

# ORACLE MASTER DATA MANAGEMENT



## RELEVANT PRODUCTS

- Oracle BPEL Process Manager
- Oracle Web Services Manager
- Oracle SOA Suite
- Oracle Fusion Middleware

*Oracle Service-Oriented Architecture (SOA) technology can provide your organization with the flexibility it needs to make changes to your business processes quickly. At the same time, Oracle's SOA platform enables complete visibility across your business processes, so you can better serve your customers.*

## About Oracle Master Data Management (MDM)

The quality and availability of critical information is of the utmost importance to businesses. Most companies struggle with fragmented or out-of-date information, which can at best delay business decisions or even worse cause incorrect decision-making.

Ubiquitous access to critical data improves customer service, provides competitive advantages, reduces legal exposure, and improves regulatory compliance, which directly benefit the bottom line.

Oracle's Data Hub solutions provides consolidation and on-going synchronization of critical enterprise data in a central location from all systems throughout the enterprise for an accurate, consistent, 360-degree view of the mission critical information.

## Key Benefits

- Smarter, fact based decision making
- Reduced data management and operating costs
- Regulatory compliance
- Targeted marketing for improved campaign success at reduced costs
- Improved employee productivity
- Improved reporting capabilities
- Improved risk management
- Reduced merger and acquisition costs

## How We Do It

Over the last several years, there has been a significant change in the global business climate. Pressure to innovate has put significant downward pressure on product lifecycles and increased pressure to bring new products to market faster, better and cheaper. Some key questions being asked are:

- How can I streamline my data and processes to improve the quality and quantity of customer experience?

- How can my organization meet the increasing regulatory compliance demands while improving product quality and decreasing time to market for new products?
- How can I increase the efficiency of my sales and marketing organizations to provide greater value to our customer and maximize revenue growth?

#### ORACLE CONSULTING DIFFERENTIATORS

- Oracle Expertise in delivering best practices using standardized methodology, process, tools, and resources
- Breadth of Services for Your Needs to integrate functional, technical, and change management services necessary for optimal user adoption
- Aligned with Your Goals with a cost-effective and comprehensive upgrade solution resulting in project success

These questions and the resulting problems are causing inefficiencies in business processes and costing corporations billions of dollars a year. In many cases, these challenges are the result of master data issues: the data that represents the business objects (*e.g.* customer, product, etc) used in transactional applications is shared across more than one transactional application. Without a master data solution, there is no single source of truth about these objects across the operational IT landscape.

Many organizations are turning to MDM solutions to help mitigate and in certain cases eliminate some of these risks. Oracle MDM solutions provide the ability to:

- Consolidate/federate master information from disparate systems and business lines into one repository
- Cleanse and enrich data centrally
- Distribute data as a service from a single point of truth to consuming applications, enterprise business processes and decision support systems.

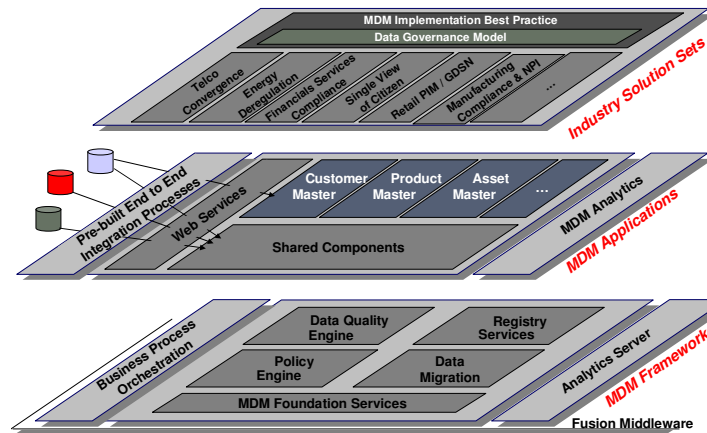
To accomplish these goals, a MDM solution must have the following characteristics:

- The technology to profile, consolidate and synchronize the master data across the enterprise
- The applications to manage, cleanse, and enrich the structured and unstructured master data
- The industry solution sets to bring the tailored quality master data to the industry specific business processes

Oracle MDM provides these capabilities within the following product architecture, as also illustrated in the diagram below:

- MDM Framework layer - based on Oracle Fusion Middleware, it contains the supporting infrastructure for all MDM Data Hubs.
- MDM Applications layer - contains pre-built MDM Data Hubs and shared services. These services support the MDM Data Hubs in this layer and the Industry Solutions layer above.
- Industry Solution Sets layer - contains verticalization of the MDM Data Hubs along with MDM implementation and data governance best practices.

### Oracle MDM High Level Architecture



### Oracle Consulting

Utilizing Oracle MDM Applications, companies around the world are operationalizing their data warehouses; consolidating systems; modernizing applications; re-engineering business processes; improving their reporting; increasing target marketing effectiveness; improving customer loyalty scores; managing risk more efficiently; and creating solid data foundations for CRM, ERP, and SCM implementations.

Oracle Consulting is committed to helping you achieve your data management goals, leveraging the functional, technical, and industry expertise of its consultants to clearly understand and deliver your solution requirements.

Oracle's team of applications and technology experts brings a host of skills and industry experience to your services implementation. A typical Oracle MDM engagement would utilize the following roles:

- All software projects carry some risk. The **Oracle Project Manager** brings years of technology-based project experience, PMP certifications, and in depth knowledge of the Oracle Unified Method (OUM). OUM brings an industry-proven approach to project lifecycle management. Our project managers combine this with the skills to recognize, categorize, prioritize and eliminate issues proactively. All this capability is brought to you in one person to increase the probability of delivering on time and under budget.
- We don't just implement, we engineer. An **Oracle Information Architect** brings years of experience understanding complex business and technical issues to define the right combination of Oracle technology to solve the problem. The Oracle Information Architect brings a deep background in solution and information architecture, data modeling strategies, MDM product deployment, full software lifecycle experience, and an ability to gather requirements and design solutions based on your needs and the latest technology landscape. This means you will be assured that you are getting the latest from a rapidly evolving Oracle Technology portfolio.

- Your team is our team. Implementing an MDM solution requires team leaders that can create reference architectures, implement and update best practices and coding standards, mentor junior members of the team. The years of development and design experience of our team leads is key, but just as important is the desire to help build a solid team comprised of your best people and our best people.

Oracle Consulting brings the power of Oracle's leading MDM technology to customers through a holistic, industry-proven approach for maximizing business value while minimizing risk, and delivering enterprise-class solutions. In addition, we leverage a variety of partners with niche vertical and horizontal expertise to ensure that the most capable and appropriate provider is available to support your business objectives. Oracle consultants also have access to the wide range of resources within Oracle, including best practices developed in our work with other customers and the knowledge of the engineering teams that develop Oracle's MDM and related products.

### **How We Are Different**

The Oracle Consulting team is focused exclusively on Oracle Technologies, and we have the experts that others turn to for leading practices in Oracle software implementations. We know Oracle best and can provide your business with tightly integrated, comprehensive, superior services throughout your ownership experience.

### **Getting Started**

Leverage Oracle's methods, tools, and extensive experience with customer implementations across diverse industries and geographies. Tight integration across Consulting, Development, Support, Education, and Global Delivery puts the entire Oracle team behind your success. To learn more, contact your local Oracle Consulting representative at 1-800-633-0615, email [ask-oracleconsulting\\_us@oracle.com](mailto:ask-oracleconsulting_us@oracle.com), or visit [www.oracle.com/consulting](http://www.oracle.com/consulting).

Copyright 2007, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission. Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.