

Master Data Presentation

World View of Data

How it affects your organization

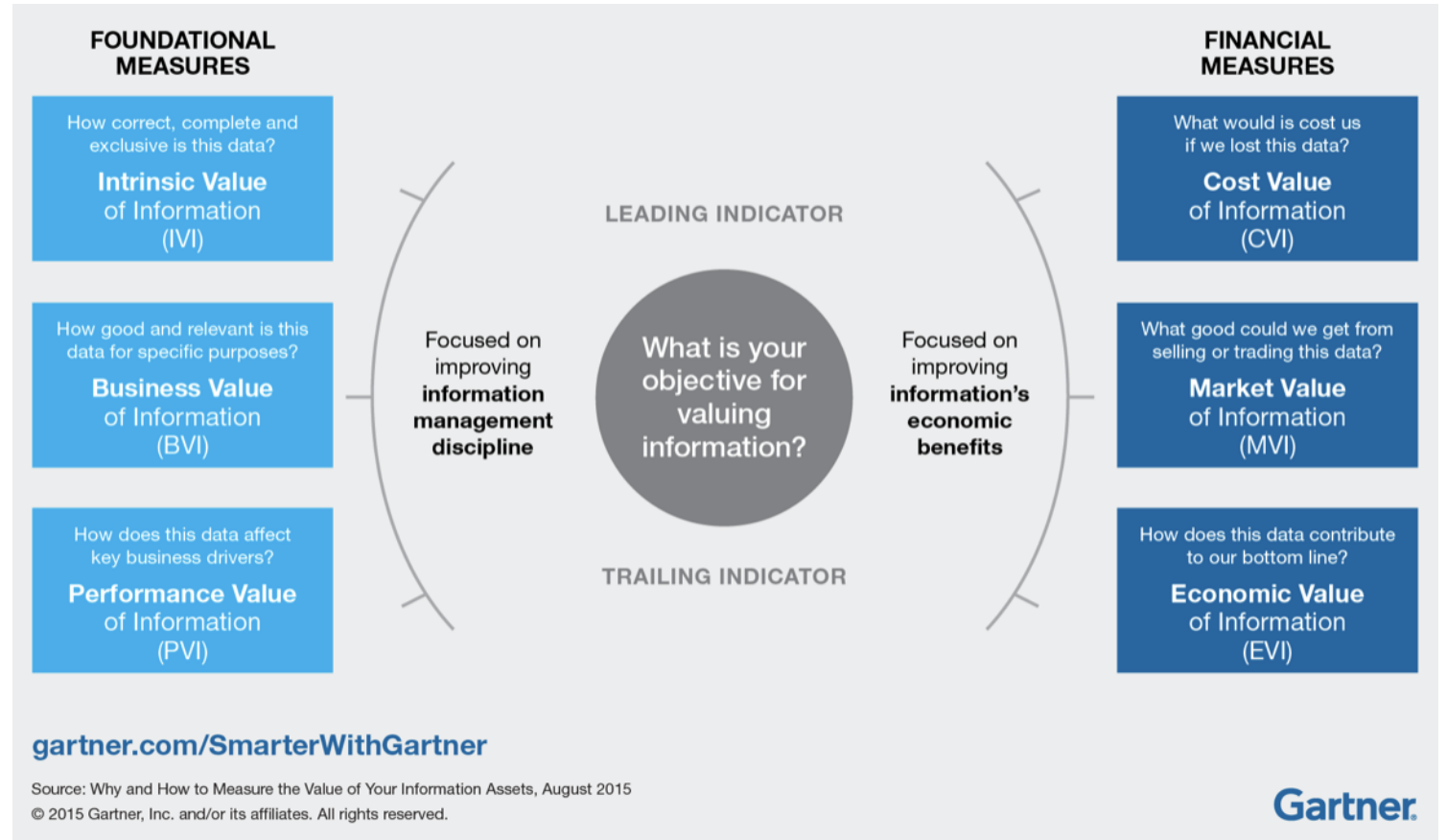


World View of Data Management

MDM is not a new concept, Gartner has been researching data as an asset for over a decade.

Data is now a significant part of a companies valuation.

Data impacts every business function and is driving decisions through insight, hindsight and now foresight with AI/ML



How Does Data Impact Your Organization

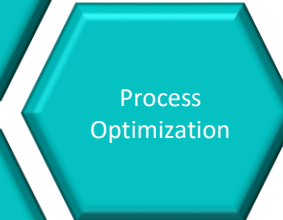
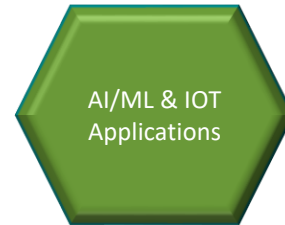


“Organizations may build their businesses on data, but they don’t necessarily manage it well”

- Gartner

Impacting the Enterprise DNA

sparkhound



“Is your business leveraging data to run efficiently, competitively, and timely?”

“Do the following issues hinder goals & objectives?”

From Data Users

- Ease of Use
- Poor Performance
- Data Quality
- Errors & Omissions

From IT

- Too many tools
- Tools don't meet needs
- Internal Skills
- Too many data systems

From Data Operations

- Accuracy of Data
- Too Much Excel
- Manual Data Processes
- Capability / Skills

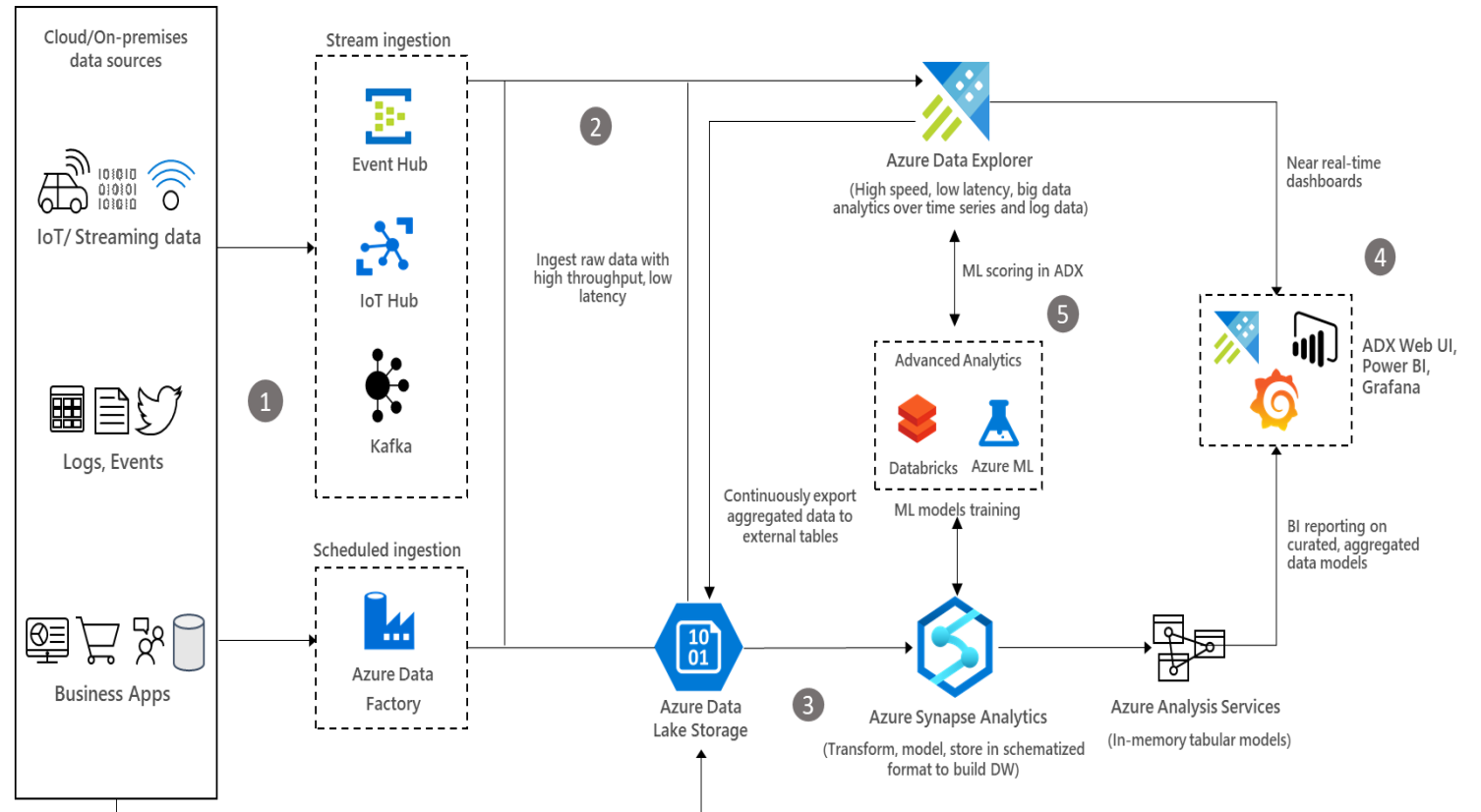
From Compliance

- Security Issues
- Regulatory
- Governance

Sample Data Mission Statement

A common data platform and architecture (ingestion, storage, and consumption) that will bring all our data together in a way that it can be shared and reported from using similar methods.

Data can be accessed timely, securely, reliably, and easily from and across the enterprise.



+Purview & MDM

Considerations for a Data Journey

“Don’t Boil The Ocean”

“Start Small Think Long Term”

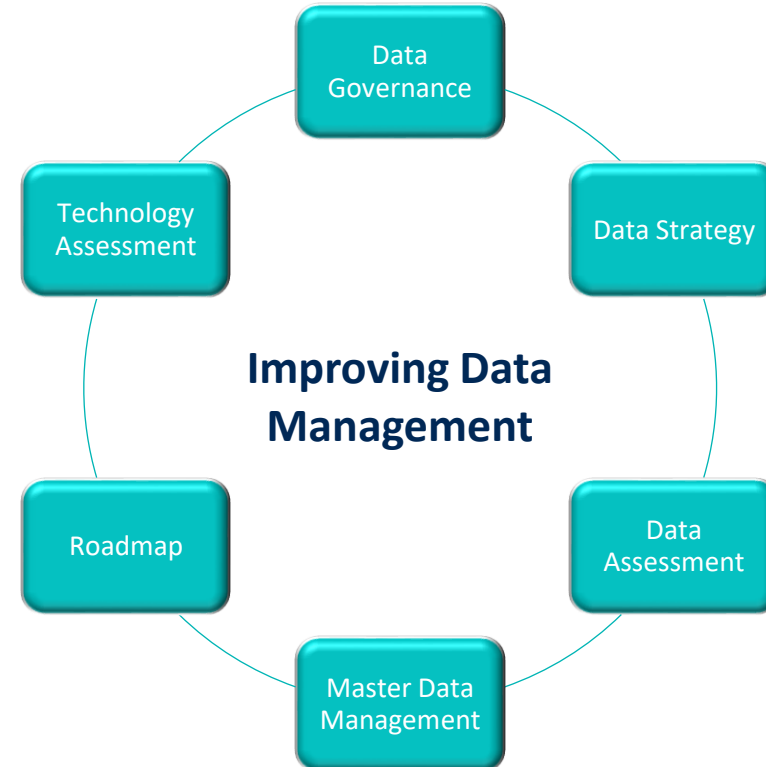
“Transition from Tactical to Strategic”

“Quality data is dependent on process, training and data management”

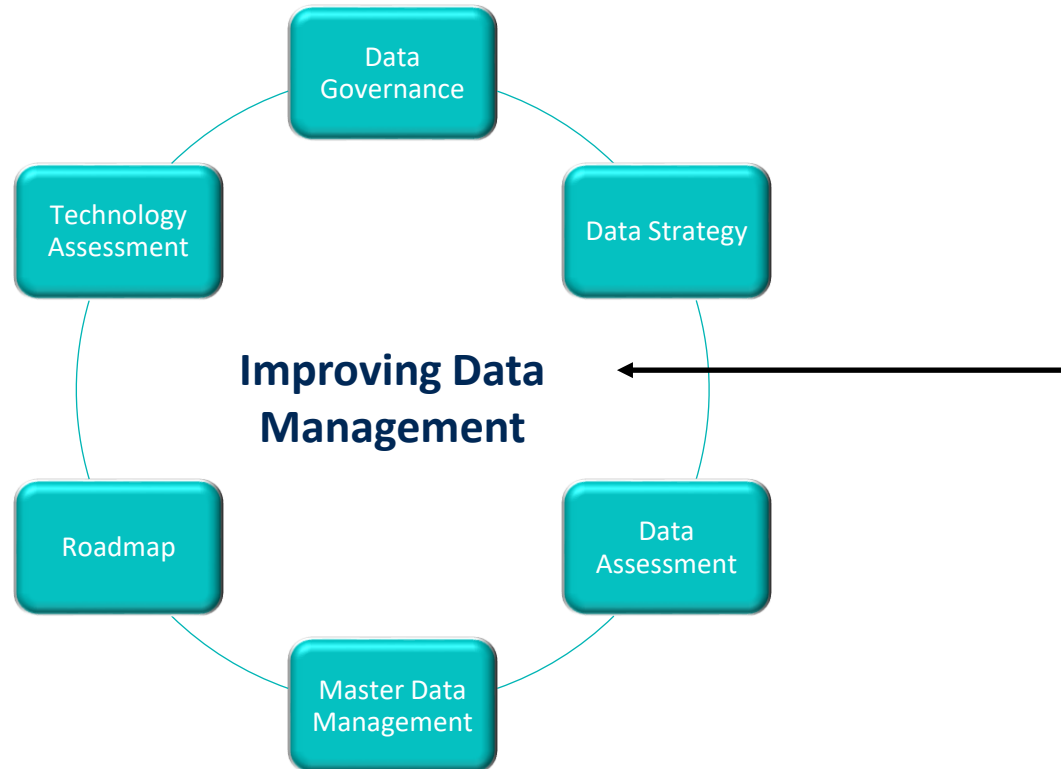
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The Data Journey



The Data Journey



Discussion

What Are Your Goals for MDM?

What Areas of Improvement are Needed?

What Are Your Immediate & Long Term Needs?

Next Steps based on Services Needed

- Additional Discussions
- LOE/SOW Quote on Selected Services and Scope
- LOE/SOW on Immediate Needs
- Additional Detail on Selected Services



MDM Domains

How do we apply MDM – Getting into the Details

Product Domain Overview

Business Challenges

Integrating the product lifecycle processes and the single source of the truth data record

Designing a true to best practices Primary Hierarchy

Sharing the right data with the right people, nothing more nothing less

Comprehensive product view complete with multidirectional referencing (metadata, digital assets, documents, cross and up sell, etc)

- ◆ **Primary and Alternate Hierarchies** – Business Units across an organization will inevitably look at products in different ways. ATOMM provides a true Primary Hierarchy with the added ability to build as many Alternate Hierarchies as desired.
- ◆ **Data Maintenance** – From workflows of all levels of complexity, group based roles and responsibilities, CRUD permissions and core and advanced reporting functions, your organization can follow a product from onboarding to sunsetting with a fine tooth comb.
- ◆ **Syndication** – Whether you need to update a product catalogue (digital or print), feed a live website, or keep your distributors and/or retail locations up to date with the latest products, syndication will always be one of the core components to a good Product Data Management solution. So, configure real-time or batch updates with the out of the box options for sftp and ftp file transfer, or build direct API integrations for the situations that call for a stronger handshake.

Customer Domain Overview

Business Challenges

Customer data is typically captured in a multitude of ungoverned ways creating high quantities of duplicates and unusable records

Customer data can account for very large numbers of records making holistic analysis difficult

Modern customer experience standards are set very high due to platforms like Amazon

- ◆ **Matching Linking and Profiling**—Bolster your business rules with true data governance practices by configuring end to end processes to catch duplicates before they ever happen.
- ◆ **Predictive Algorithms**—Investigate the data you have for crucial insights about your customers and their purchasing habits. Using sophisticated reporting capabilities, we deploy business rules integrated directly into the customer experience. Making recommendations for cross and up sell, as well as utilizing AI driven Shopping Carts that can be prepopulated based on customer purchasing history, and even take that a step further by integrating that data into your inventory management systems to ensure that your business is ready across the board.
- ◆ **Customer 360**—The Customer 360 view is a comprehensive integration of customer, product, industry, and other reference data that can be analyzed as a single record. With the ability to configure variable and numerous dashboards for each business unit, ATOMM’s version of the Customer 360 view is like having x-ray vision into your business today and a time machine that can predict the future.

Supplier/Vendor Domain Overview

Business Challenges

Each supplier/vendor will have a different requirements and standards for sharing or receiving data.

Maintaining data and coordinating changes across a broad network is never easy.

Product orders can fail or be delayed due to a lack of inventory visibility.

- ◆ **Alternate Hierarchies** – While your primary data hierarchies enable you to maintain data in the most logical structure, your supplier/vendor network can live in an alternate hierarchy to enable seamless integrations.
- ◆ **Notifications and Updates Workflow** – Communicate directly with one or multiple of the supplies/vendors in your network to ensure that data changes and requirements are understood and enforced with simple processes including reviews, approvals and escalations.
- ◆ **Specialized Interface** – Expand and bolster the reach of your governance practices by providing your supplier/vendor network with a stripped down and easy to use interface.

Price/Cost Domain Overview

Transactional Data

Business Challenges

Transactional data types are nearly impossible to handle for traditional MDM tools due to the constant changes and real-time integration requirements.

- ◆ **No SQL Database**— The MongoDB foundations of ATOMM are robust enough to manage data of any type, including transactional data that bogs down and overwhelms static data management platforms with a constantly growing record count.
- ◆ **Real-Time and Near Real-Time Integrations**— When a price or cost changes, almost every system in your network will need to know. Without real-time synchronization, your business users will not be working with the updated information which can lead to many issues including overspending and undercharging.

Digital Asset Management

Business Challenges

Duplicate assets are often uploaded when users can't find what they are looking for or when the asset is used for multiple purposes

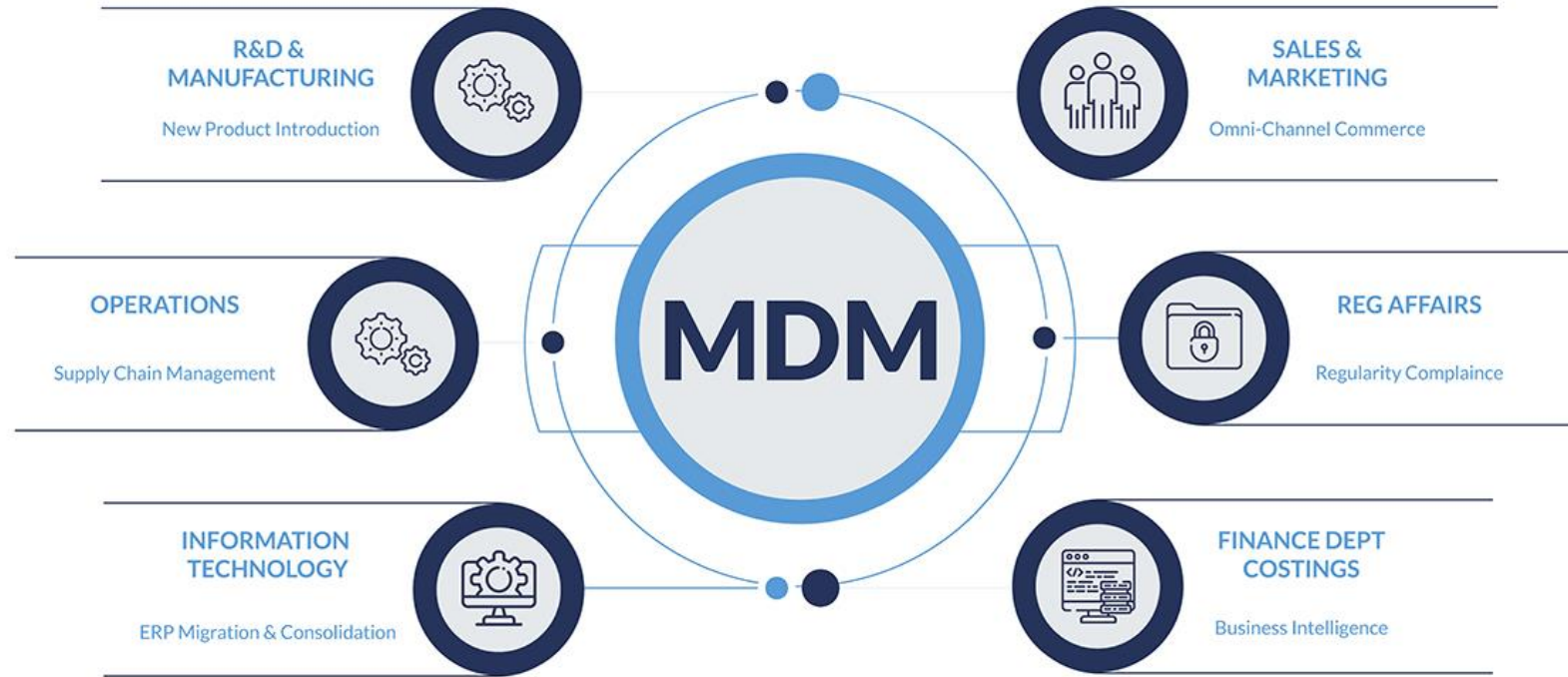
Every user does not need access to every asset, but all users need access to some assets.

- ◆ **Upload/Onboarding Workflow**– Govern the way that assets are uploaded and give users the ability to apply tags that enhance searchability.
- ◆ **Asset Referencing**– Link assets to the products, customers, vendors, etc with multi-directional referencing to enable your business model without requiring duplicate assets to be maintained.
- ◆ **Asset Governance** – Define the mime type, size and accessibility of every asset so ensure the solution is both efficient and secure.

Terminology & Technology

What are we talking about?

What is MDM



Master data management Wiki: ("MDM") is a technology-enabled discipline in which business and Information Technology ("IT") work together to ensure the uniformity, accuracy, stewardship, semantic consistency and accountability of the enterprise's official shared master data assets

Master data management Simplified: ("MDM") is a discipline that includes people, process and technology to better manage your data. This is technology enabled with standard operating procedures (SOP) and policies

Development Accelerator

An approach to software development that enables iterative solutioning by end users who are directly involved in the development process.

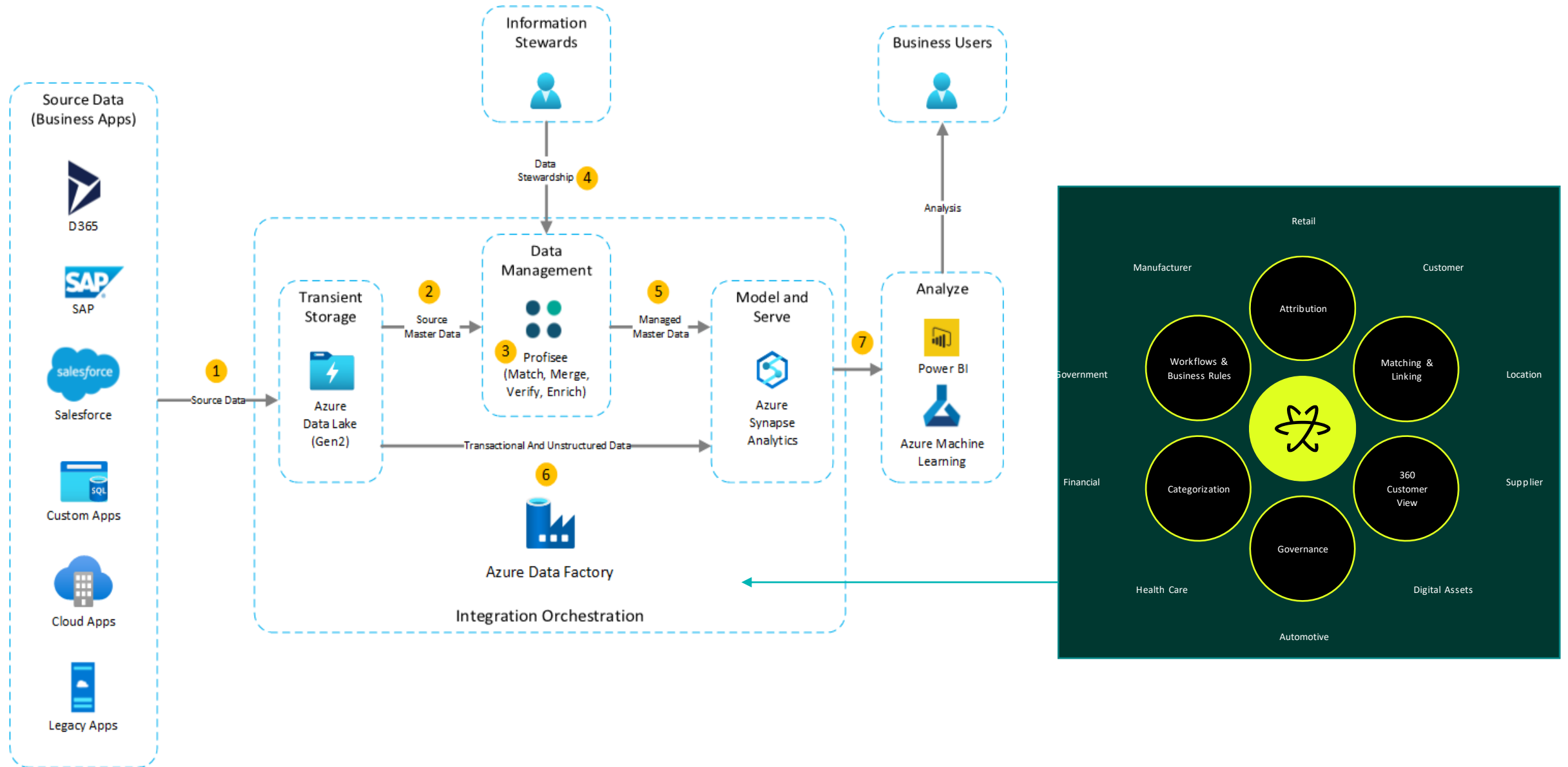


A platform or foundation to build from. It provides the ability to customize more easily with the set of tools and prebuilt software.

Microsoft Purview

Azure **Purview** is a unified data governance service that helps you manage and govern your on-premises, multicloud, and software-as-a-service (SaaS) data

Reference Architecture



Review Next Steps

Where do we go from here?

Next Steps based on Services Needed

- Additional Discussions
- LOE/SOW Quote on Selected Services and Scope
- LOE/SOW on Immediate Needs
- Additional Detail on Selected Services

Initial Effort Recommendation

6-8 Week Effort

- One Data Domain
- Infrastructure

Thank You

