

IBM InfoSphere Master Data Management V11 Standard Edition



InfoSphere MDM Standard Edition Use Cases

- Call-center customer service
 - Claims/eligibility/Member 360
 - Customer loyalty programs
 - Federal/state/local citizen hub
 - Insurance underwriting
 - Law enforcement
 - Marketing campaigns
 - Mergers and acquisitions
 - Multichannel commerce
 - Operational efficiency
 - Pharmacy exchange
 - Risk and compliance
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Customer, product, account and other master data is often inaccurate, incomplete, missing or duplicated—resulting in inefficient, ineffective and costly business processes. In addition, the data is dispersed among many nonintegrated and siloed information repositories. Data volumes and varieties continue to grow exponentially, compounding the problem over time. IBM® InfoSphere® Master Data Management (MDM) creates trusted views and elevates the effectiveness of your most important business processes and applications, improving business results, lowering costs, reducing risk and enabling strategic agility.

InfoSphere MDM Standard Edition enables organizations to maintain a complete, highly accurate, real-time view of master data through a configurable, out-of-the-box solution. Standard Edition is designed to support registry (or virtual) style implementations, which offer quick time-to-value.

Highlights

- Virtual master registry to assemble a trusted, tailored view
- Workflow capabilities to implement policies and processes for data stewardship and data governance
- Flexible and extensible data model built for MDM
- Highly accurate probabilistic matching and search
- Policy management to author, monitor and enforce data quality
- Solutions framework to enable and enhance applications and processes with master data
- Data stewardship to inspect and resolve data quality issues
- Relationship and hierarchy management to manage household and B2B relationships
- Integrate with multiple batch and real-time options





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