ORACLE
MASTER DATA
MANAGEMENT

ORACLE MASTER DATA MANAGEMENT

PLATFORM FOR CONSOLIDATED, TRUSTED DATA

KEY FEATURES

• Leverages Oracle Enterprise Data Quality for seamless data cleansing and standardization

• Multi-domain for variety of data dimensions

• Designed to enhance the customer experience across all touch points

• Manage products, sites, supplier and customers across any application – Oracle or 3rd party

KEY BENEFITS

• Increases Application ROI

• Foundation for Data Warehousing and Business Intelligence

• End-to-end Data Quality

• Vital to ERP consolidation

• Supports Strong Data Governance controls

• Enables efficient M & A data management

It has been said that data outlasts applications. This means that an organization's business data survives the changing application landscape. Technology advancements drive periodic application re-engineering, but the business products, suppliers, assets and customers remain. Oracle's Master Data Management (MDM) solution is a platform to enable organizations handle ever growing data volumes, data degradation while working within the confines of their existing IT environments. It is designed to consolidate, cleanse, enrich, and synchronize key business data objects across the enterprise and across time. It includes pre-defined comprehensive data models with powerful applications to load, cleanse, govern and share the master data with all business processes, operational applications and business intelligence systems.

Mastering Data for the Enterprise

Oracle provides a multi-domain enterprise MDM solution. For each major master data dimension or domain, Oracle delivers complete MDM capabilities designed to tackle the unique characteristics of different data domains. These hubs provide data models for multiple data dimensions; data steward workbenches to manage the consolidation of the data from all connected systems; data quality tools tailored to the nature of the master data; data governance tools for the business user; extensive application integration to share the governed data with all appropriate operational applications; and data maps for key analytical systems such as data warehouses and operational business intelligence dashboards. Here are the various hub that form Oracle Master Data Management:

• Oracle Customer Hub – manage customer information, contacts, addresses, etc

• Oracle Product Hub – manage product information, items, new product introductions

• Oracle Supplier Hub – streamlines supplier locations and related information

• Oracle Site Hub – consolidate site information, leverages Google Maps for greater insight

• Oracle Data Relationship Management – financial reference data master for best-in-class hierarchy management

ORACLE®

The Need for Data Quality

MDM Aware applications are operational applications that know their data has meaning beyond their own functional area. They know to check with the external source at data entry, take updates from the source, and update the source when master data changes. When data quality is guaranteed at the point of entry, the enterprise data is always clean and up to date. Oracle MDM, in conjunction with Oracle Application Integration Architecture (AIA) turns Oracle Applications into MDM Aware Applications. What's more, it provides a user interface (UI) and hooks to turn non-Oracle applications into MDM aware applications. This is powerful capability that differentiates Oracle MDM from all other vendors. For any MDM initiative there is a strong data quality component. Without a robust data quality solution, there is a high risk of data in applications being "dirty", redundant and not standardized. One of MDM's biggest use cases is Mergers and Acquisitions. Almost every acquired company will have some overlap with the acquiring company's core customer base. If data quality of the acquired data is suspect there needs to be a way to remedy, correct and load because often times no one really knows what the data is like from the company just acquired. Oracle Enterprise Data Quality has strong synergies with Oracle MDM to help organizations do just this – insure that the information in their applications is of high quality and reliable. EDQ is a purpose-built data quality solution designed to work with Oracle MDM for a variety of use cases and hubs.

Optimizing Business Processes with MDM

Enterprise business processes cross operational lines of business (LOBs). For example, the Order to Cash process crosses sales, order management, and accounts receivable departments. These LOBs have their own operational applications. Data inconsistencies between these applications must be resolved as the Order to Cash process crosses the application boundaries. Poor quality data will break the process and send it to expensive manual corrections or worse. MDM resolves data quality issues and application inconsistencies, insuring that business processes do not break down. What's more, MDM can provide business processes with additional customer, supplier, site and product information that will allow for maximum efficiencies at process flow decision points.

Increasing Application ROI

Many organizations are not realizing the anticipated ROI in the applications they have deployed to help run their business more efficiently. There are two primary reasons why this is the case. One is related to poor data quality, and the other is related to application integration issues. In the latter case, new applications must integrate into existing IT landscapes with a vast array of data connections that must be built correctly before operational status is achieved. This often creates significant project delays that dramatically reduce ROI. Data quality issues aggravate this situation even more. Poor quality customer data can negatively impact a Customer Relationship Management (CRM) initiative, a supply chain management initiative, Product Lifecycle Management applications and any application in the enterprise. Oracle Master Data Management consolidates the master data into one place to cleanse it. New applications need only integrate with the hub in order to be fully integrated into the enterprise, and the CRM, SCM, PLM and other applications run on governed high quality data. This translates into rapid deployments that work according to expectations.

ORACLE®

Foundation for Data Warehousing and Business Intelligence

MDM holds the single version of the truth for key business entities (customer, supplier, product, location, etc.). In addition, MDM holds the cross reference and hierarchies for these dimensions. MDM feeds the dimensions, hierarchies and cross reference to a data warehouse and other analytical systems such as operational dashboards and reporting tools. MDM adds tremendous value to enterprise business intelligence by ensuring that consolidated, high quality data is being used for forecasting, and decision-making.

Support for Data Governance

Good governance is a growing concern for organizations around the world. Business Policies lead to Information Policies that lead to Data Policies that require strong controls. Data Governance and Master Data Management need each other for the full potential if either to be realized. Over the years, significant progress has been made on the Governance organizational front, but tools to actually implement the information policies developed by data governance committees were not available. MDM on the other hand, incorporates the tools to enforce data standards, but lacks the ability to know what those standards should be. Together, they complete the link from corporate policy to data controls.

ERP Consolidation through Mastering

ERP consolidation projects that simultaneously swap out operational applications along with their data run into complex issues when problems arise. It is an extremely expensive and time consuming process to determine if the new application logic is at fault or if there is a problem with the data. To lower ERP consolidation risks, the smart strategy is to execute a two step process. First, consolidate the data into a MDM Hub. Then test the replacement applications using the live consolidated master data. Once proven to work on the real operational data, turn off the old applications. This greatly simplifies the retirement of existing applications.

Proven Capabilities and Real Measurable Business Benefits

Oracle has over 1,000 MDM customers around the world mastering customers, suppliers, products, assets, services, catalogs, citizens, patients, employees, partners, cost centers, charts of accounts and more. Scalability has been proven with customers managing hundreds of millions of records. Across the Oracle MDM customer base, billions of records are under management. Many customers have been in production for over 6 years.

MDM brings its own ROI in a wide variety of business activities from cost savings to revenue enhancements. On average, our customers are able to:

• Increase campaign response rates by 15%

• Reduce new product introduction times by 20%

• Reduce time to value by 15%

• Improve sales order processing by 5%

• Reduce integration costs by 20%

• Increase cross-sell and up-sell efficiency by 3%

• Improve customer retention by 2%

• Reduce reporting costs by 15%

In combination with Oracle Applications, MDM speeds deployment, sets the stage for

ORACLE®

downstream Fusion upgrades, facilitates the flexibility provided by SOA, and supports GRC. Oracle Master Data Management provides proven solutions for better data quality, lower cost integrations, and reliable governance.

Contact Us

For more information about Oracle Master Data Management, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

Oracle is committed to developing practices and products that help protect the environment

Hardware and Software, Engineered to Work Together