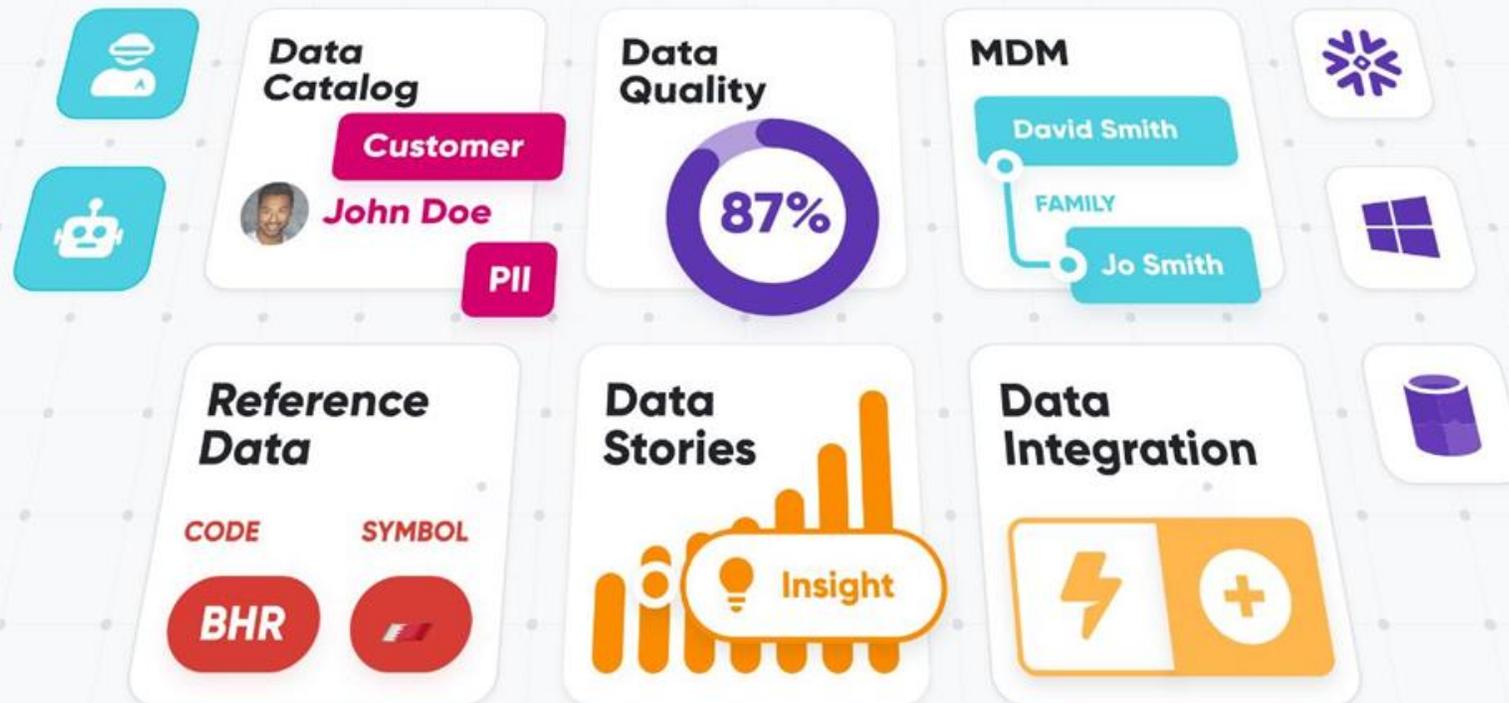


Data Quality Fabric

Make your enterprise data instantly available to humans and machines as high quality data products, with governance and compliance ensured automatically.



TODAY'S

Agenda

- 1. Company Introduction**
- 2. Platform Overview**
- 3. MDM Demonstration**
- 4. Q&A**

Ataccama Fast Facts



Offices

Toronto, London, Sydney,
Prague
New York, Valencia, Paris,
Sofia



350+ Global Customers

6 US distinct countries
+ 15 states

60,000+ DQA Downloads



Gartner Recognition

Both DQ and MDM Gartner
Magic Quadrant

Top positions in Peer Insights



Make high quality data instantly available to

Data engineers

Data stewards

Value creators

Machines & algorithms

With governance and compliance ensured automatically.

Selected Use Cases

Data Governance



Data Profiling



Data Catalog



Metadata Repositories

Data Quality



DQ Monitoring & Reporting



Data Visualization



DQ Firewall



Data Cleansing & Enrichment



Manual Issue Resolution



Data Integration

Multi-domain MDM



Reference Data Management



Multi-Domain Mastering



Master Domain Monitoring



Master Data Authoring



Householding & Aggregation



Consent Management

EPIM



Product Information Management



Media Asset Management

Platform Differentiators



Unified Platform with Complementary Modules

Active metadata usage – Extendibility – Embedded Governance



Self-Service Solution

AI & Machine Learning – Self-Service – Collaboration – UX/UI



Enterprise-Proven Usage

Scalability – Performance – High Availability – Auditing – Identity Management



Robust Data Processing Engine

Any Data / Any Domain – Integration – Performance – Scalability

ATACCAMA ONE

Security

ENCRYPTION

Transit -> TLS 1.2

Rest -> native to Azure/AWS RDBMS

AUTHENTICATION

AD via SAML (incl. Azure/AWS)

AUTHORIZATION

Keycloak (part of Ataccama ONE platform) manages mapping from AD groups/roles/claims

LOGGING

Full audit log

Deployment options



Platform as a Service

Focus on your data initiatives while we take care of the infrastructure, monitoring, maintenance, and security.



Marketplaces

Deploy the Platform from a cloud marketplace of your choice with a just few clicks.



On Prem & Hybrid

Deploy on your own infrastructure, private & public clouds and their combinations.

Built for cloud data management, deploy natively in the cloud, big data platforms, or hybrid environments



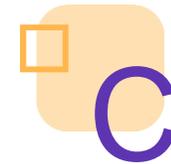
Platform as a Service

Focus on your data initiatives and bring value to your organization while we take care of the infrastructure, maintenance, and security



Marketplaces

Deploy the platform from a cloud marketplace of your choice.



Private Cloud

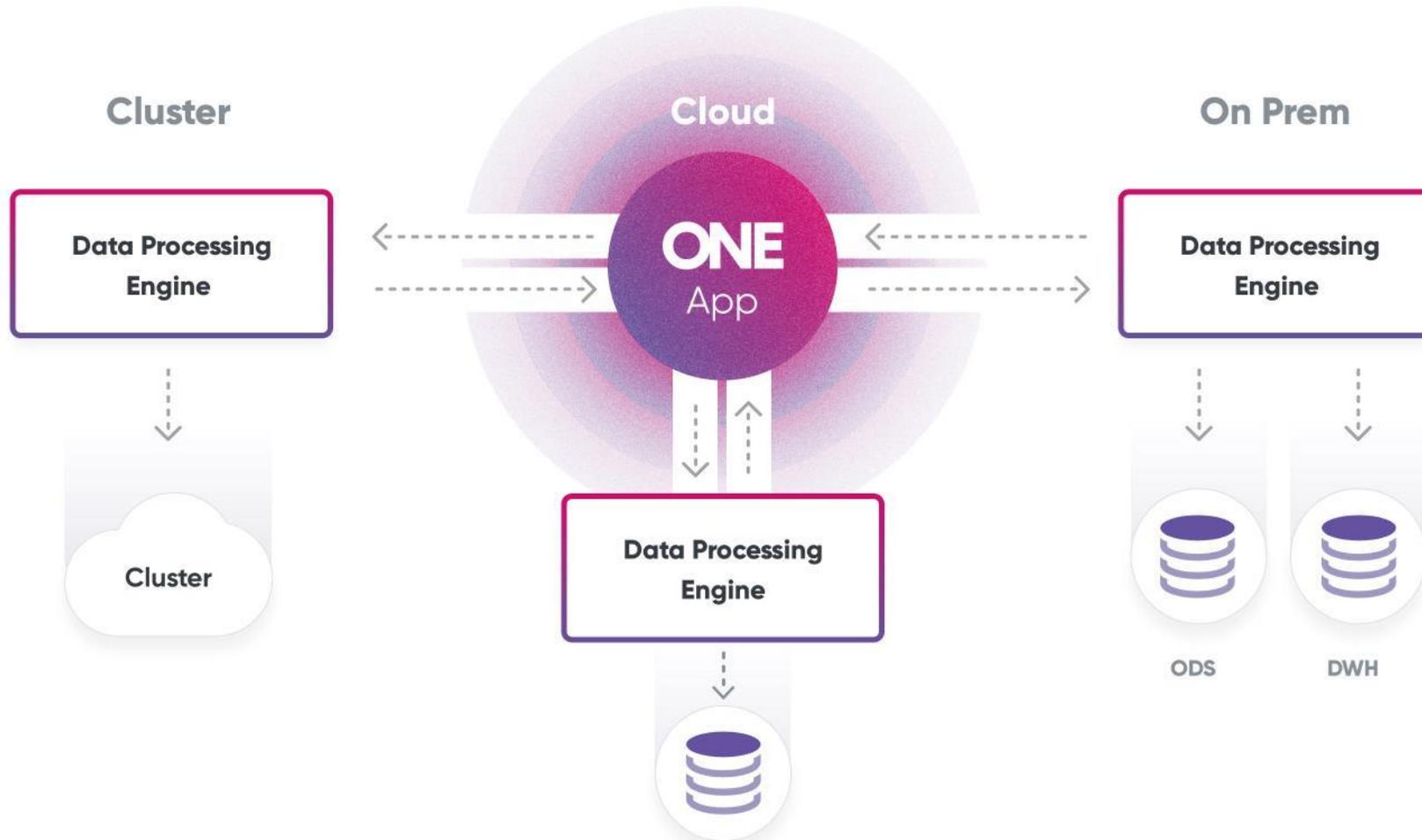
Deploy our containerized solution into your private cloud with Docker & Kubernetes.

Supporting all major cloud platforms



Hybrid deployment

ATACCAMA ONE



Master Data Management





All purpose MDM

Multi-Domain Mastering

All common MDM Styles including
Mixed style

High performance engine



Augmented

AI-powered Matching

Built-in DQ, Enrichment and DQ
Firewall

Integration with the data catalog
and business glossary



Powerful business UI

Browse master and external
data, discover data relationships

Create and edit

Deal with DQ issues and
matching proposals

Export data

Fast, reliable data processing



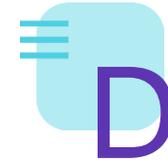
Built for scale

Acquire and process any data volumes from various sources simultaneously and in real time.



High availability

Deploy in various high availability modes for reliable operation in any environment.



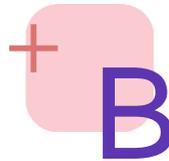
Deploy anywhere

Deploy in the cloud, on premises, or in hybrid mode.



Flexible integration

Integrate and provide data in a variety of styles: batch, streaming, messaging, online (synchronous and asynchronous).



Big data support

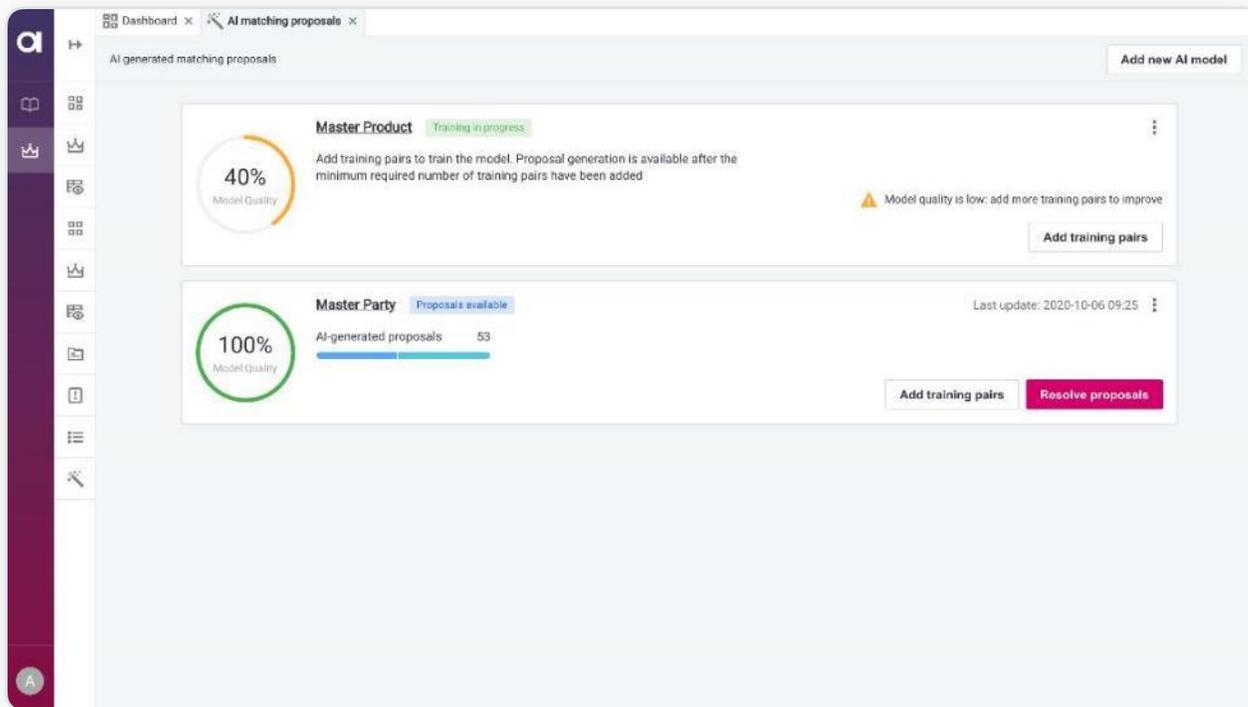
Connect to data lakes and big data platforms, run natively on distributed clusters.



Disaster recovery

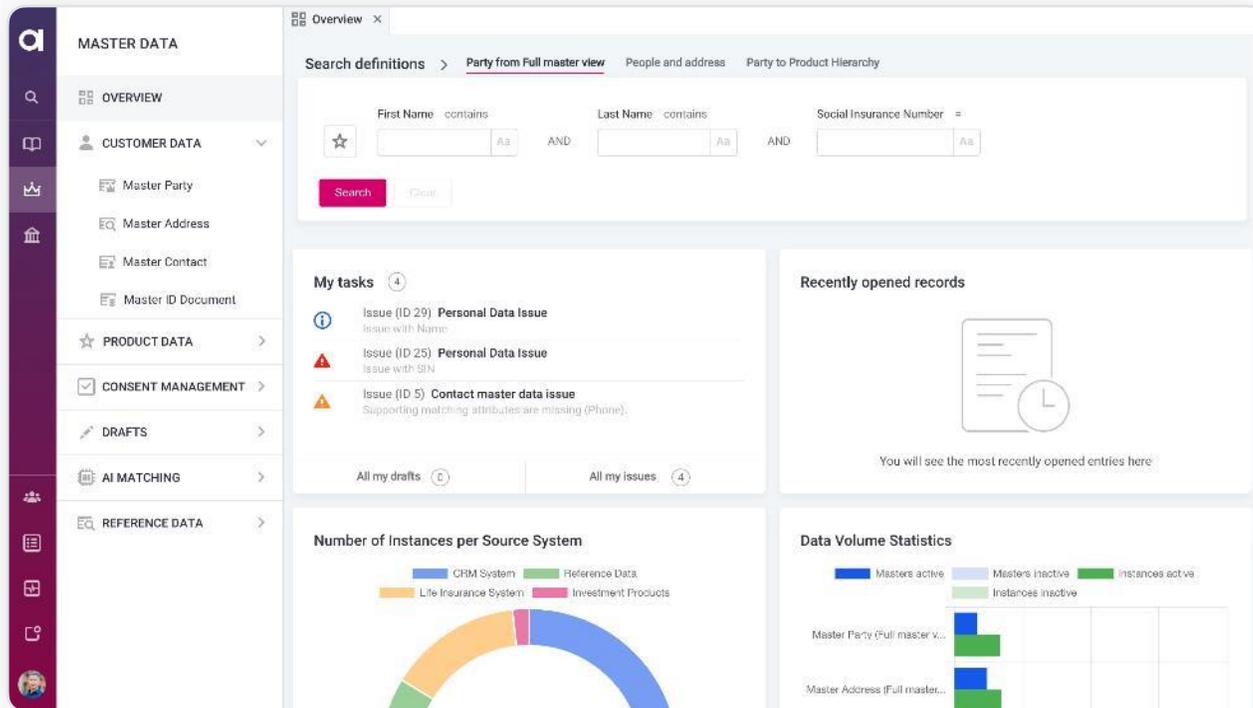
Guaranteed data consistency within the whole data pipeline as well as consistent data recovery in case of a system failure.

AI-powered matching



- > Get match and split proposals
- > Train the AI model to suggest matching rules
- > Get to a working solution faster

MDM Dashboard



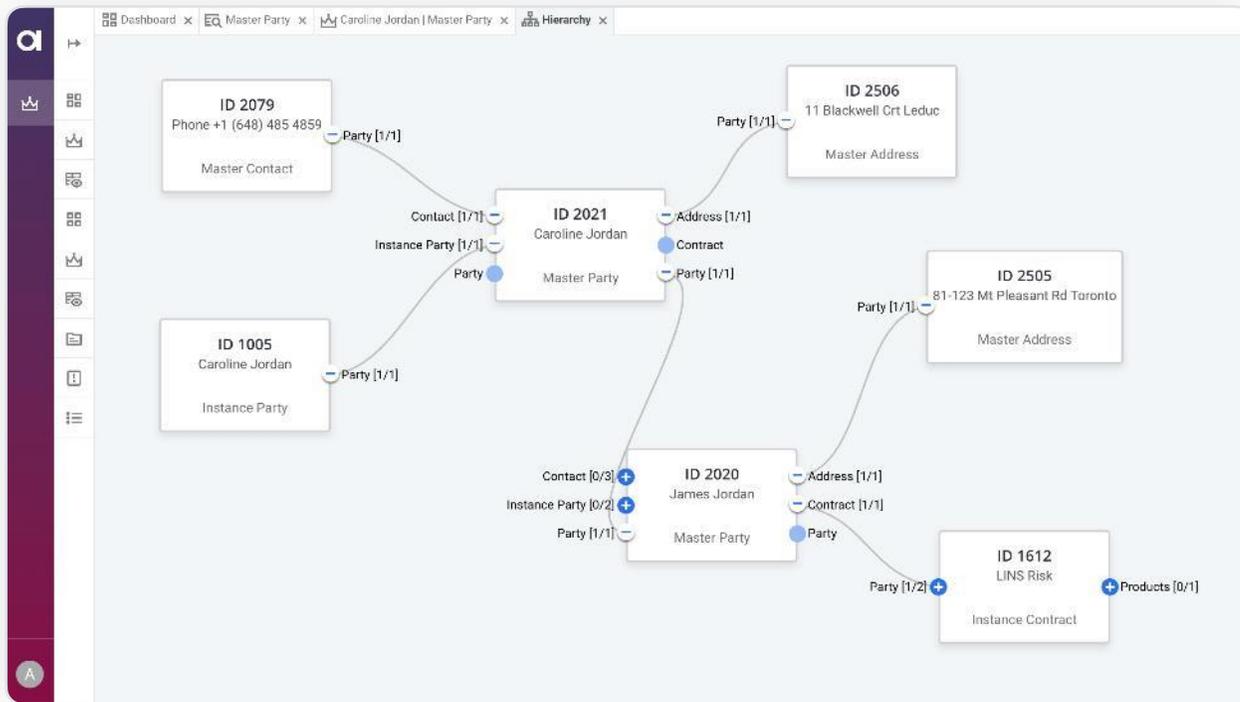
- > Configurable search templates
- > Get an overview of all data issues
- > Get back to unfinished work
- > See master data statistics

360° view of any data

The screenshot displays a user interface for managing customer data. The left sidebar contains navigation menus for MASTER DATA, CUSTOMER DATA, PRODUCT DATA, CONSENT MANAGEMENT, DRAFTS, AI MATCHING, and REFERENCE DATA. The main content area shows the profile for 'John Smith (Master Party)'. It includes sections for Basic Party Information, Address, ID Document, External: Interactions, External: Email campaign, and Contact. A 'Suggested override' dialog box is open over the Personal ID field, showing a suggested value of 753679136342 and an original value of 753679136. The interface also features a top navigation bar with tabs for Dashboard, Master Party, and John Smith | Master Party, along with various action buttons like 'Discard changes' and 'Refresh data'.

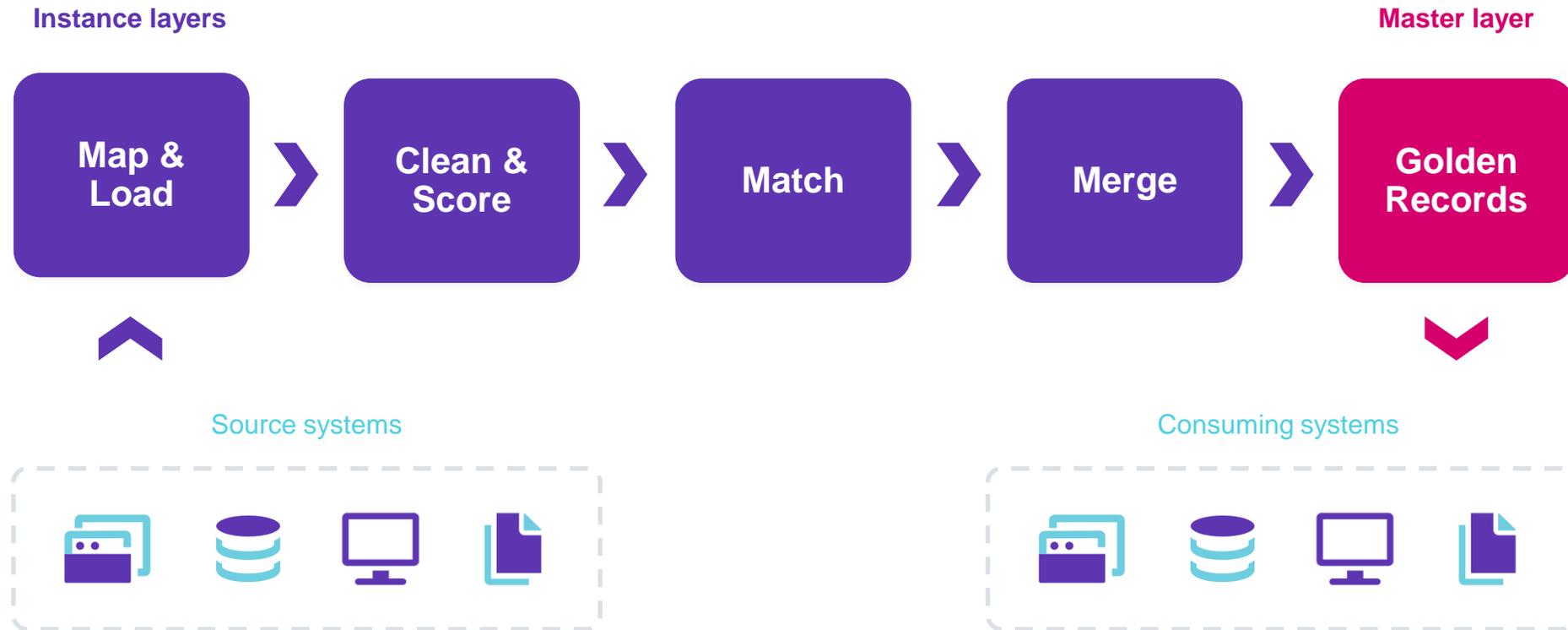
- View golden records with all related information including provenance
- Enrich with external data sources and unmastered data
- Edit and override values

Hierararchies

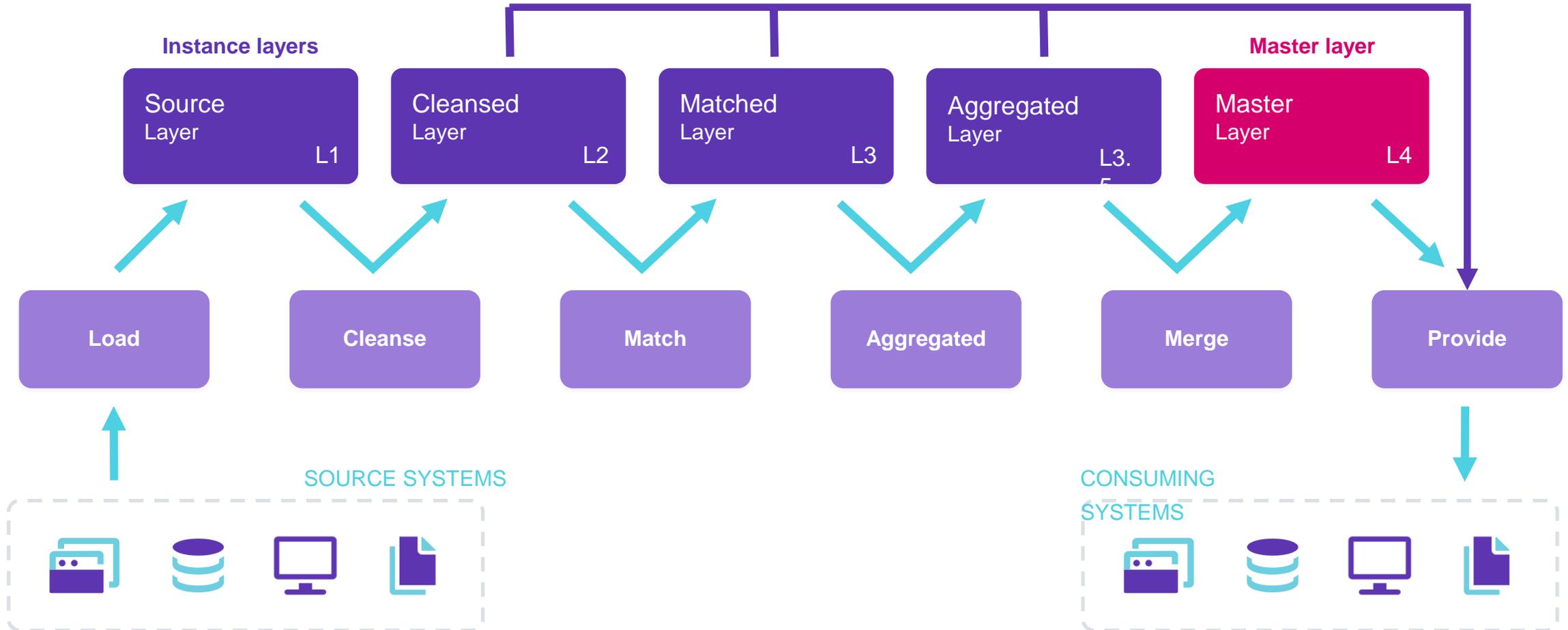


> View any record in a hierarchy with its relations

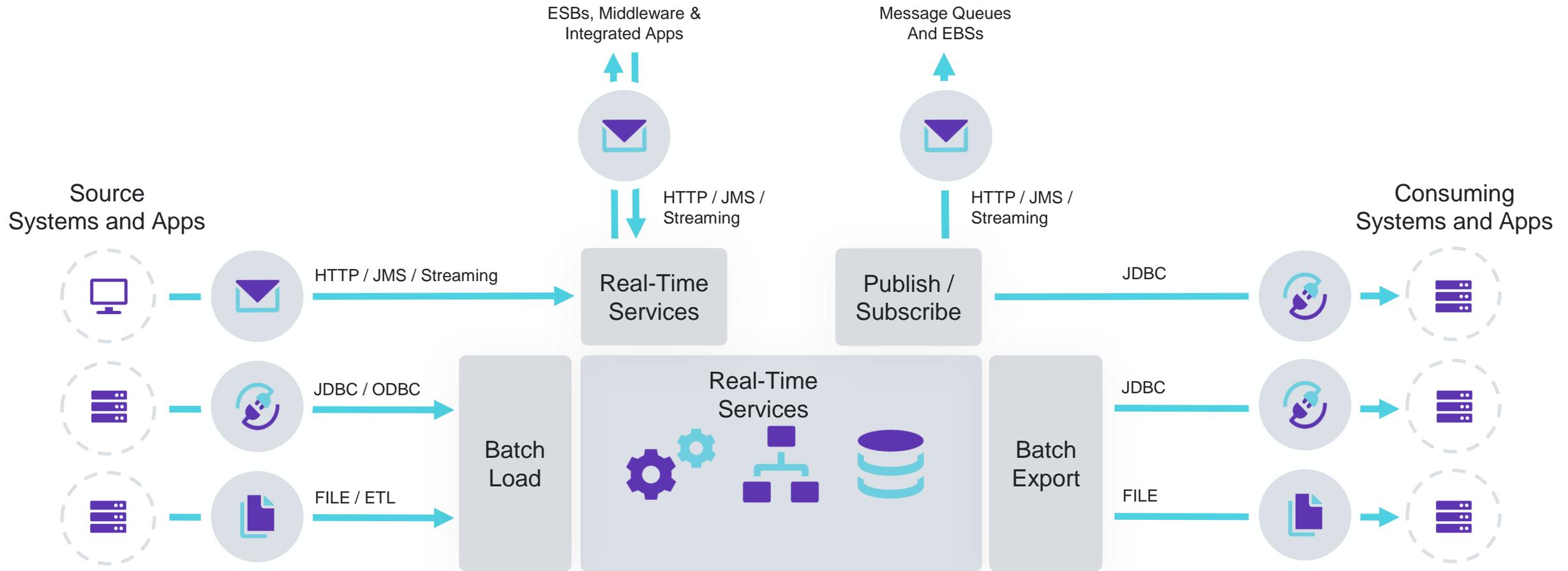
Data Layers & Processing



Data Layers & Processing



Integration Architecture



Break free from MDM style limitations

Dashboard x Master Party x John Smith | Master Party x

John Smith (Master Party)

Actions Copy link Hierarchy 3 3 1 Discard changes Refresh data

Basic Party Information

Party Id	2,031
Customer Type	Person
First Name	John
Last Name	Smith
Gender	Male
Birth Date	1976-06-24
Personal ID	753679136342

Address

Type	Street	City	State
Residential	81-123 Mt Pleasant Rd	Toronto	Ontario
Residential	1000 Queen Street East	Toronto	Ontario

ID Document

ID Card	3213232231
---------	------------

External: Email campaign

Email	Email (subject)
john@startup.com	2019 Sing-a-long with new products
john@startup.com	Easter is coming

Suggested override

Suggested override	753679136342
Original value	753679136



MASTER DATA



OVERVIEW



CUSTOMER DATA



Master Party



Master Address



Master Contact



Master ID Document

PRODUCT DATA

CONSENT MANAGEMENT

DRAFTS

AI MATCHING

REFERENCE DATA

John Smith (Master Party)

Actions

Copy link

Hierarchy

3

3

1

Discard changes

Refresh data

Basic Party Information

View golden record information

Party Id: 2,031

Customer Type: Person

First Name: John

Last Name: Smith

Gender:

Birth Date:

Personal ID: 753679136342

Edit consolidated data

Suggested override

Suggested override: 753679136342

Original value: 753679136

Type	Street	City	State
Residential	81-123 Mt Pleasant Rd	Toronto	Ontario
Residential	1000 Queen Street East	Toronto	Ontario

ID Document

ID Card: 3213232231

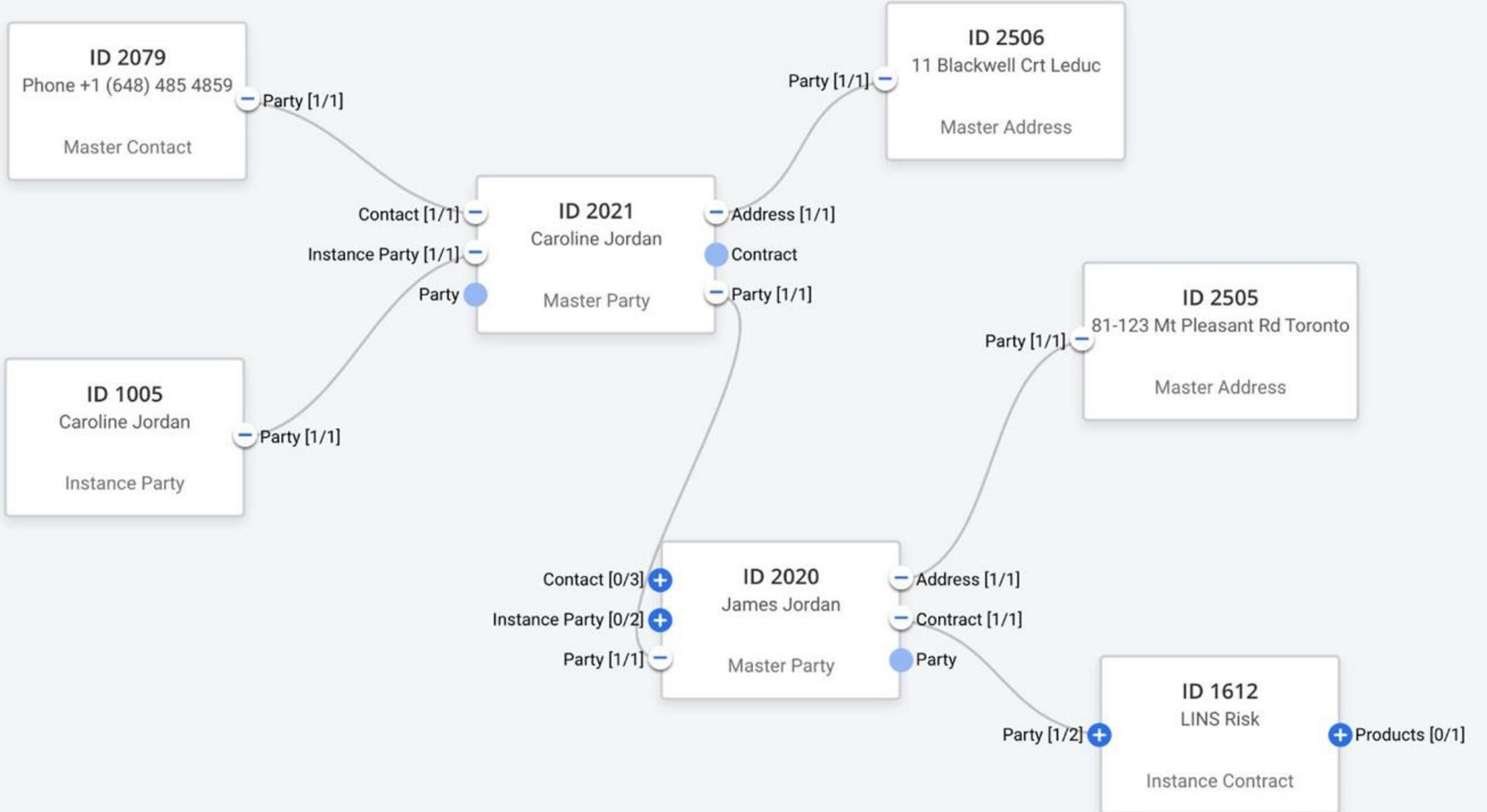
External: Email campaign

External: Email campaign

Email	Email (subject)
john@startup.com	2019 Sing-a-long with new products
john@startup.com	Easter is coming
john@startup.com	AI that thinks about you 20/20 times in a year

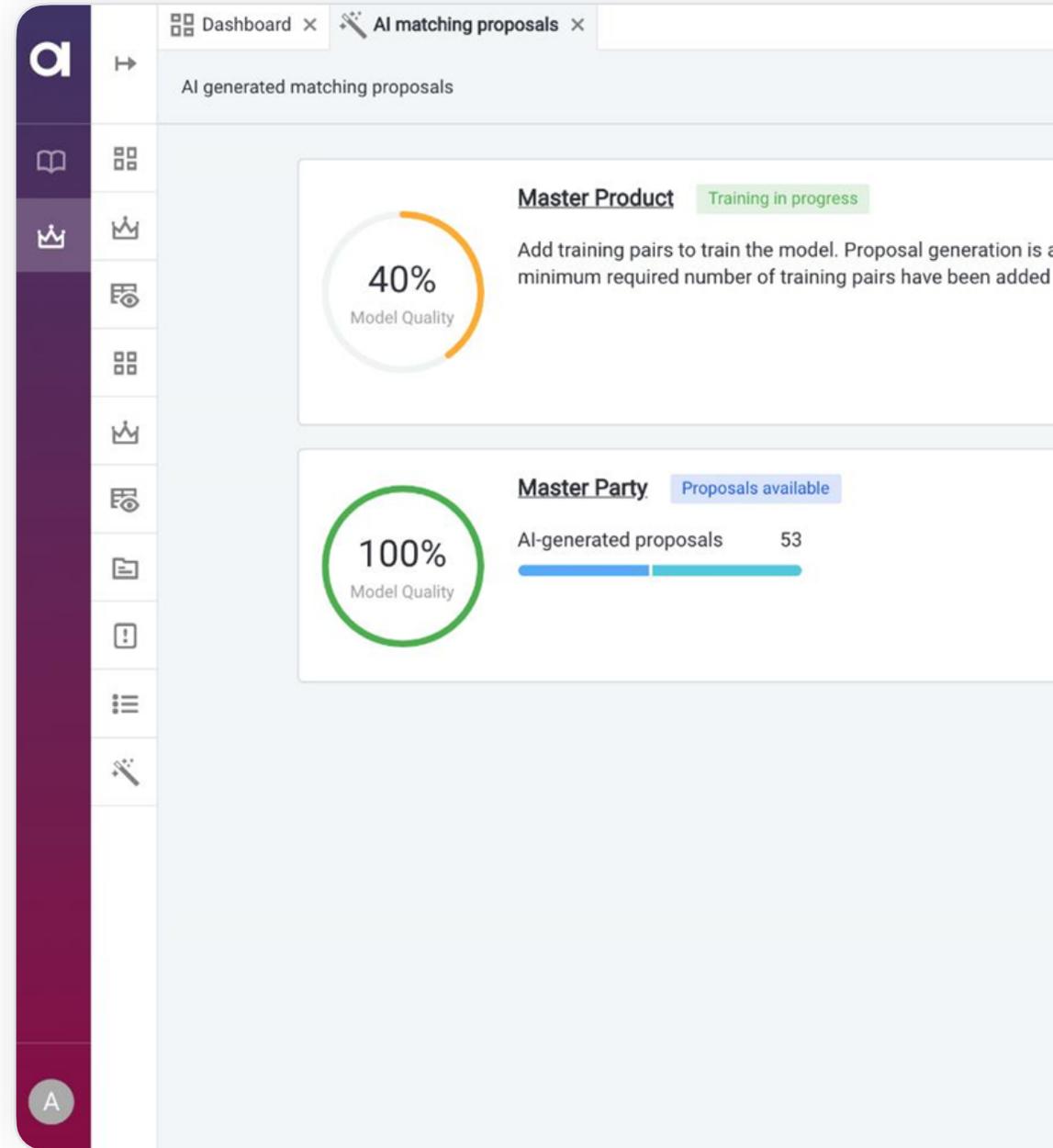
Contact

Email address: john@startup.com





Self-improving



AI matching

The screenshot displays a software interface for AI matching. On the left is a sidebar with a search icon and a menu containing 'MASTER DATA', 'OVERVIEW', 'CUSTOMER DATA' (with sub-items: Master Party, Master Address, Master Contact, Master ID Document), 'PRODUCT DATA', and 'CONSENT MANAGEMENT'. The main area has a breadcrumb trail: 'AI matching > Master Party > Generated suggestions'. Below this is a 'Matching Proposals' bar chart showing 'Merges' (dark blue) and 'Splits' (light blue). To the right is a 'Training state' bar chart showing 'Match pairs' (purple). Below the charts is a 'Rules Suggestions' table with columns for Name, Accuracy, Key attributes, and Number of. The table lists two suggestions: 'first_name + last_name' (83% accuracy, key attribute 'address_set', 21 items) and 'contact+doc' (72% accuracy, key attribute 'contact_set', 43 items). On the right side, a detailed view for the 'first_name + last_name' rule is shown, featuring an 'Assign' button, a description: 'Matching rule proposal generated. Evaluate implementation and possibly debug it before application.', and a 'Rule Implementation' table with columns for Attribute, Distance, and Reliance. The implementation table shows 'first_name' with a distance of <= 0.25 and a reliance of 183, and 'last_name' with a distance of > 2.05 and a reliance of 14. Below this is a 'Key Attributes' section.

Dashboard > AI matching > Master Party > Generated suggestions

Matching Proposals

Training state

■ Merges ■ Splits

■ Match pairs

Master Party > Matching Proposals Rules Suggestions

Filter by Key Attribute Accuracy

Name	Accuracy	Key attributes	Number of
<input type="checkbox"/> first_name + last_name	83%	<input type="checkbox"/> address_set	21
<input type="checkbox"/> contact+doc	72%	<input type="checkbox"/> contact_set	43

first_name + last_name

Assign

Matching rule proposal generated. Evaluate implementation and possibly debug it before application.

Rule Implementation

Attribute	Distance	Reliance
<input type="checkbox"/> first_name	<= 0.25	183
<input type="checkbox"/> last_name	> 2.05	14

Key Attributes

Attribute	Function	Separator Set
-----------	----------	---------------

MASTER DATA

OVERVIEW

CUSTOMER DATA

Master Party

Master Address

Master Contact

Master ID Document

PRODUCT DATA

CONSENT MANAGEMENT

DRAFTS

AI MATCHING

REFERENCE DATA

AI matching > Master Party > Generated suggestions

Matching Proposals



Merges Splits

Training state



Match pairs

Master Party > Matching Proposals Rules Suggestions

Filter by Key Attribute

Accuracy

<input type="checkbox"/>	Name	Accuracy	Key attributes	Number of
<input type="checkbox"/>	<u>first_name + last_name</u>	83%	<input type="checkbox"/> <u>address_set</u>	21
<input type="checkbox"/>	<u>contact+doc</u>	72%	<input type="checkbox"/> <u>contact_set</u>	43
<input type="checkbox"/>	<u>PID</u>	64%	<input type="checkbox"/> <u>person_id</u>	11

first_name + last_name

Assign

Matching rule proposal generated. Even though it is not yet applied, you can debug it before application.

Rule Implementation

Attribute	Distance
<input type="checkbox"/> <u>first_name</u>	<= 0.25
<input type="checkbox"/> <u>last_name</u>	> 2.05

Key Attributes

Attribute	Function
<input type="checkbox"/> <u>address_set</u>	sortedAcrony

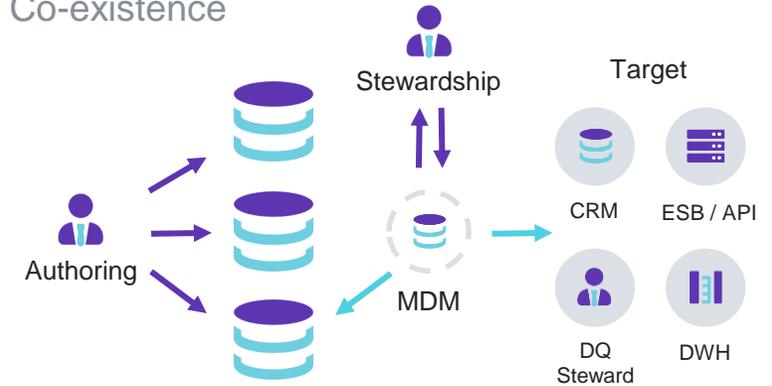
Master Data Management Styles



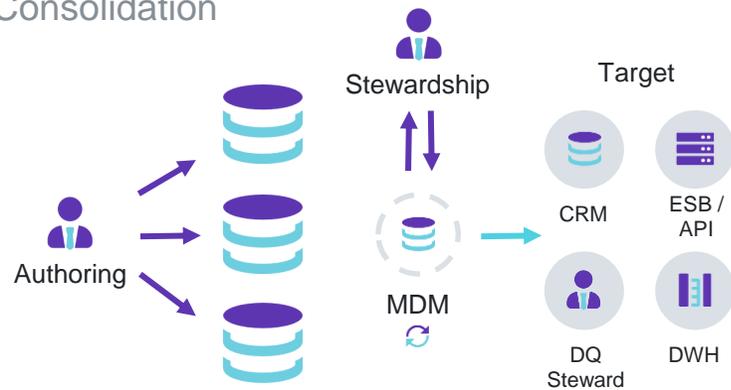
Registry



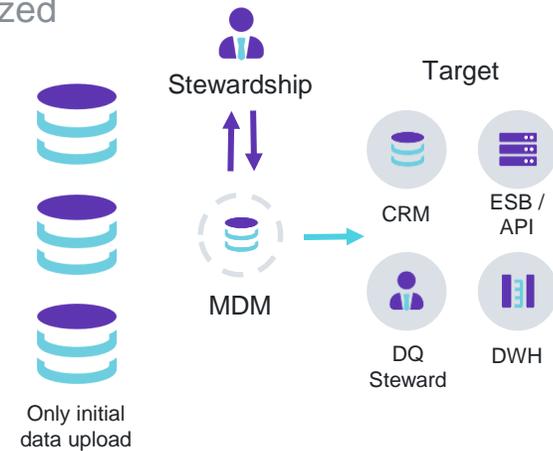
Co-existence



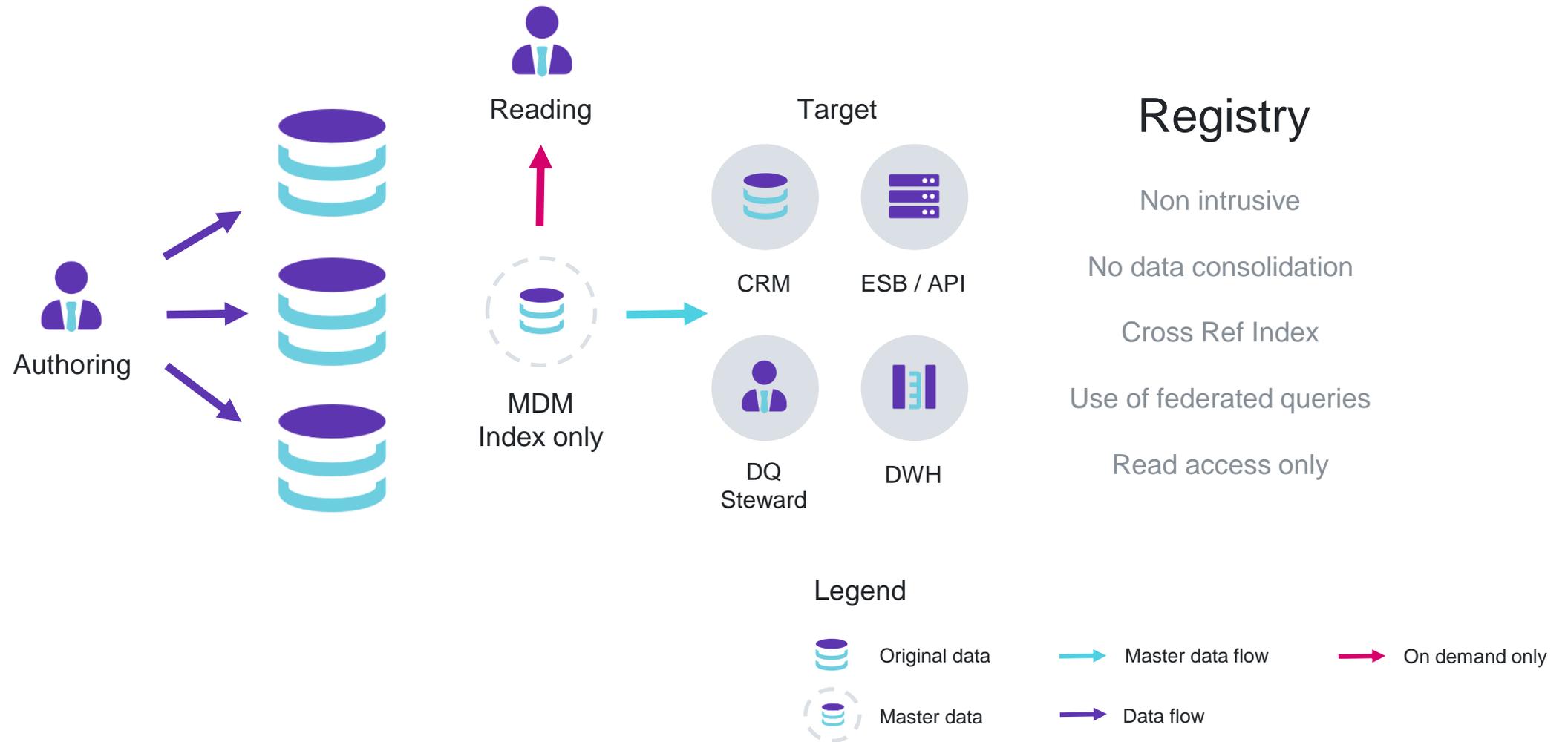
Consolidation



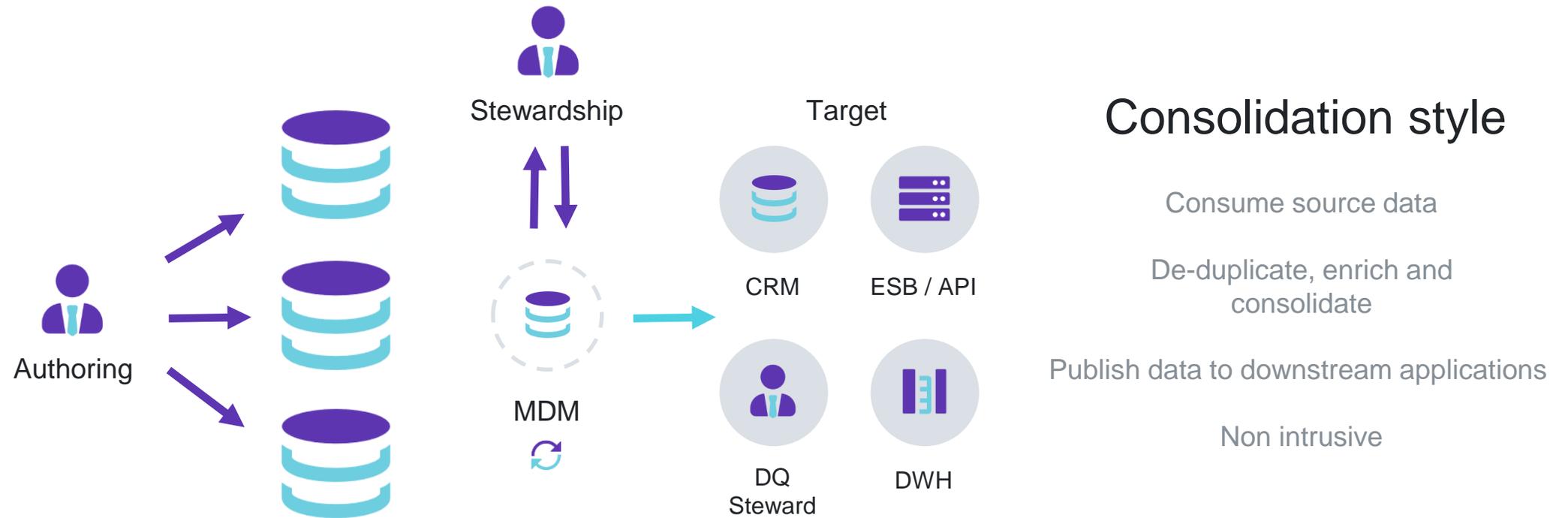
Centralized



Master Data Management Styles



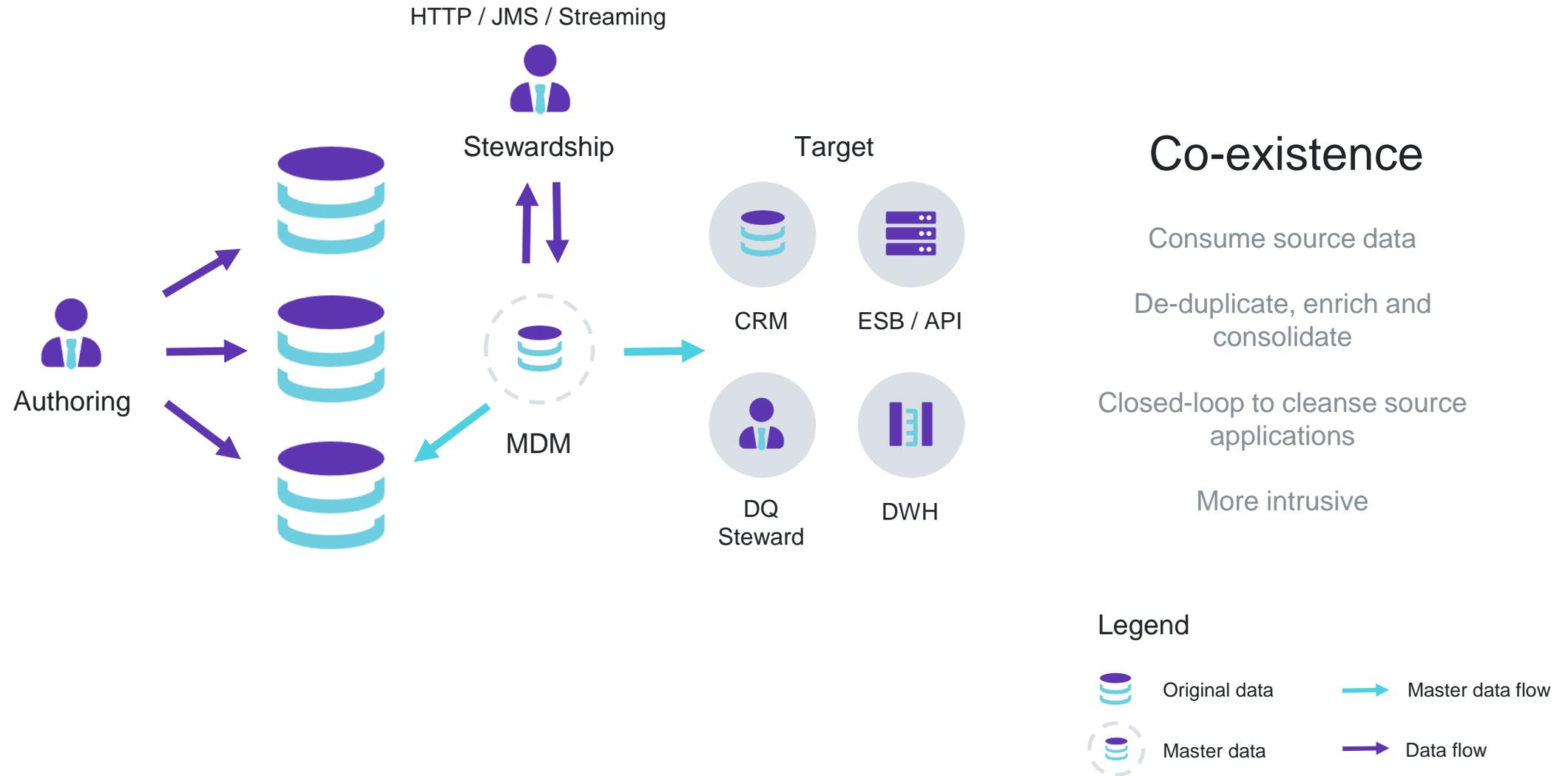
Master Data Management Styles



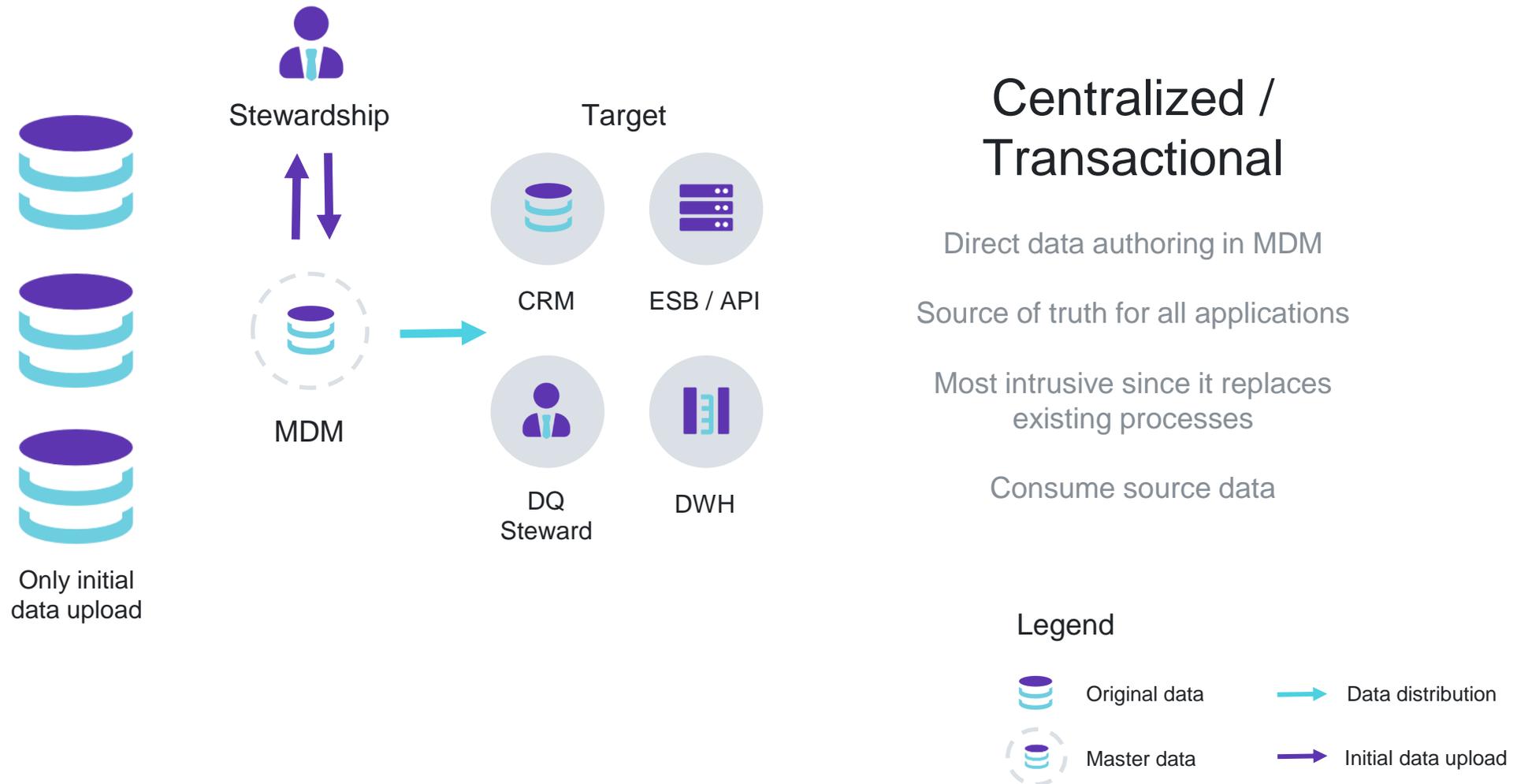
Legend



Master Data Management Styles

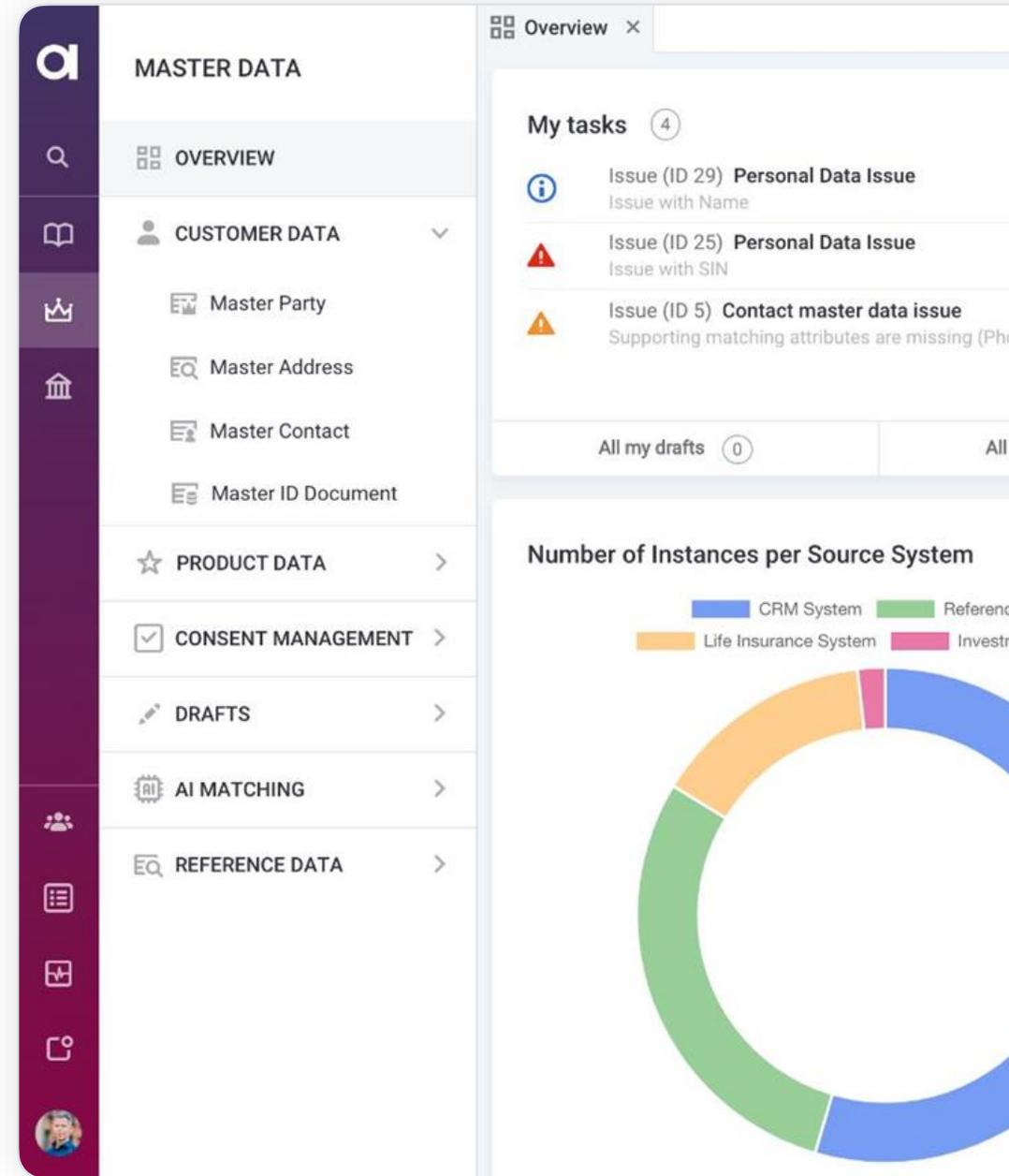


Master Data Management Styles



User-friendly UI
AI

Embedded best
practices
Rich metadata
repository



- Data Profiling
- Data Quality Management
- Business Glossary

Home > Knowledge Catalog

Data Assets

with **Customer**

<input type="checkbox"/>	Name	Terms	Data Quality
<input type="checkbox"/>	Master customer	PII Customer	<div style="width: 100%;"><div style="width: 90%;"></div></div>
<input type="checkbox"/>	Master person	PII Customer Employee	<div style="width: 100%;"><div style="width: 90%;"></div></div>
<input type="checkbox"/>	customer_full	PII Customer	<div style="width: 100%;"><div style="width: 95%;"></div></div>
<input type="checkbox"/>	Customers 2019	PII Customer	<div style="width: 100%;"><div style="width: 95%;"></div></div>
<input type="checkbox"/>	Customer campaigns	Customer Campaign	<div style="width: 100%;"><div style="width: 95%;"></div></div>
<input type="checkbox"/>	cstomers_2019_ext	PII Customer	<div style="width: 100%;"><div style="width: 95%;"></div></div>
<input type="checkbox"/>	Person	Customer Employee	<div style="width: 100%;"><div style="width: 90%;"></div></div>
<input type="checkbox"/>	src_person	PII Customer Employee	<div style="width: 100%;"><div style="width: 90%;"></div></div>

It is 96% likely that these catalog items are related.

products_ext_2020

# id	Customer Type
T summary	Gender
O price	Customer ID
T description	Customer ID
T supplier	Gender

96%

customers_orders

Orders

# id	
# customer_id	Customer ID
order_date	Date
paid_date	Date
shipped_date	Date
# total_price	Price
T special_instructions	
T consignment_no	
T comments	

customers

Customer

# id	Customer ID
# first_name	First name
middle_name	
surname	Surname
date_of_birth	Date of birth
# phone_no	Phone number
T mobile_no	Phone number
T email	Email
T comments	

orders_statuses

# id	
# customerorder_id	
status_date	Date
status_code	
comments	

Reference Data Management

Reference Data

CODE

SYMBOL

BHR



No more spreadsheets, back-and-forth emails, or SQL nightmares.

Fully Featured RDM



Centralized approach

Create, update and manage reference data across the entire organization

Initial import from spreadsheets and other systems



Governance

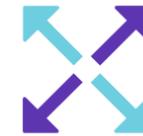
Flexible workflows

Built-in DQ

Built-in enrichment

Detailed audit

Data versioning



Integration options

Two-way synchronization

On-demand and scheduled export

Data APIs

Use cases



Reporting & analytics

Provide duplicate-free accurate categories



Data integration & warehousing

Maintain mappings between codes used in different systems



Operational uses

Provide reference data to core systems, such as ERPs.

UI for data stewards

The screenshot displays a data stewardship interface. On the left is a vertical sidebar with navigation icons and labels: MASTER DATA, OVERVIEW, CUSTOMER DATA, PRODUCT DATA, CONSENT MANAGEMENT, DRAFTS, AI MATCHING, REFERENCE DATA (with sub-items Categories, Tables, 102: Branch, 127: City, 128: Region, Views, Data sets, Hierarchies), and a user profile icon at the bottom. The main area shows a table titled '102: Branch' with a filter overlay. The filter overlay includes a search bar with '345' and 'Toronto', an 'AND' operator, and buttons for 'Filter', 'Clear', 'Discard', and 'Save'. The table below has columns: [Id], [Gid], [State], [Valid], Name, Code, Branch Manager, and Phone. The table contains 16 rows of data, with the first row being: 1, 2, Fill in, valid, Bayfield & Heather, Barrie010, Dieter Koenig, (323) 465.

[Id]	[Gid]	[State]	[Valid]	Name	Code	Branch Manager	Phone
1	2	Fill in	valid	Bayfield & Heather	Barrie010	Dieter Koenig	(323) 465
2	10	Review Product	valid	Mayfield & Highway 10	Brampton050	Gregory K Thoben	(226) 436
4	18		valid	Locke & Main	Hamilton020	Arletta Bricker	(541) 234
5	20	Fill in	valid	Shoppers Warden	Markham010	John Smith	(647) 224
6	24	Edited	valid	Winston Churchill & Argentinia	Milton030	Mr Franciskus Rober	(314) 567
7	25	Fill in	valid	Third Line & Dundas	Milton040	Mr Franciskus Rober	(213) 423
8	26		valid	Hwy 10 & Eglinton Ave	Mississauga010	Rodmann Strassburg	(432) 676
9	32		valid	Kennedy & Ellesmere	Scarborough010	Izaak Steinert	(518) 236
10	34	Fill in	valid	Progress & Grangeway	Scarborough020	Izaak Steinert	(239) 823
11	36	Fill in	valid	Eglinton & Warden	Toronto020	Augustin Noble	(226) 345
12	37		valid	Wynford	Toronto03	Augustin Noble	(234) 688
13	38	Edited	valid	Steeles & Laureleaf	Toronto 40	Augustin Noble	(345) 745
14	3		valid	Mapleview	Barrie020	Dieter Koenig	(647) 334
15	4	Edited	valid	Big Bay Barrow	Barrie030	Dieter Koenig	(647) 245
16	7		valid	Sunny Meadow & Bousfield	Brampton020	Gregory K Thoben	(510) 224

- Search and filter data
- Access data via categories, hierarchies, and custom view combining several tables
- Modify data in a governed workflow-based process
- Manage future record versions
- Access historical data snapshots

Hierarchy view

Product Line of Business

203: Product LOB (61)

- Asset Finance
- Current Accounts
 - 200: Product (rel: Product LOB) (12)
 - Current Account USD
 - Current Account EUR
 - Current Account GBP
 - Current Account CAD
 - Current Account CHF
 - Current Account JPY
 - Current Corporate Account USD
 - Current Corporate Account EUR
 - Current Corporate Account GBP
 - Current Corporate Account CAD
 - Current Corporate Account CHF
 - Current Corporate Account JPY

Hierarchical data of table 'Product LOB' referenced by relation 'Product LOB'

Hierarchy detail: no entity selected Filter

[State]	[Valid]	GUID	Product Code	Preferred Name	Long Name	Short Name	Abbreviation	Currency Code	Product Division Code	Product Group Code	Product LOB Code
valid		01_PTJP...	PRC1380	Current Account USD	Current Acoun...	PRC1380	PRC1380	USD	PB	ACC	CA
valid		01_PTJP...	PRC1390	Current Account EUR	Current Acoun...	PRC1390	PRC1390	EUR	PB	ACC	CA
valid		01_PTJP...	PRC1400	Current Account GBP	Current Acoun...	PRC1400	PRC1400	GBP	PB	ACC	CA
valid		01_PTJP...	PRC1410	Current Account CAD	Current Acoun...	PRC1410	PRC1410	CAD	PB	ACC	CA
valid		01_PTJP...	PRC1420	Current Account CHF	Current Acoun...	PRC1420	PRC1420	CHF	PB	ACC	CA
valid		01_PTJP...	PRC1430	Current Account JPY	Current Acoun...	PRC1430	PRC1430	JPY	PB	ACC	CA
valid		01_PTJP...	PRC1440	Current Corporate ...	Current Corpo...	PRC1440	PRC1440	USD	CB	ACC	CA
valid		01_PTJP...	PRC1450	Current Corporate ...	Current Corpo...	PRC1450	PRC1450	EUR	CB	ACC	CA

- Explore dictionary hierarchies and preview data
- Directly create and modify data from within hierarchies

DQ validations



Unique keys

- Simple/Composite



Domain validations

- Can use regular expressions, length & values restrictions



SQL validations

- Uses SQL expressions
- Can access any record in any table
- Aggregate functions available



Relationships

- Allowed values can be stored in a table
- Easy modification by data stewards if needed



Expression validations

- Uses Ataccama ONE expressions
- Can access any column of the given record



Web service validations

- Uses Ataccama ONE steps
- Can access almost anything