

IMT INSIGHT:ID™

STRATEGIC FRAMEWORK FOR ADVANCED INSIGHTS AND MDM OPTIMIZATION

YOUR MASTER DATA PROGRAM IS A SUCCESS!

You have invested time and effort to collect the most critical data across operational and referential sources for your master data initiative. You have linked strategic data, identified and resolved duplicates and implemented a successful governance and stewardship program. Your mission critical processes now reap the benefits of a complete 360 view of master data. Perhaps you've matured from passive to active integration and confidently share that data with systems that rely on that data for better operations.

HOW YOUR MASTER CAN DATA CHANGE

Master data isn't static. As new systems come online and existing systems are upgraded, the composition and quality of your master data can shift. Fully operational and integrated MDM will receive thousands of data changes a day. Large shifts in quality and governance performance can be difficult to detect at that scale. How will you know when your programs or policies need adjustments? Can you identify the impact of new data on your master data before it's too late?



Poor data can cost businesses 20%–35% of their operating revenue.

90% of enterprise analytics business professionals report that data and analytics are key to their digital transformation initiatives.

CAN YOU DETECT DATA DRIFT?

IBM MDM is engineered for speed and accuracy at scale and sets the industry standard for master data entity management. However, when it's time to produce operational or analytical reports, some limitations emerge.

The database is complex and difficult to query directly and post entity-management events may not be persisted after task resolution. To understand how data quality and stewardship performance changes over time, historical event data is required. More importantly, reporting against a production operational server will impact performance.

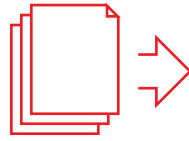
You need the the master data, with attribute history and both current and historical tasks to achieve the insights you need to make decisions.

IMT INSIGHT:ID™ – ADVANCED ANALYTICS AND REPORTING FRAMEWORK FOR IBM MDM

Insight:ID™ combines over twenty years of experience implementing, optimizing and measuring master data for IBM MDM implementations. It is the ONLY solution to deliver meaningful management insights against master data quality and governance performance over time.



Historical trend analysis and KPIs



Report on resolved tasks and past decisions



Separate platform – no performance impact

Entity Score Distribution

Enterprise Metrics

| | |
|--------------------------|------------|
| Unique Entity Count | 6,320,142 |
| Total Singletons | 520,140 |
| Enterprise ID Volatility | 0.023% |
| Enterprise Error Rate | 0.200% |
| Total Records | 10,302,520 |

Record Activity

Task Score Distribution

Record Completeness

Task Resolution Outcome Analysis

Insight:ID™ delivers a complete and comprehensive framework to measure master data composition quality and governance program effectiveness. The framework includes robust packaged reports most requested by organizations with active master data programs – from executive-level entity analytics to task stewardship reports for different stakeholders in the organization.

The data transfer, landing and staging framework, purpose-built for IBM MDM, moves current and historical master data, including entity resolution outcomes to a separate reporting schema.



Transfer



Unique Views



Visualization

A FOUNDATION FOR YOUR STRATEGIC DATA INITIATIVES

Insight:ID™ persists historical task decision data not available in MDM which serves as the foundation for future machine learning such as task automation and data science analytics.

- Forecast new source data impact on master data
- Rank and measure data sources based on quality

- Identify training issues for that impact quality

Contact sales@imt.ca to learn more.