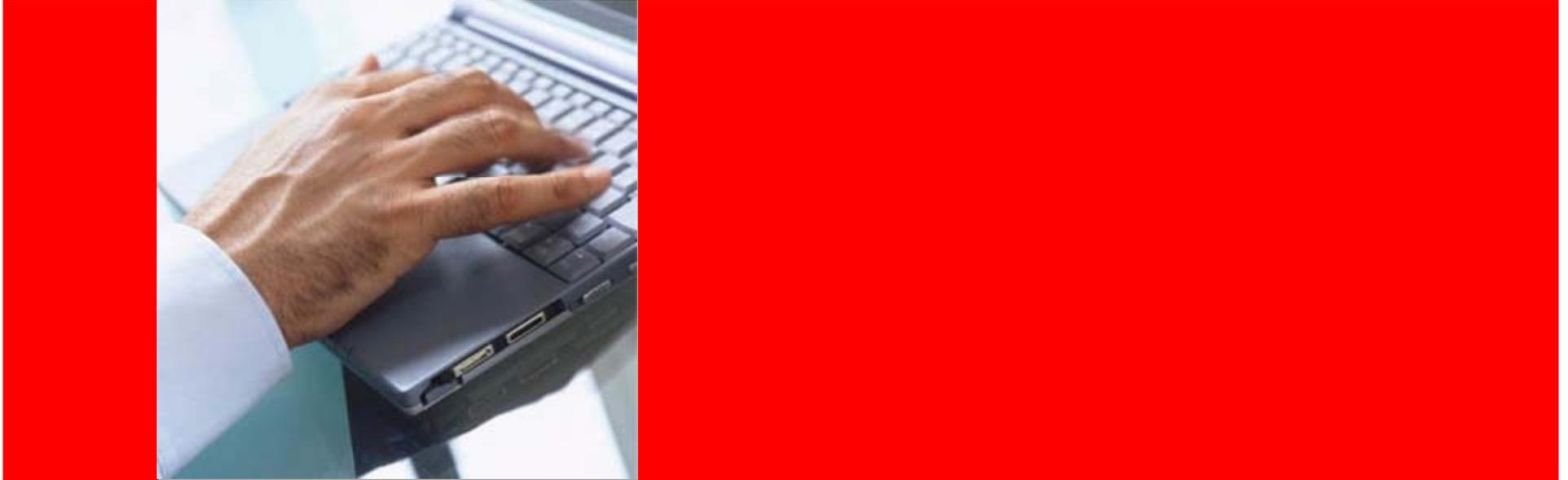




David Newman, Andrew White
Gartner

“Achieving a ‘closed loop’ information environment where master data and BI can interoperate requires a common information infrastructure and data services layer compatible with service-oriented architecture principles and publish/subscribe messaging.”

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Oracle MDM – The Source of Clean Data for the Enterprise

October 5, 2010

Brian Bottcher
Principal Sales Consultant

“Data quality is an Issue”

- Virtually all enterprises are experiencing a significant amount of pain directly attributed to data quality issues.
- Significant amounts of wasted labor and lost productivity translate into direct financial losses to the business.
- Some enterprises that have measured the impact have found they are losing multiple millions of dollars each year as a result of poor data quality.

Velocity of Data Change is Staggering

Master data changes at rate of 2% per month.

Companies

In one hour...

- 240 businesses will change addresses
- 150 business telephone numbers will change or be disconnected
- 112 directorship (CEO, CFO, etc.) changes will occur
- 20 corporations will fail
- 12 new businesses will open their doors
- 4 companies will change their name

Individuals

In one hour...

- 5,769 individuals in the US will change jobs
- 2,748 individuals will change address
- 515 individuals will get married
- 263 individuals will get divorced
- 186 individuals will declare a personal bankruptcy

Change of Circumstances

In one year...

- 4.7 Million Marriages
- 1.53 Million First Births
- 2.04 Million First-time Home Buyers
- 1.9 Million Divorces
- 43 Million Residential Moves
- 1.4 Million Work Retirements

“If bad data impacts an operation only 5% of the time, it adds a staggering 45% to the cost of operations.”²

“Poor data quality cost business’ 10% to 20% of revenue!”³

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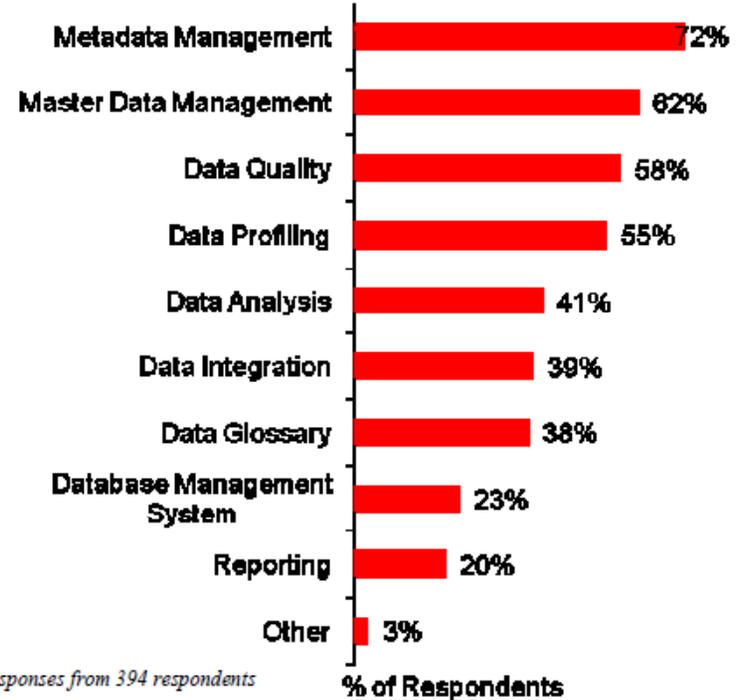
Source: D&B, US Census Bureau, US Department of Health and Human Services, Administrative Office of the US Courts, Bureau of Labor Statistics, Gartner, A.T Kearney, GMA Invoice Accuracy Study; ² Data: An Unfolding Quality Disaster, Thomas C Redman, DM Review Magazine August 2004, Mintel Global New Products Database (GNPD), 2007. CNNMoney.com 2006, ³Quality is Free, Philip Crosby

Organizations Look At Data Governance Initiatives To Enable Usability of Data As Institutional Asset

Key Pressures Driving Data Governance Initiatives?



Which software tools or platforms can help automate data governance?



- Organizations are increasingly pursuing data governance for a variety of reasons, ranging from regulatory compliance and risk management to increased strategic alignment of IT efforts with business goals and as data governance reduces risks incurred during business transformation
- User typically point to management of semantic data namely metadata (72%) and master data (62%) as a leading requirement for data governance, as semantic data helps build an inventory of governed data and define the meaning of governed data

Source: Aberdeen- Winning Master Data Management Strategies Apr, 2008, TDWI Best Practices Report Q2 2008



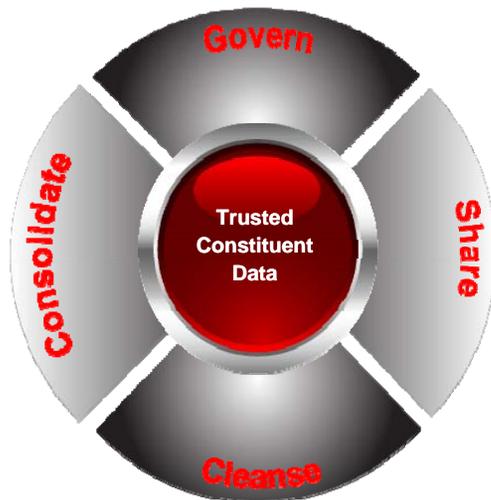
Master Data Management (MDM)

Definition

- **Master data** is the consistent and uniform set of identifiers and extended attributes that describe the core entities of the enterprise and are used across multiple business processes.
- **MDM** focuses on the management of master data that is shared by disparate systems with the goal of **maintaining a consistent view** of this information.

What Does MDM Do?

“We don't make a lot of the products you buy. We make a lot of the products you buy **better**”
circa 1992



“MDM doesn't replace CRM, ERP, EPM, or Analytics. MDM makes CRM, ERP, EPM, IdM and Analytics **better**”

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“Data integration and data quality are fundamental prerequisites for the successful implementation of enterprise applications, such as CRM, SCM, and ERP.”

Gartner

“...recent study cited poor data quality as the biggest inhibitor to successful CRM implementations...”

Gartner

“Only 30% of BI/DW implementations fully succeed. The top two reasons for failure? Budget constraints and data quality.”

Gartner

What if...you can

Increase effectiveness in targeting, segmentation, communications and interactions with constituents?

Reduce constituent outreach costs by x%

Reduce cost of data management by x%

Reduce cost of IT integration by x%

Reduce time to take new projects to Field by x%

Increase fund raising by x

Increase private philanthropy by x%

Foundational MDM Business Drivers

CRM Booster

- ❑ Increases cross-sell/up-sell
- ❑ Improves campaign response rate
- ❑ Improves effectiveness of outreach
- ❑ Improves student retention

IT Agility

- ❑ Reduces integration costs
- ❑ Reduces cost by sun-setting legacy systems
- ❑ Reduces time to market for new projects
- ❑ Reduces report generation costs

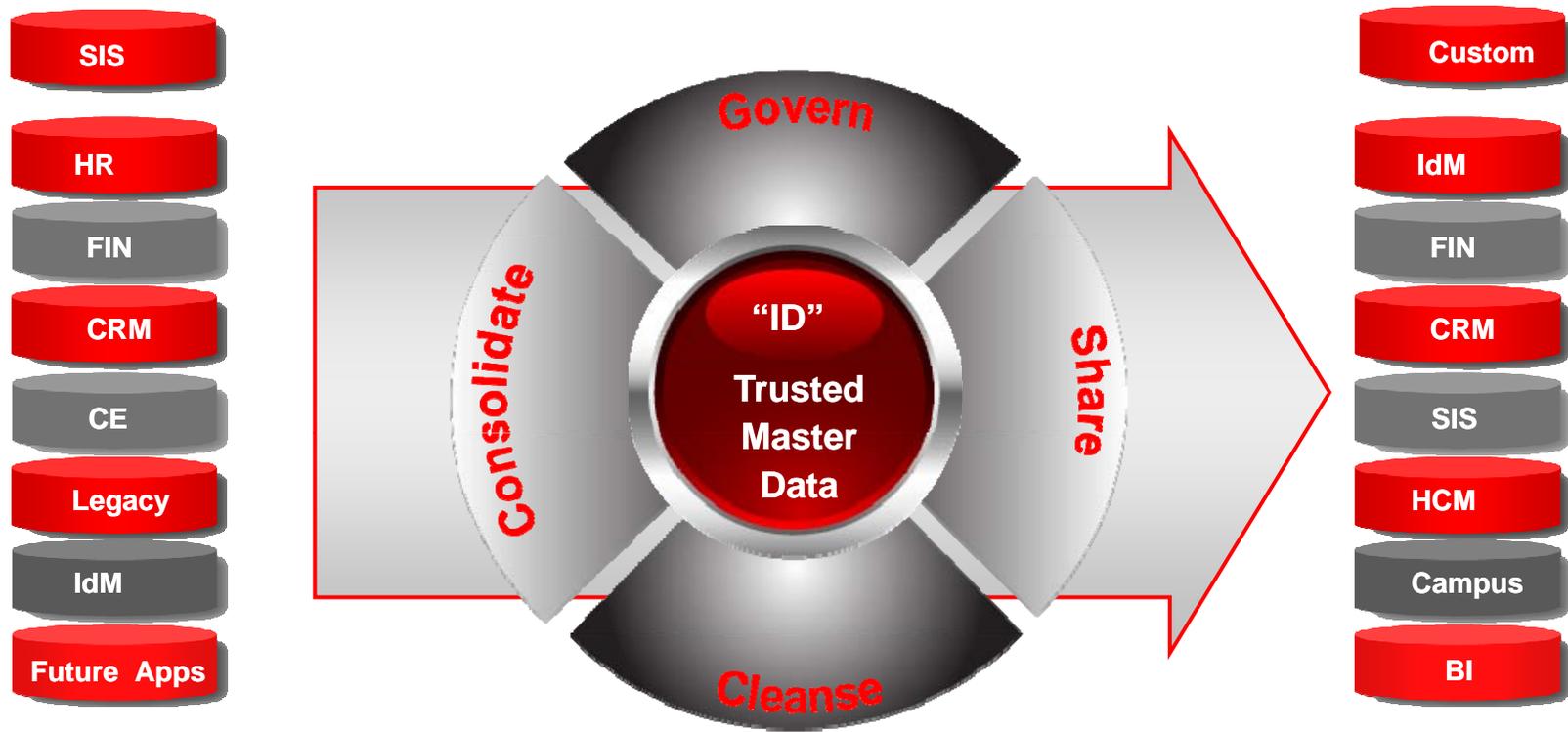
Operational Processes Enablement & Optimization

- ❑ Reduces on-boarding errors
- ❑ Accelerate new service introduction
- ❑ Improves efficiency of financial close
- ❑ Reduces data management costs

Compliance, Risk Mitigation & BI Enablement

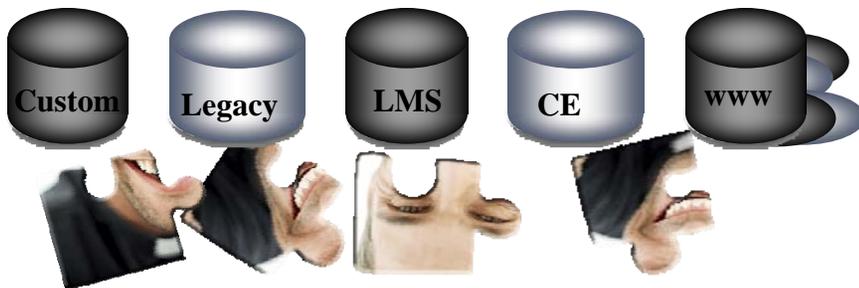
- ❑ Reduces non-compliance risk
- ❑ Reduces credit risk costs
- ❑ Reduces report generation costs

Key Components of Oracle MDM Hub



- Consolidate & maintain unique, complete and accurate master information across the enterprise for the constituent of the institution
- Distributes this information as a single source of truth to all operational & analytical applications just in time

Core Problem: Poor Quality Fragmented Data



Ever proliferating **islands of information**

...in disparate applications covering multiple organizations & functions

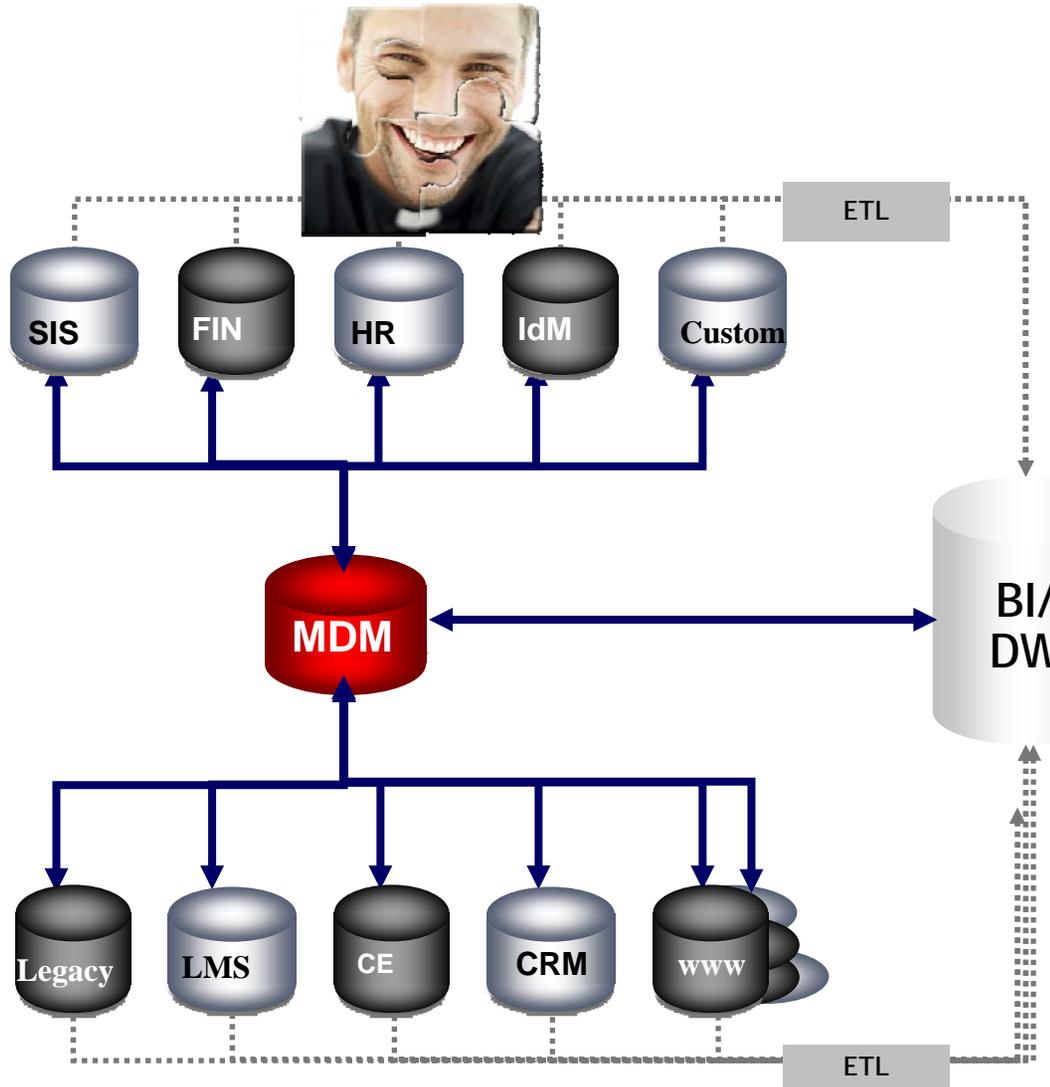
...**duplicated, incomplete, inaccurate,**

- **Key processes based on unclean / incomplete data**

Fraud detection, policy compliance, service delivery, revenue collection, statutory reporting, eligibility determination are all **impeded**.

- No Single method of **tracking constituent** attributes from cradle to grave
 - Unclean data makes **analytics invalid**
- **Information gridlock** – impossible to deploy new systems, change processes

MDM – Consistency Across Systems

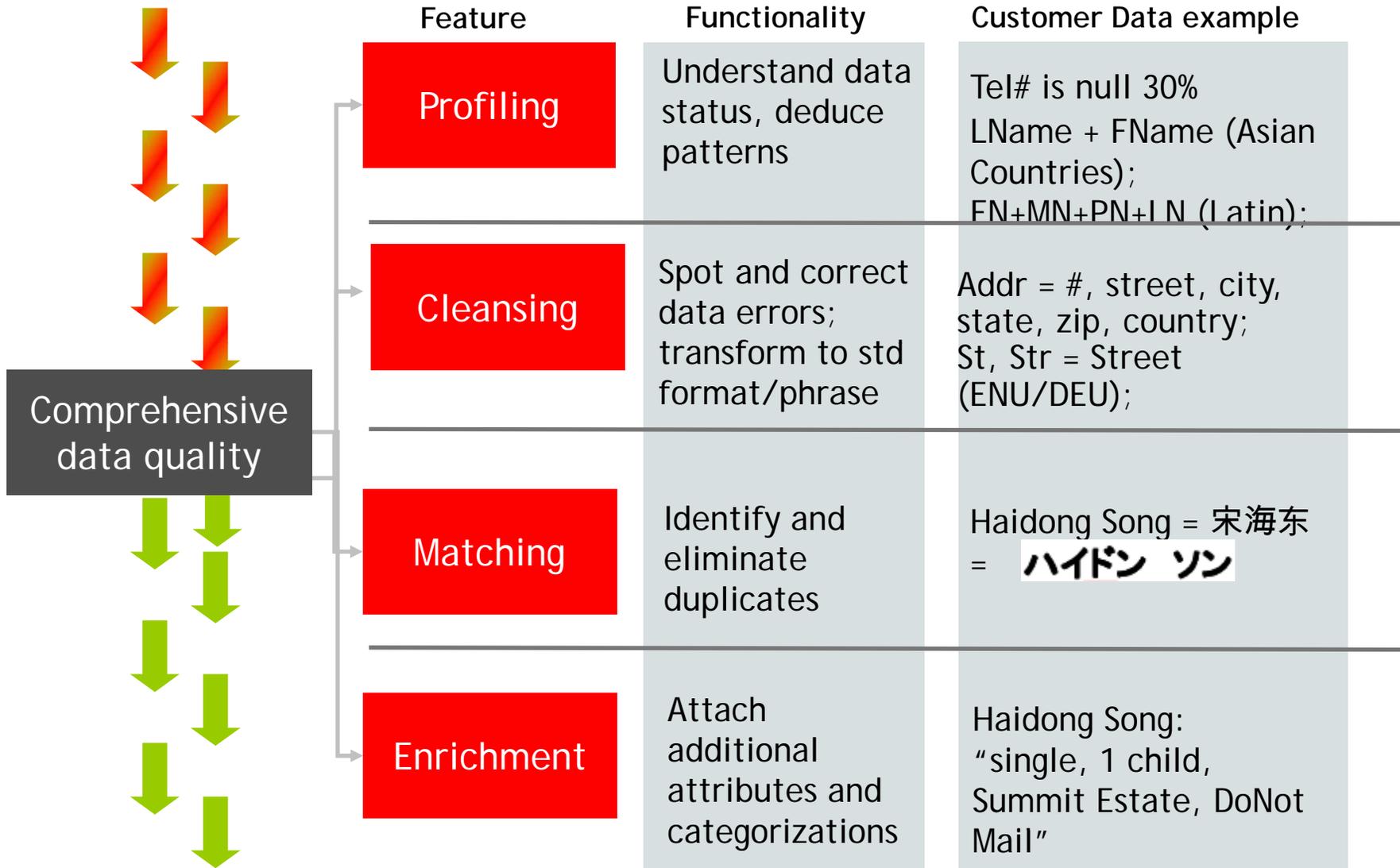


- **Consolidate/Federate** shared information into one place
- **Cleanse** data centrally
- **Share data as a single point of truth** as a service



- **Single method** to track constituent information with Unique ID
- **Data Governance** is possible
- **Improve reporting** to track performance across programs
- **Foundation for business agility & innovation** supported by IT

Data Quality Functionality in a Glance



ORACLE

Batch and Real-time

Profiling

Ongoing Discovery of State of your Data

- Ongoing auditing prevents data decay, ensures continuous quality
- Non intrusive profiling across existing applications/databases
- Quickly narrow in on anomalies
- Generate rules to repair problems



Profile Results Canvas

Here are the aggregation analysis results for S_CONTACT, which has 49 columns and 4975 rows.

Columns	Minimum	Maximum	# Distinct	% Distinct	NOT NULL	Recommen...	# Nulls	% Nulls	Six-Sig
ALT_PH_NUM	2487244...								
ASST_PH_N...	2124567...								
BIRTH_DT	09-OCT-...								
CALL_FREQ...	1-2 Time...								

Here are the 5 data rules for S_CONTACT, which has 49 columns and 4975 rows.

Rule Name	Rule Type	Origin	% Compliant	# Defects
LAST_NAME_CAPITALIZATION	Domain Pattern List	CUSTOM	91.86	405
FST_NAME_CAPITALIZATION	Domain Pattern List	CUSTOM	92.78	359
EMAIL_ADDR	Email Address	DERIVED	99.48	26
FULL_NAME_STANDARIZATION	Custom	CUSTOM	21.27	3917
EXTENED_PHONE_NUMBERS	Telephone Number	DERIVED	96.06	196

Here are drill results on S_CONTACT column:

AGE	#
20	1
22	1
29	1
40	1
42	1

Here are drill results on S_CONTACT column LAST_NAME related to Data Rule:

LAST_NAME	# Rows	% of 4975
BANERJEE	2	0%
BARANES	1	0%
BARAT	1	0%
BCA	1	0%
BENARD	1	0%
BERMAN	1	0%
CLANDARI	1	0%

Cleansing

Standardize & Validate against References

Oracle Data Quality Cleansing Server

- Advanced Validation and Standardization of addresses in more than 240 countries
- Scalable high performance
- Integrated single engine— supports all countries



Original Record 1

Name:	Peggy Smith
Address:	345 6 th Ave
City:	NY
State:	NY
Zip:	01012
Country:	



Standardized Record 1

Root First Name:	Margaret
Last Name:	Smith
Address:	345 Ave of the Americas
City:	New York
State:	NY
Post Code:	10012
Country:	USA

Original Record 2

Name:	Margaret Smith
Address:	345 Avenue of the Americas
City:	Manhattan
State:	NY
Zip:	1012
Country:	USA



Standardized Record 2

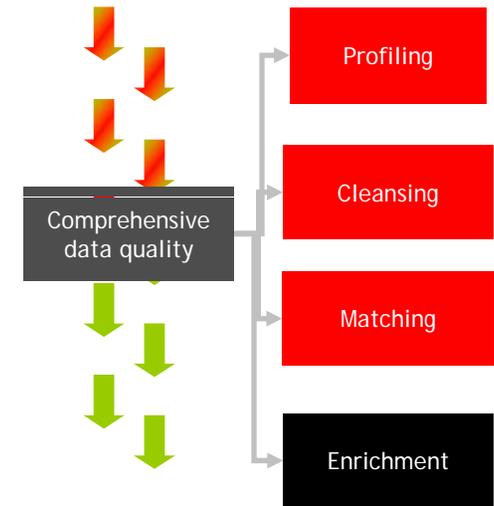
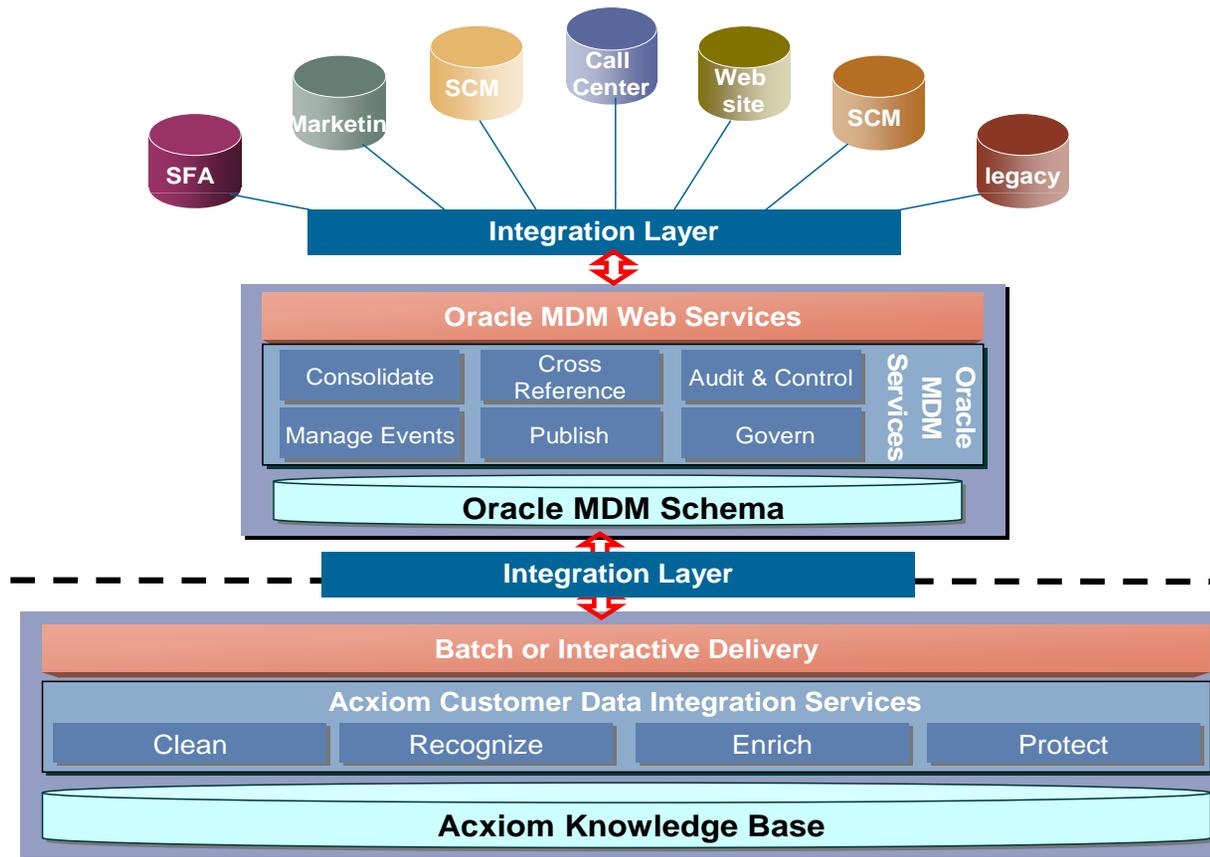
Root First Name:	Margaret
Last Name:	Smith
Address:	345 Ave of the Americas
City:	New York
State:	NY
Post Code:	10012
Country:	USA



Data Enrichment

Add Details from External Sources

- Built-in Acxiom, D&B Integration





So What?

- Free up resources for more strategic projects
- Lower the cost and effort of data management and integration
- Improve quality of student/citizens
 - Elevate overall data quality and standards for all constituents
- Foundation for the cradle to career education pipeline
- Attract & retain the brightest students
- Increase endowment

Questions?

SOFTWARE. HARDWARE. COMPLETE.