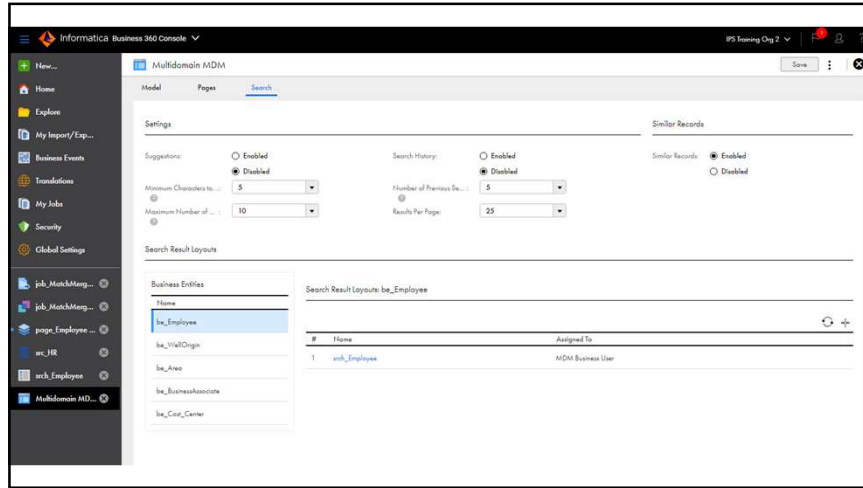
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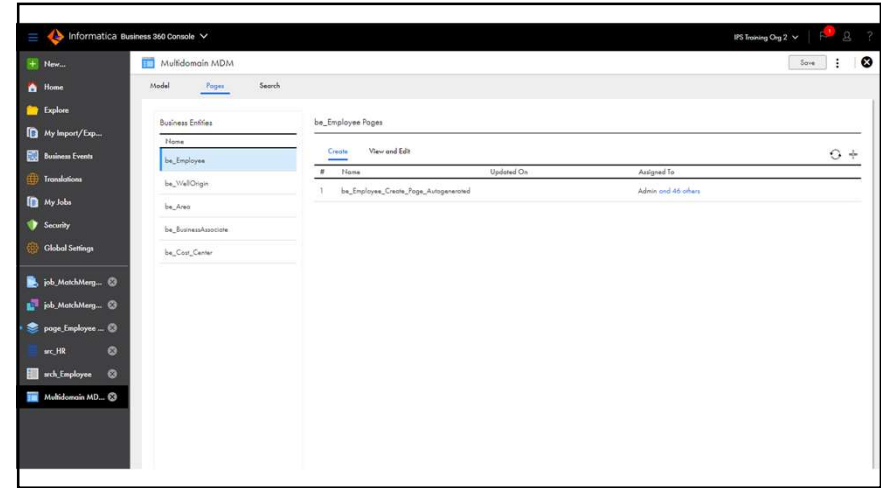
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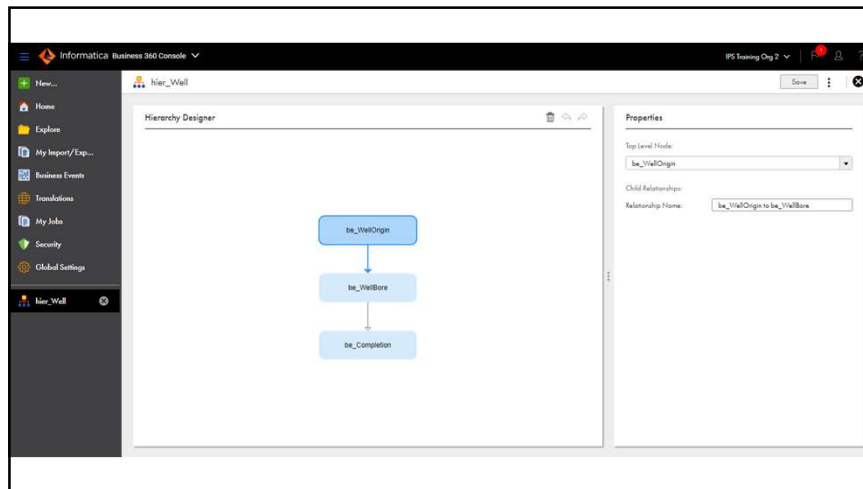
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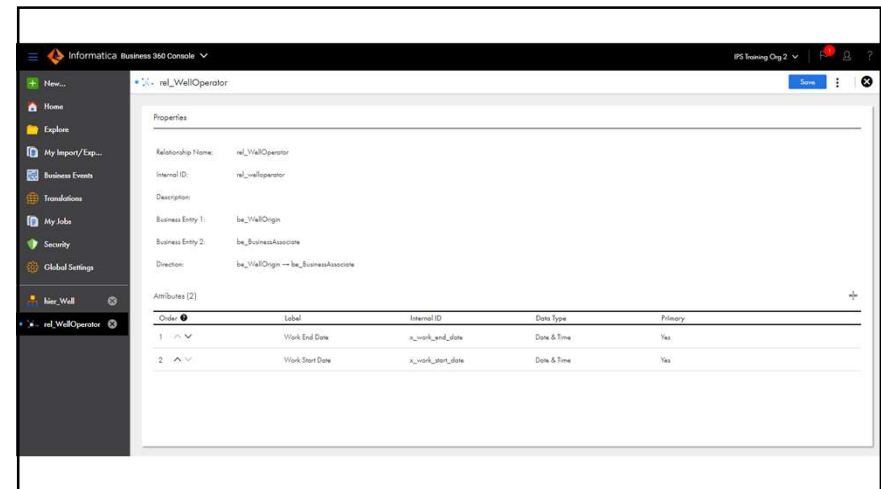
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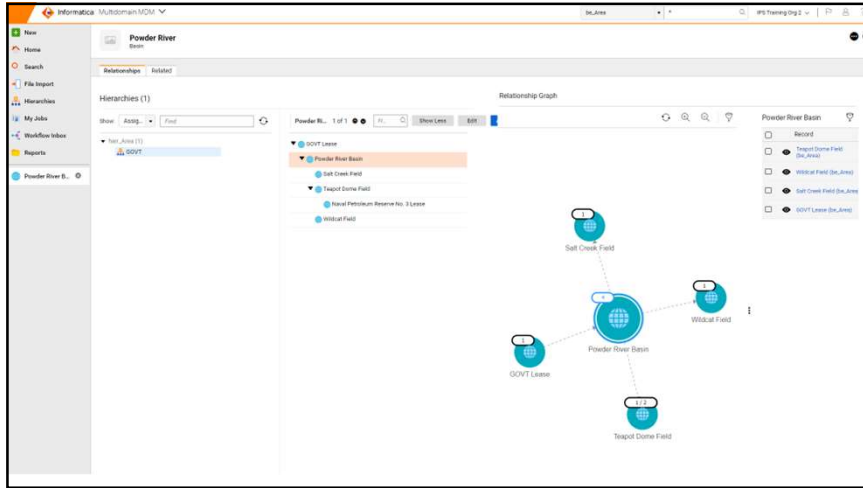
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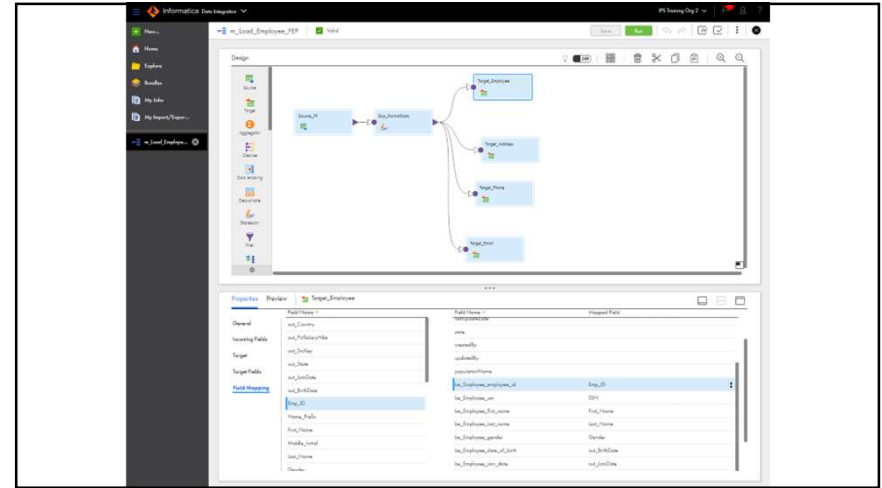
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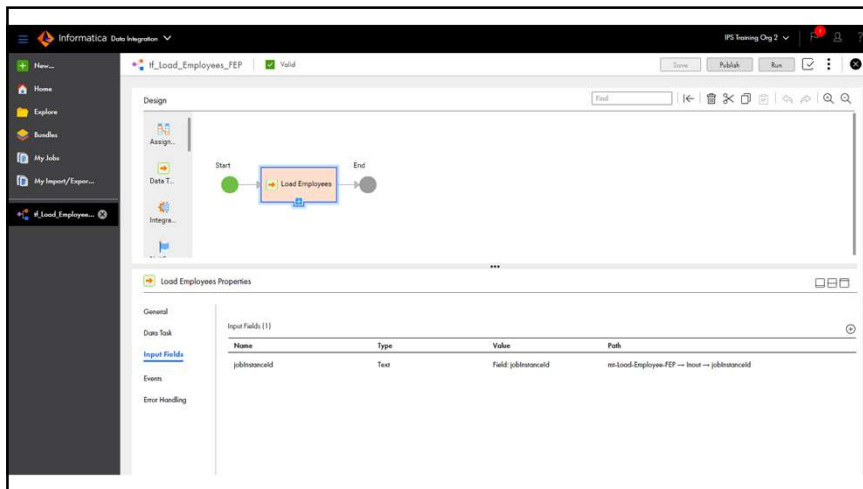
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