

DW 2.0 Asia-Pacific Summit Sydney 2010

Building a Single Master Data Management & Data Warehouse Solution for your Enterprise



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Interactive Session Outline

- UTelco Systems Group Overview
- Case Study Objectives
- Enterprise Approach to Data Management & Business Intelligence
- Setting the Scene – OneSolution for Enterprise & Acquisitions
- Interactive Case Study
- Product Master Data Management – Enterprise & Acquisitions
- Case Study Outcomes
- How to Step into the Future Now
- Your 'Future Generation' MDM & EDW Solution Outcomes
- Next Steps

UTelco Systems Group Overview

- Operating as UTelco since 1998
- Enterprise Data Management foundation
- Information Management specialisation
- Providing Specialist Industry Consulting since 1989
- Providing EDW/EBI Strategy & Implementation since 1998
- Developing and Enhancing IP for over 25 years
- National & International Focus
 - Melbourne (AU Head Office)
 - Sydney
 - Brisbane
 - Singapore (APAC Head Office)
 - Further Offices in APAC Region Planned

Case Study Objectives

- Provide understanding of Value of Enterprise Data Management Approach in managing Master Data & Business Intelligence
- Provide 'know-how' in using approach to achieve successful implementation
 - Product Master Data, Business Intelligence & Data Quality Management - Enterprise & Acquisitions
- Provide 'know-how' to solve your organisation's Master Data Management, Business Intelligence & Data Quality issues
- Provide foundation to Mastering your Data Quality Management
 - Across your Enterprise & your recent Acquisitions
- Provide understanding of why Reports are so 'Yesterday'

Enterprise Approach to Data Management & Business Intelligence

- **Enterprise Business Blueprint**

- Single specification for all data management & business intelligence requirements
- Enterprise Services Model specifying all business services
- Removes dependence on individual's industry knowledge
- Functional, Data & Information Flow / Sharing perspectives
- Addresses management of data in context of business functions & business rules
 - Understand context of data
 - Implementation decisions are driven from all business units' perspective
 - Guarantees sharing & reuse
- ISO Standards Compliant (Conceptual Schema)
- Based on latest Enterprise Business Systems Integration research

Enterprise Approach to Data Management & Business Intelligence

- **Modelling Approach**

- Models Business independent of applications
- Caters for all Questions & all Perspectives of Business
- Business Rules Repository / Engine

- **Design Approach**

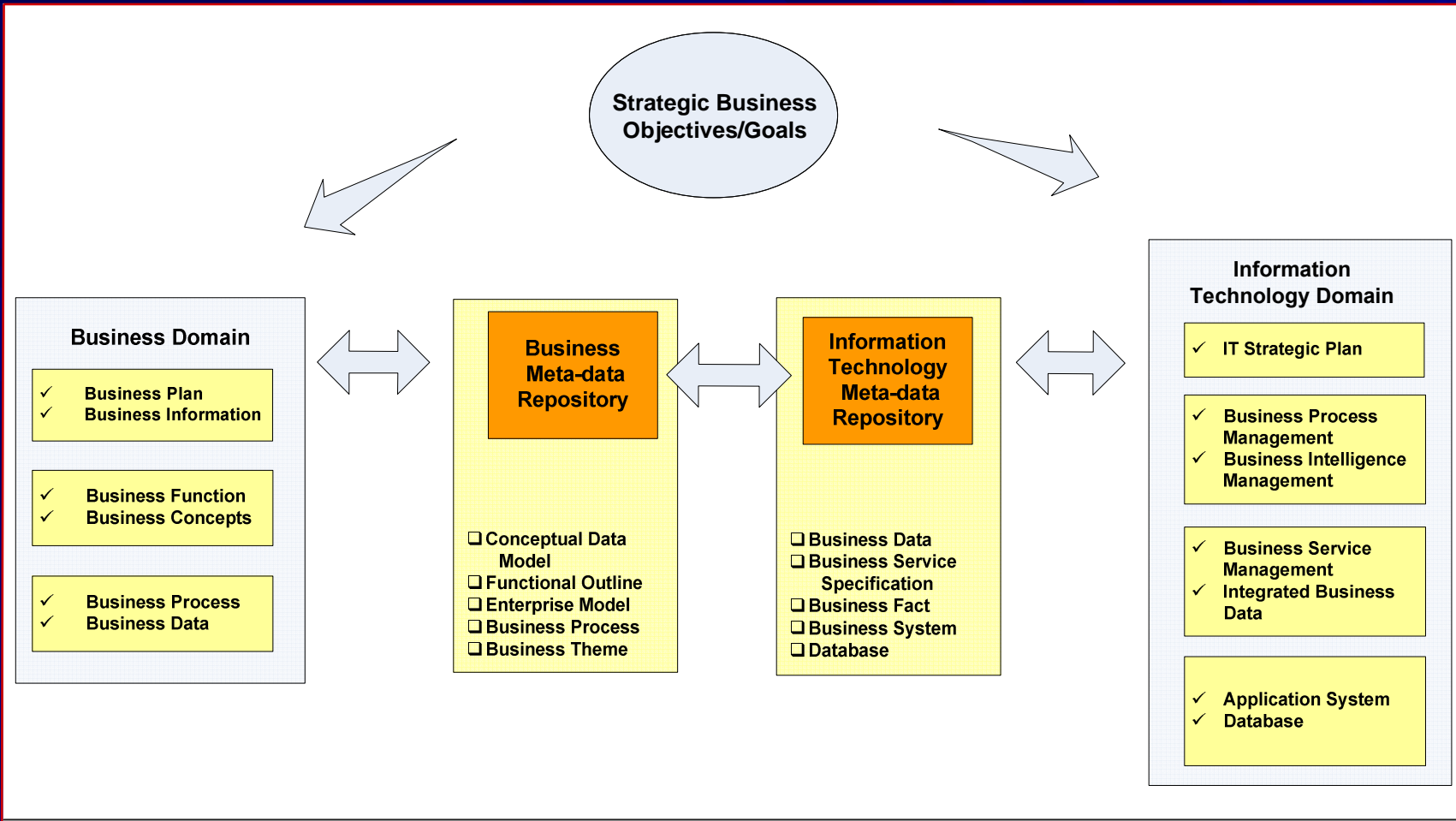
- Enforces Business Rules & provides Full Business Rule Exception Management
 - Using RT-DQM (Real-Time Data Quality Management)
- Full Dimensioning across Integrated Database providing any business view
- Simplicity promotes Re-Use, Integration, High-Quality & Improves Performance

Why have an Enterprise Approach to Data Management & Business Intelligence?

- **Data is a Corporate Resource & must be managed as such**
- **Data is shared across business functions, applications & business units**
 - Silo approach cannot provide effective management of data
- **Data does not “fall out of the sky” – it does not simply exist in isolation**
 - Data is created & used by Business Functions
- **Data Management must incorporate all meta-data & data management principles must be applied to all meta-data**
 - For instance, data security & privacy including access controls must be managed from enterprise perspective
 - ‘Whole of Customer’ must consider all perspectives within an enterprise, including data security & privacy

Enterprise Integration Framework

A Meta-Data-Based SOA for Enterprise Integration



Setting the Scene – One Solution for Enterprise & Acquisitions

- Case Study – Enterprise & Acquisition Integration
 - Product Master Data Management addressing Data Integration, Data Management, Data Conversion & Migration, Business Intelligence & Data Quality with One Solution
 - Enterprise-wide data
 - Recently Acquired company's data – still in transition / earn-out period
 - Integrated into Enterprise Transformation Programme

Setting the Scene – Case Study: One Solution for Enterprise & Acquisitions

- Product Master Data Management
 - 4 - 5 year Enterprise Transformation Programme launched with 16+ disparate product 'masters'
 - No integration of recently acquired companies still in 'earn-out' period
 - 8+ disparate product 'masters' within acquired companies
 - Recognition of poor data quality in each legacy product master
 - Inability to map legacy product 'masters' to ERP product 'master'
 - No confidence in any proposed product master solution
 - Heavy reliance on 'trusting' product vendors
 - High risk of Transformation Programme delays & associated cost impacts
 - No visibility of ERP product 'master' fit

Case Study – Product Master Data Management Scope

- Provide Product Master Solution Architecture catering for
 - 3 - 5 year Business Transformation Programme immediate & subsequent phase requirements
 - Acquisitions' product requirements
 - Single Product Master integrating all product characteristics, structured and unstructured data
 - Full retail & manufacturing product life-cycle including all links into enterprise operations
 - Clean up all Product Master Data providing one true source of product data, including
 - Division, Business Unit, Departmental and acquired business views
 - Map all legacy and new application product views
 - Minimisation of throw-away & re-work

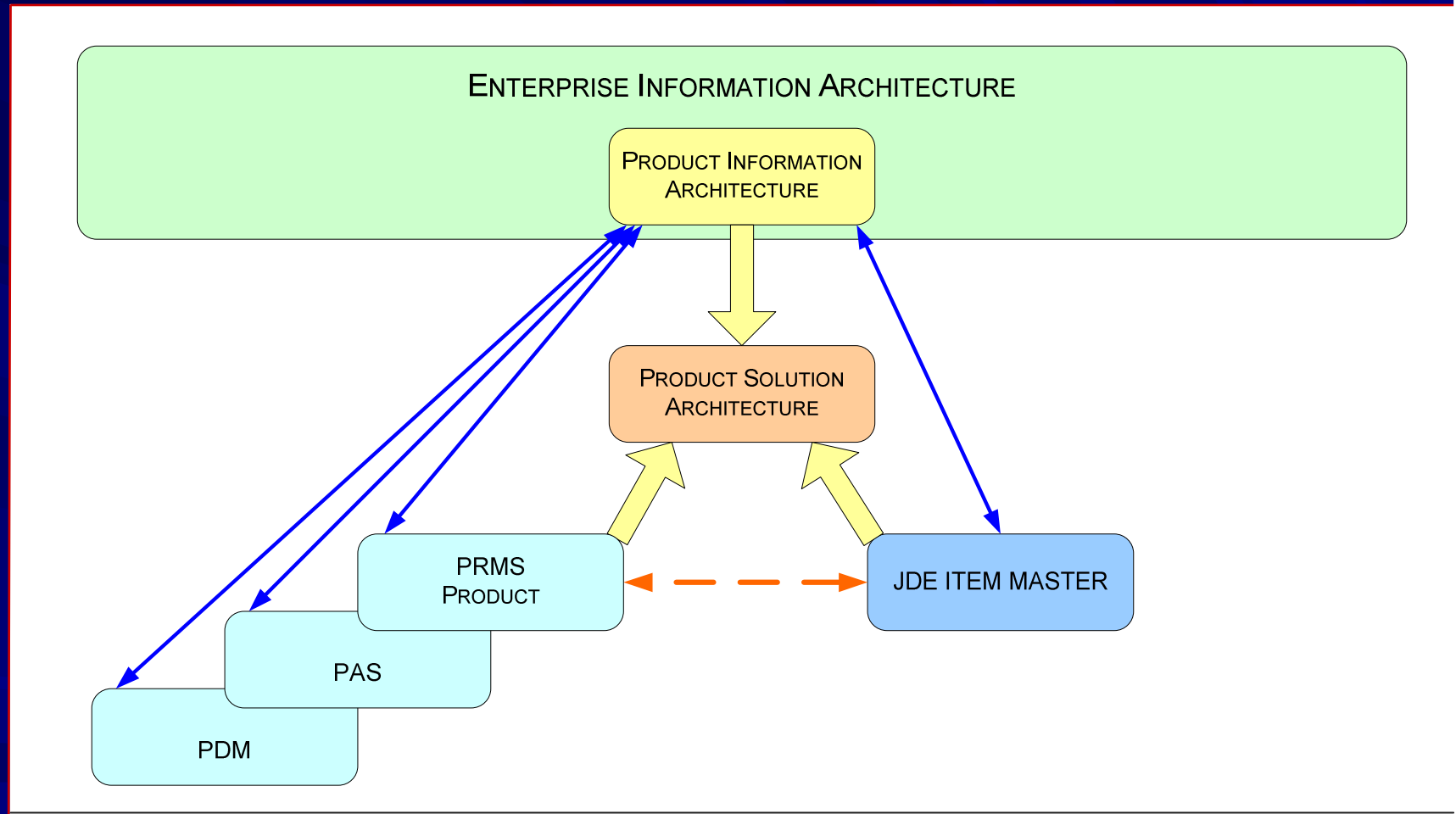
Case Study – Product Master Business Impact

- Provision of correct, complete & consistent product data to end-to-end manufacturing process
 - What you see is what you REALLY get
- One true source of product data used by all aspects of enterprise including transitional acquired businesses
- Detailed reconcilable data provides
 - Full Business confidence in all aspects of product data
 - Massive cost savings
 - Use of solution to clean up all product data
- Mitigates risk of significant gap in knowledge transfer for acquired businesses in earn-out transition periods

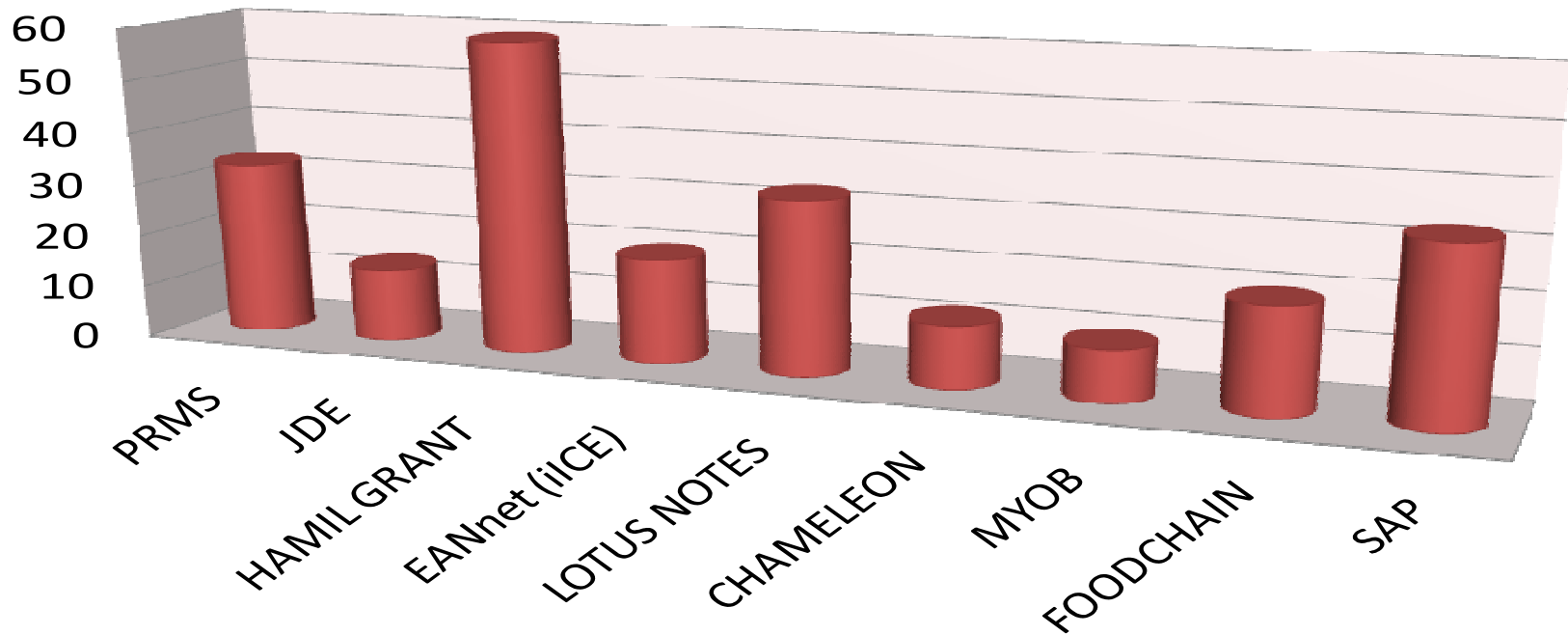
Case Study – Product Master Business Impact

- Provision of legacy to new product master data mappings
 - Identification of gaps
 - Identification of potential customisation requirements
- Ability to 'look under the covers' of all potential product master data solutions

Case Study – Mastering Product Data with One Solution



Case Study – Product Information Architecture Fit & Data Gaps



Case Study – Mastering Product Data with One Solution

- One Solution caters for
 - Data Management – Enterprise, Divisional, Business Unit & Acquired Business Data - Master & Transaction
 - Data Quality – Real-time management of business rule violations – multiple legacy & new
 - Enterprise Business Intelligence requirements – reporting, analytics & data mining
 - Enterprise & Acquired Businesses Data Integration – single repository of enterprise & individual business' product data including acquired businesses
 - Product Data Conversion & Migration from legacy to new applications – one-off & productionised conversions
 - Business Transformation immediate & subsequent phase requirements & beyond

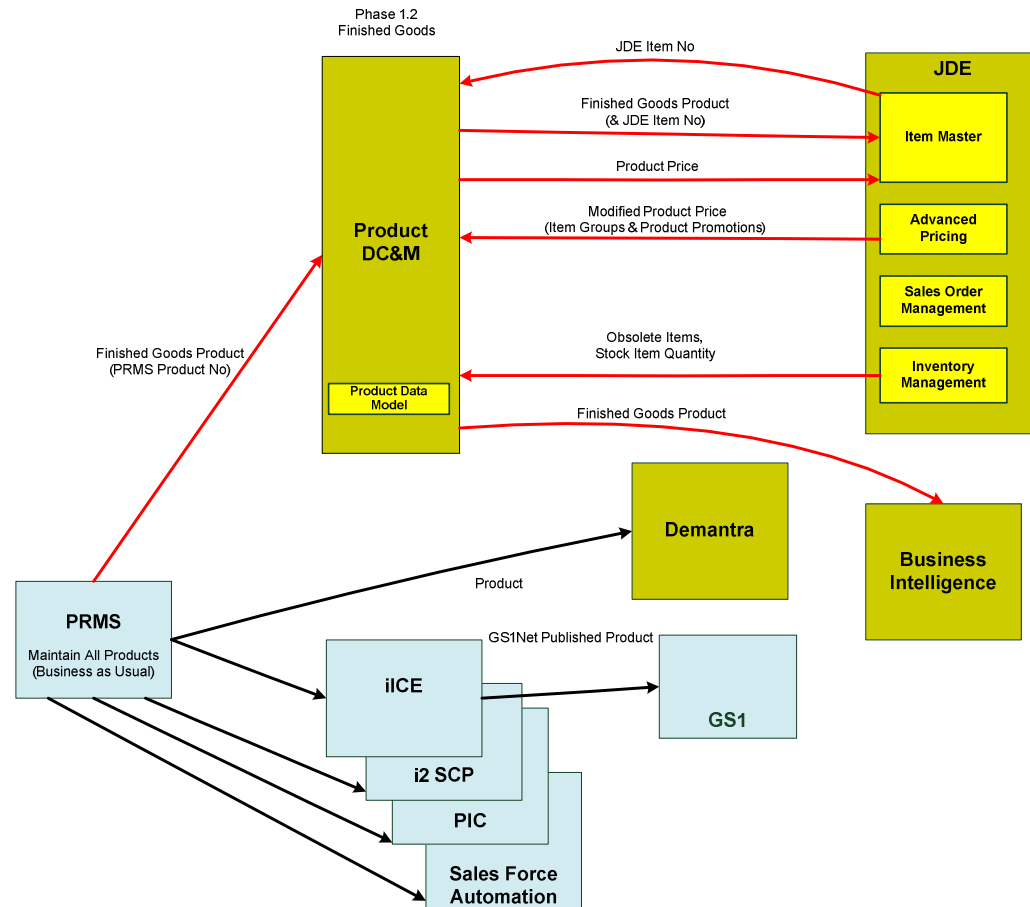
Case Study – Mastering Product Data with One Solution

- One Solution means
 - Massive capital cost savings – Build once & reuse for many purposes
 - Massive operation cost savings
 - No ongoing cost of changes to business questions – cater for all business questions upfront – known & unknown
 - Guaranteed confidence in product data being cornerstone to strategic business direction

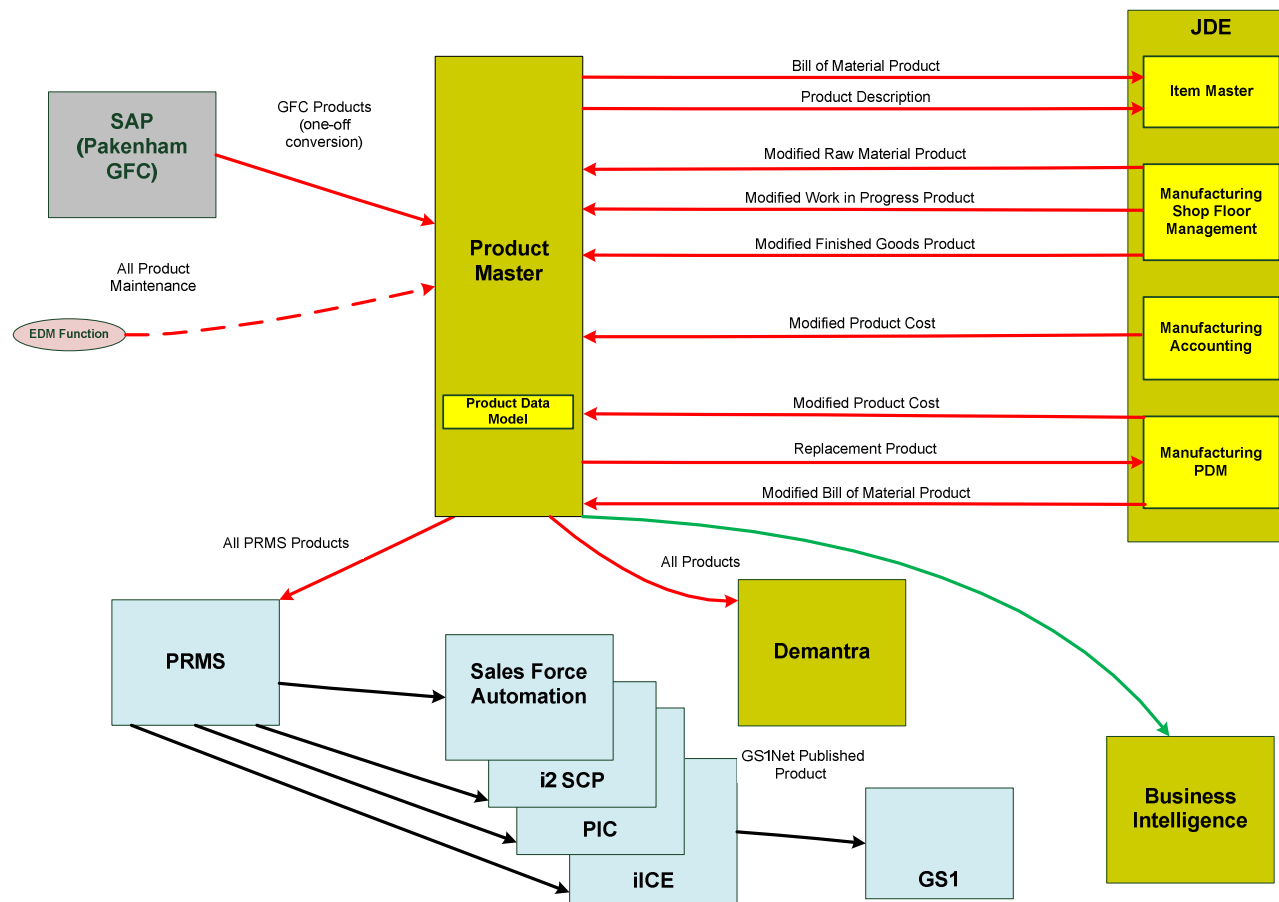
Case Study – Phased Product Master Solution Architecture

- Solution Architecture aligned to Business Transformation Programme
 - Caters for Transformation phases including integration of 8 newly-acquired companies
 - Caters for Business Intelligence Requirements
 - Single Product Master maintained throughout phased implementation
 - Solution Architecture defined for each phase
 - Real-time clean-up of Product data
 - Incremental decommissioning of legacy applications

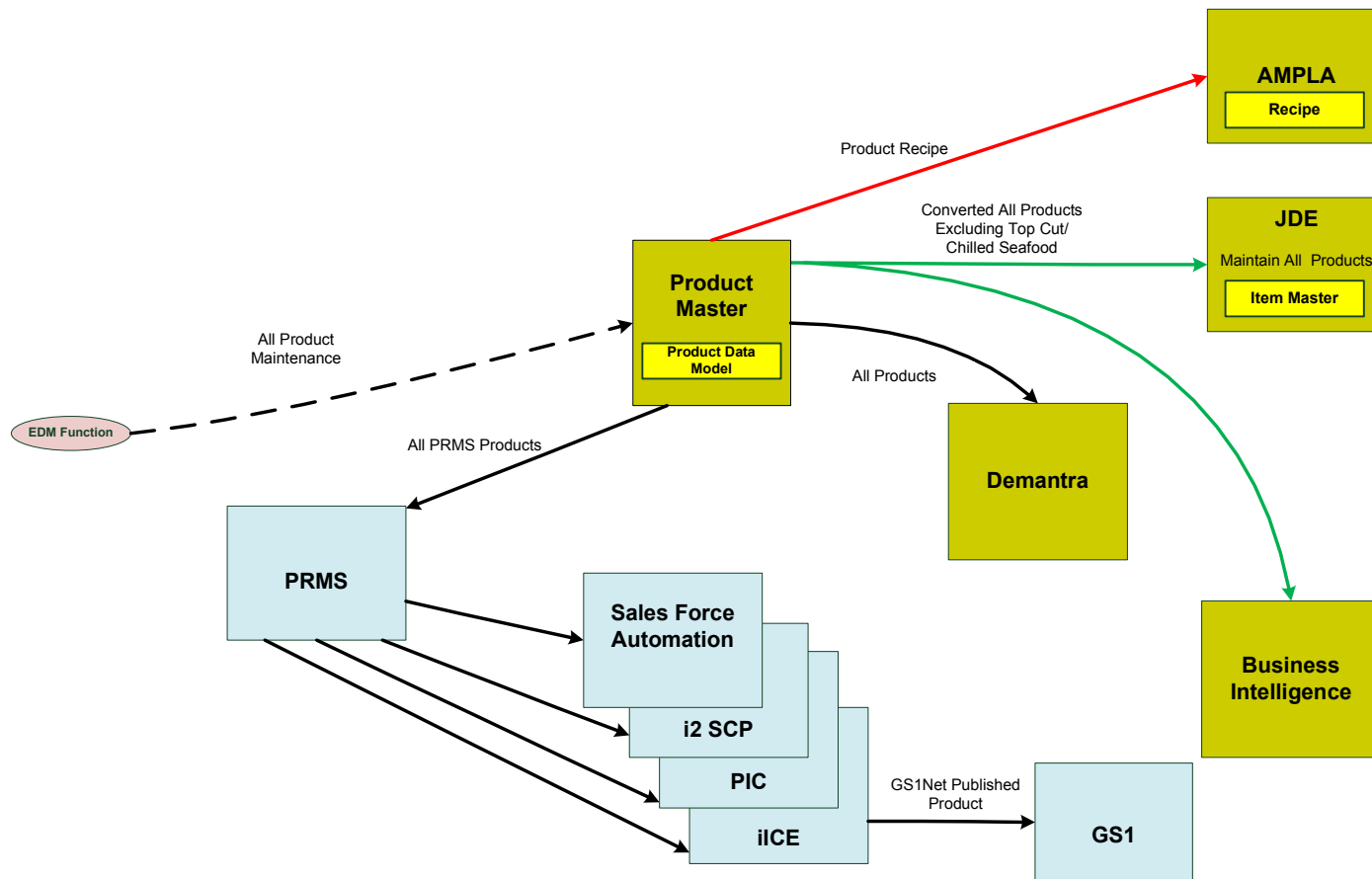
Case Study – Product Master Solution Architecture – Phase 1.2



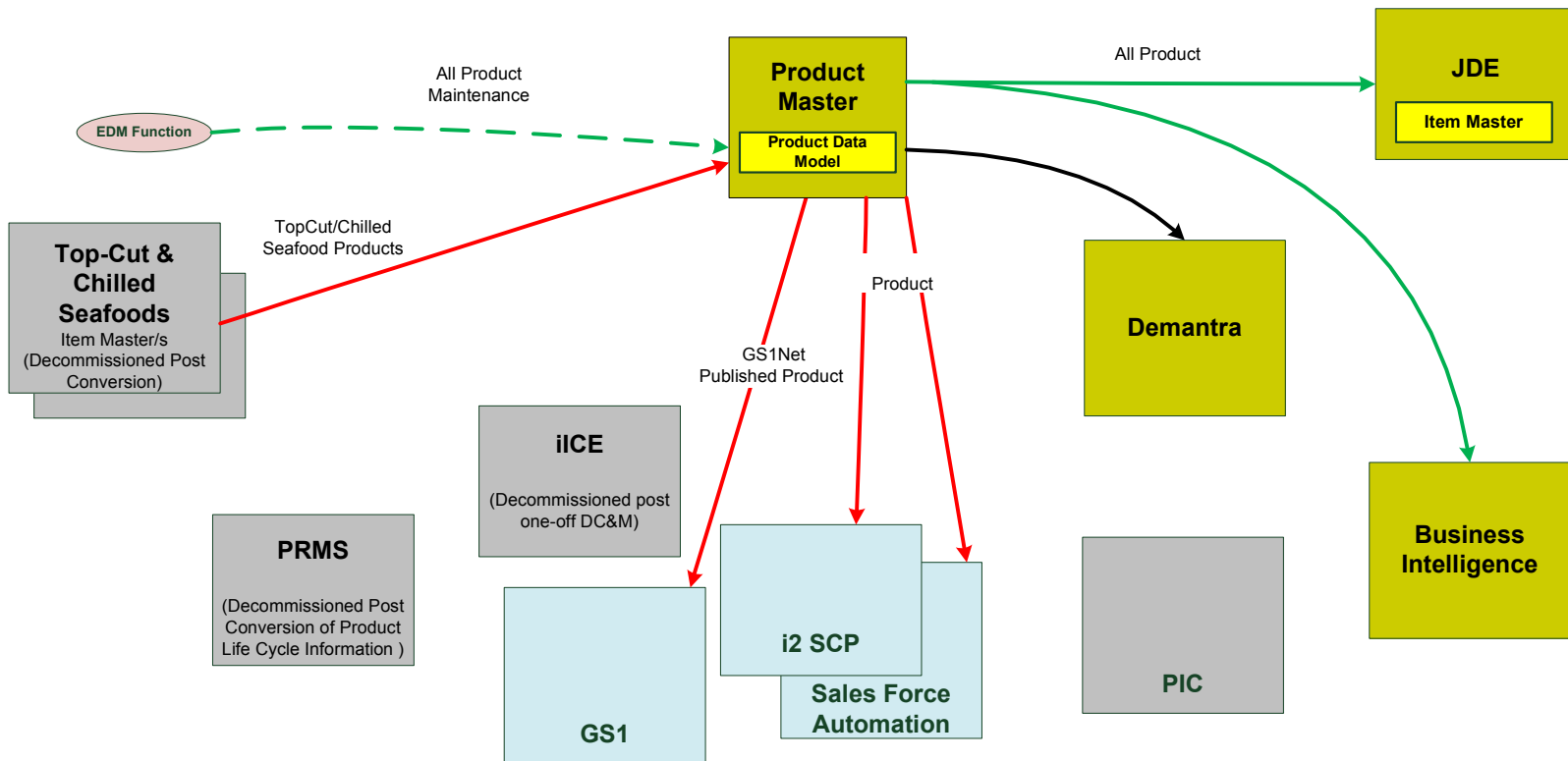
Case Study – Product Master Solution Architecture – Phase 1.3



Case Study – Product Master Solution Architecture – Phase 1.4



Case Study – Product Master Solution Architecture – Phase 2



Case Study Outcomes

- **Understand Value of UTelco's Enterprise Data Management Approach to Master Data Management & Business Intelligence**
 - Same solution applies to all data, not just Master Data
 - Same solution can be used for Data Conversion & Migration
 - Same solution can be used for Enterprise Business Intelligence / Enterprise Data Warehousing
 - Cost reduction in Overheads
 - Cost reduction in Upfront Effort
 - Minimises Data Security & Privacy breaches
- **Provide Application Independent 'know-how' in a complex business environment**
- **Provide basis of tactical & strategic solutions**
- **Achieve industry-wide Data Quality using an Enterprise Business Blueprint**

How to Step into the Future Now

- Adopt Enterprise Data Management approach to MDM & BI
- Leverage existing MDM / BI investment providing
 - Business Continuity
 - Data Integrity
 - High Performance
 - Risk
 - Cost Effectiveness / ROI

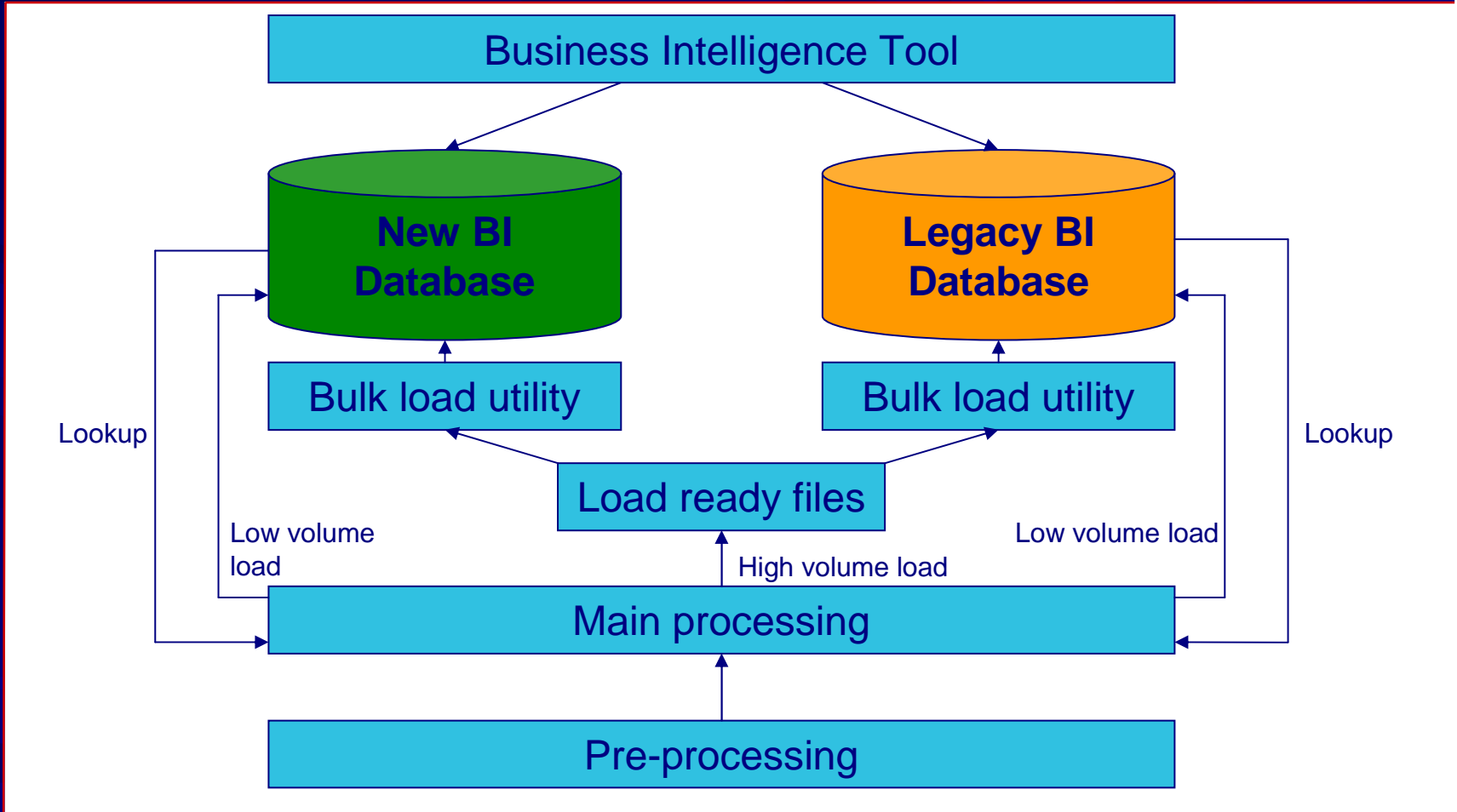
How to Step into the Future Now

- Business Continuity
 - Provide access to Business View of data (Integrated) & Application Views
 - Business Users access data seamlessly across multiple platforms
 - Provide capability to drill through data
- Data Integrity
 - Improve data quality by applying Exception Management
 - Guarantee 100% data quality
 - Ensure integrity of Data Model is improved
- High Performance
 - Improve Speed of System

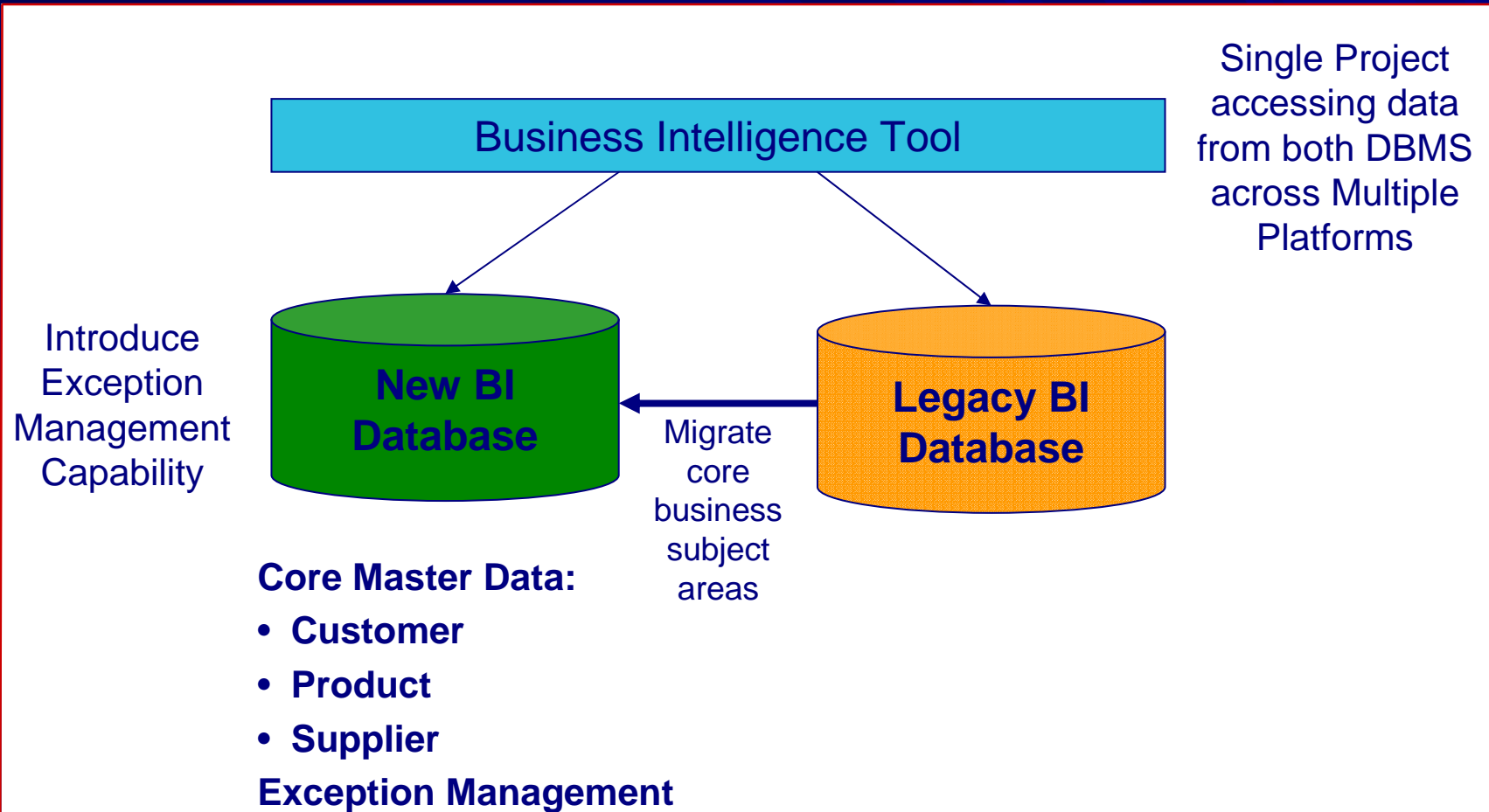
How to Step into the Future Now

- Risk
 - Mitigate risk of data migration
 - Seamless migration of data in a planned, phased approach
 - Mitigate risk of 'big bang' migration
- Cost Effectiveness
 - Leverage existing MDM / BI investment
 - Leveraging Business-As-Usual (BAU) Business Case

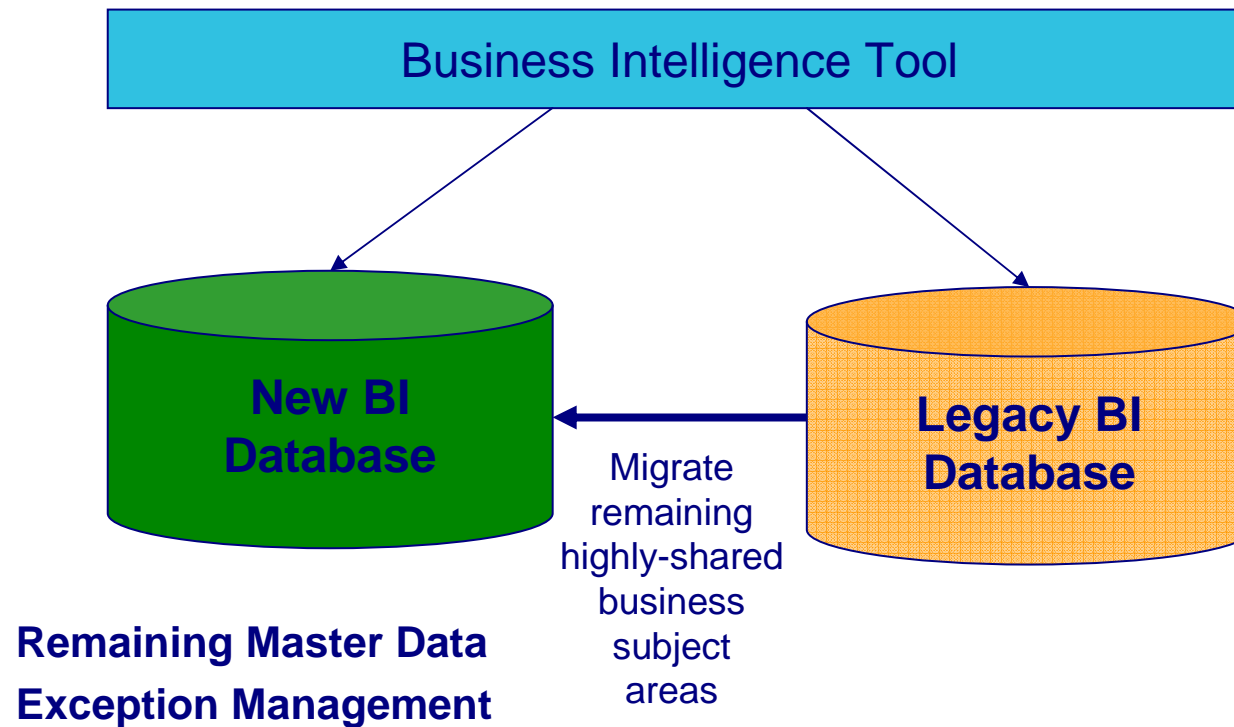
How to Step into the Future Now



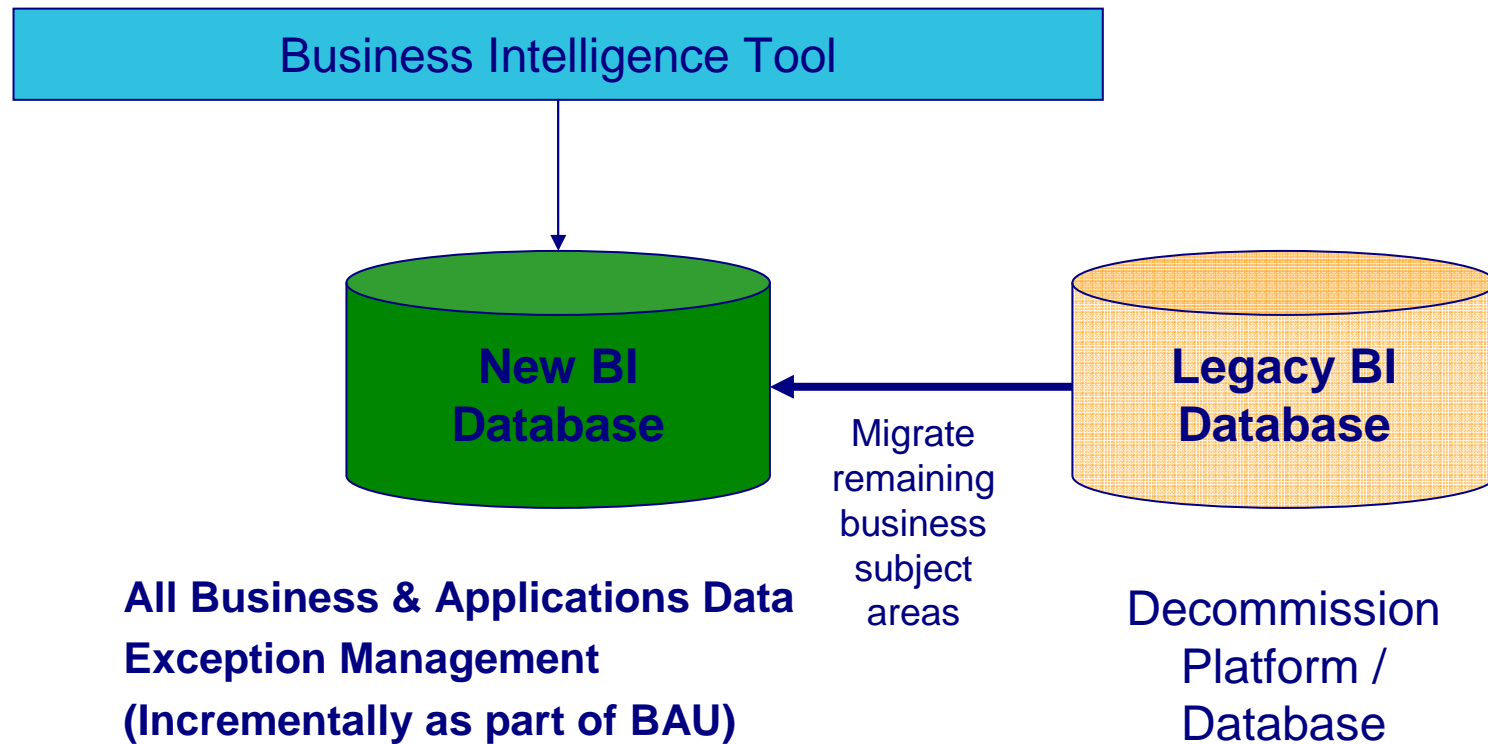
How to Step into the Future Now – Phase 1



How to Step into the Future Now – Phase 2



How to Step into the Future Now – Phase 3 (Incremental)



Your 'Future Generation' MDM & EDW Solution Outcomes

- Full Business Continuity assured
- All data fully accessible during migration from Legacy to New, including existing drill-down functionality
- Additional value-add capability provided
 - Centralised (EDW) managed data with all required translations to multiple applications views
 - Exception Management to improve data quality
- Performance improvements
- Phased approach mitigates risk of "big bang" migration
- Migration of Subject Areas improves data quality incrementally
- Performed as part of delivery of Business Functionality (BAU)

Your 'Future Generation' MDM & EDW Solution Outcomes

- Significant cost reduction
 - Leveraging existing investment
 - Leveraging BAU business case
 - In operational costs
- Early realisation of benefits based on phased migration approach

Next Steps

- Visit the UTelco Systems booth in the exhibition hall
- Contact Director of Global Marketing & Sales
 - Michael Brudenell – Michael.Brudenell@utelcosystems.com
- Consultants Available
 - Dr John Brudenell – CEO & Consulting Director
 - Margaret Dine – CEO & Technical Director
 - Stuart Marshall – Head of Enterprise Architecture
- Website - www.utelcosystems.com
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