

# Composite's Role in CDI-MDM

## Fill in the Missing Pieces in Your Master Data Strategy

### CDI-MDM VALUE IS COMPELLING

As information silos have proliferated over the years, the business case for improving control and leveraging your master data has become very compelling.

- \* **Customer Master Data.** Grow revenue by selling additional offerings to existing customers.
- \* **Product Master Data.** Increase supply chain efficiency by eliminating duplicate products.
- \* **Employee Master Data.** Improve employee retention and productivity by unifying personnel information.

### CDI-MDM APPLICATIONS PROVIDE MOST OF THE SOLUTION

A range of vendors including Siperian, DataFlux, Purisma, Initiate Systems, IBM, Oracle and SAP have responded to this demand with CDI-MDM applications that can provide the core of your CDI-MDM strategy.

However, these applications alone cannot fully support all your requirements. Complementary data integration solutions are needed to deal with the complexity of your disparate, siloed data. This is where Composite comes in.

### HOW COMPOSITE COMPLEMENTS CDI-MDM APPLICATIONS

It all starts with data. As you cleanse your data and build your master data hubs, Composite data integration accelerates the process by providing access to the critical data required. Once the hub is up and running, Composite provides even more value by federating your hub with additional transactional and historical data so you can get a complete single view of your customers, products, and employees.

### DELIVER COMPLETE, UP-TO-DATE SINGLE VIEWS

Business value comes when you use your hub to help deliver a single view of a customer, product, employee or other key business entity. However, the hub itself is typically just one data source along with a myriad of other related data.

Composite uses the hub to identify the locations of the related transactional and summarized data that continues to reside in dozens of other systems across the extended enterprise. Composite federates the rest of the data required to deliver a complete, single view of customers, products, employees, or nearly any master entity to business users, whenever they need it.

### BUILD CDI-MDM HUBS FROM DISPARATE SOURCES

The reason you are doing CDI-MDM in the first place is that you have disparate master data, duplicated and distributed across your extended enterprise. Whether you've chosen a master hub, dynamic registry or a hybrid of the two approaches to be the single source of the truth for your master data, the hub needs to access data wherever it currently lives.

Master data lives in disparate systems, some of which are very complex and difficult to access, such as SAP and other packaged applications. Composite provides non-invasive data access that lets you feed your hubs with the real-time data they require. And over time as you want to add new sources or change existing ones, Composite lets you to make these changes quickly and easily.

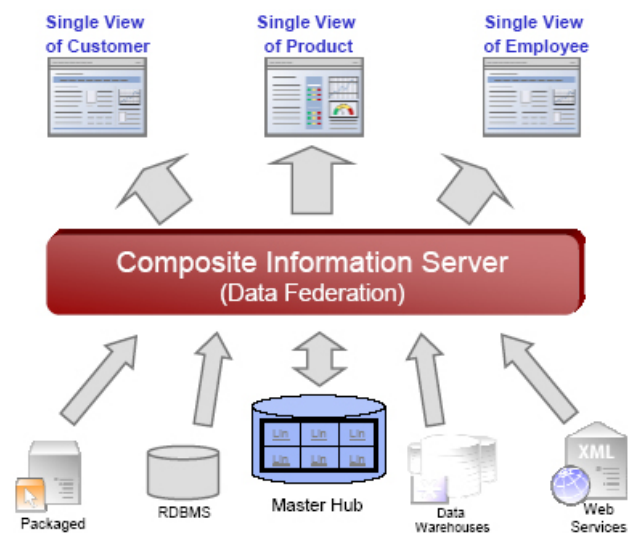


Figure 1. The Composite Information Server provides data federation capabilities that are required to deliver a single view to business users.

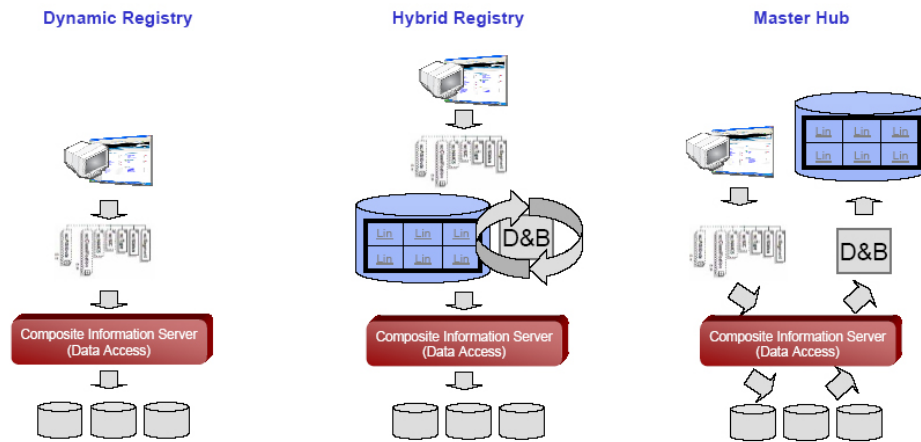


Figure 2. Composite provides data access capabilities required for building any variation of the master hub.

### DATA QUALITY STARTS WITH DATA ACCESS

Data access is the first step in a multi-step data quality process. Before you put data into the master hub, you must clean it to ensure that the version that goes into the hub is the most reliable version of the truth. The same is true with additional data you federate into your single views.

Data complexity is a huge contributor to poor data quality, especially when there are some many instances of master and related data. Data abstraction helps overcome this complexity by providing a common, version of the truth everyone can access and use in conjunction with a hub. The helps eliminate many of the “poor quality at the source” issues. Composite lets you easily access, abstract, and understand your master and related data.

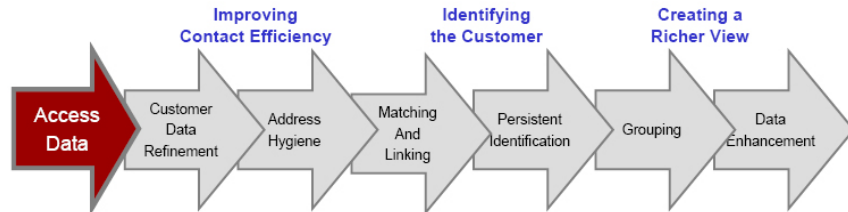


Figure 3. Data access is the first step in the data quality, data cleansing process.

### THE COMPOSITE ADVANTAGE

Composite’s CDI-MDM data integration solution leverages key Composite capabilities:

- \* **Virtualize data silos.** All your data appears in one logical location. Up to the minute. Readily available on demand.
- \* **Abstract away complexity.** Data the way your CDI-MDM solutions want to consume it. Easy to understand. Reusable.
- \* **Federate heterogeneous data.** Securely access and combine diverse operational and historical data. Provide single views and other composites. Query optimization for high performance.
- \* **Integrate SAP, Oracle EBS, PeopleSoft, Siebel, and Salesforce Data.** Leverage over 100+ data services for commonly used objects such as customers, invoices, shipments, and more. Beyond simple access. Packaged and certified.

### COMPOSITE DATA SERVICES IN ACTION

Composite is proven at innovative customers like Wall Street investment banks, large pharmaceuticals, and the US Federal Government. The following represent a few of the hundreds of use cases:

- \* **Single View of High Net-worth Customers.** Financial institutions enhance assets under management by provide multiple offerings to their top customers. Positions and trades data is often spread across numerous trading platforms. Bringing this data together improves the relationship
- \* **Single View of a Physician.** A single view of a physician can improve pharmaceutical sales effectiveness. A complete solution gathers physician information that is scattered throughout the organization and delivers it to a sales rep on demand, allowing you to make the right business decision concerning the doctor.
- \* **Single View of a “Person of Interest”.** Intelligence data spread across multiple intelligence agencies must be combined to provide analysts with a complete picture on persons of interest.

### THE BOTTOM LINE

Your enterprise recognizes that CDI-MDM can help raise revenues, reduce operating costs, increase efficiency, and more. Extending your current CDI-MDM applications to provide more complete single views, deploy sooner, and have better data quality radically improves your CDI-MDM value proposition. Only Composite provide additional single view and data access capabilities needed to fill this gap. With Composite you can fulfill your CDI-MDM data integration needs sooner, for less.

## COMPOSITE

### SOFTWARE

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