



Master Data Management - la forretningsiden ta kontroll over sine data

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Manager – Master Data Management

Affecto Norway AS



Affecto

Affecto



- **Hovedfokus: Business Intelligence**
- 900 ansatte i Norge, Sverige, Danmark, Finland, Estland, Latvia, Litauen og Polen
- **135** ansatte i Norge
- Etablert i Norge i **1997**
- Finansielt sterkt rustet med gode resultater
- Sterke **partnerskap** med **SAP**, Oracle, Microsoft, IBM og Informatica

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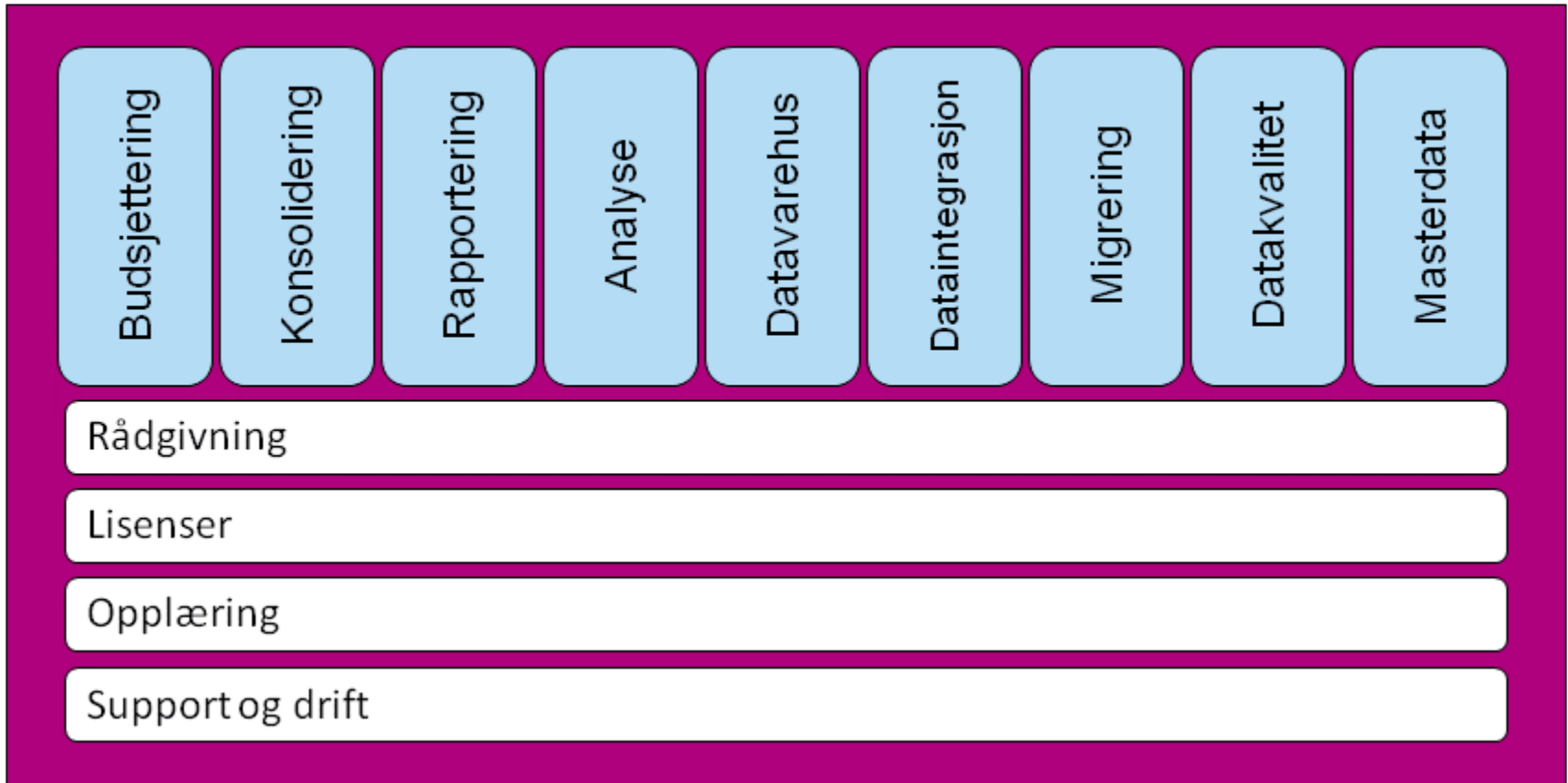
ORACLE

Microsoft

SAP

Affecto

Totalleverandør av Business Intelligence





Master data – what is it?

- Master data is data shared across computer systems in the enterprise.
- Master data is the dimension or hierarchy data in data warehouses and transactional systems
- Master data is core business objects shared by applications across an enterprise
- Slowly changing Reference data shared across systems
- Master data is data worth managing

Master data vs. Metadata vs. Transactional



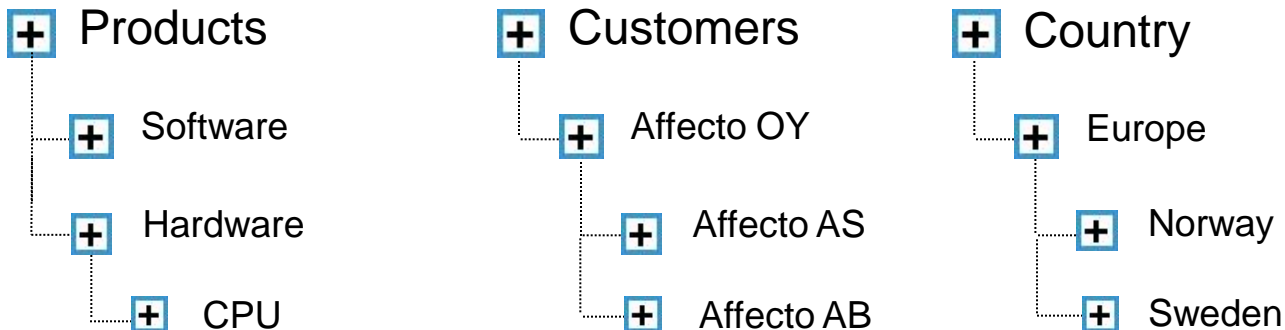
Transactional

Company	Country	Account	Sub-Account	Date	Amount
Affecto	NO	505050	500	20080301	KR30.000

Metadata

Company	Country	Account	Sub-Account	Date	Amount
Text	Text	Integer	Integer	Date	Float
nVarchar(50)	Char(2)	Int(6)	Int(3)	Datetime (YYYYMMDD)	Decimal

Master data





Master data domains

- Product master data
 - Product Information Management (PIM)
- Customer master data
 - Customer Data Integration (CDI)
- Analytical master data
 - Hierarchies used for reporting
- Other possible
 - Location master data
 - Vendor master data
 - Employee master data
- The rest?
 - Reference data management



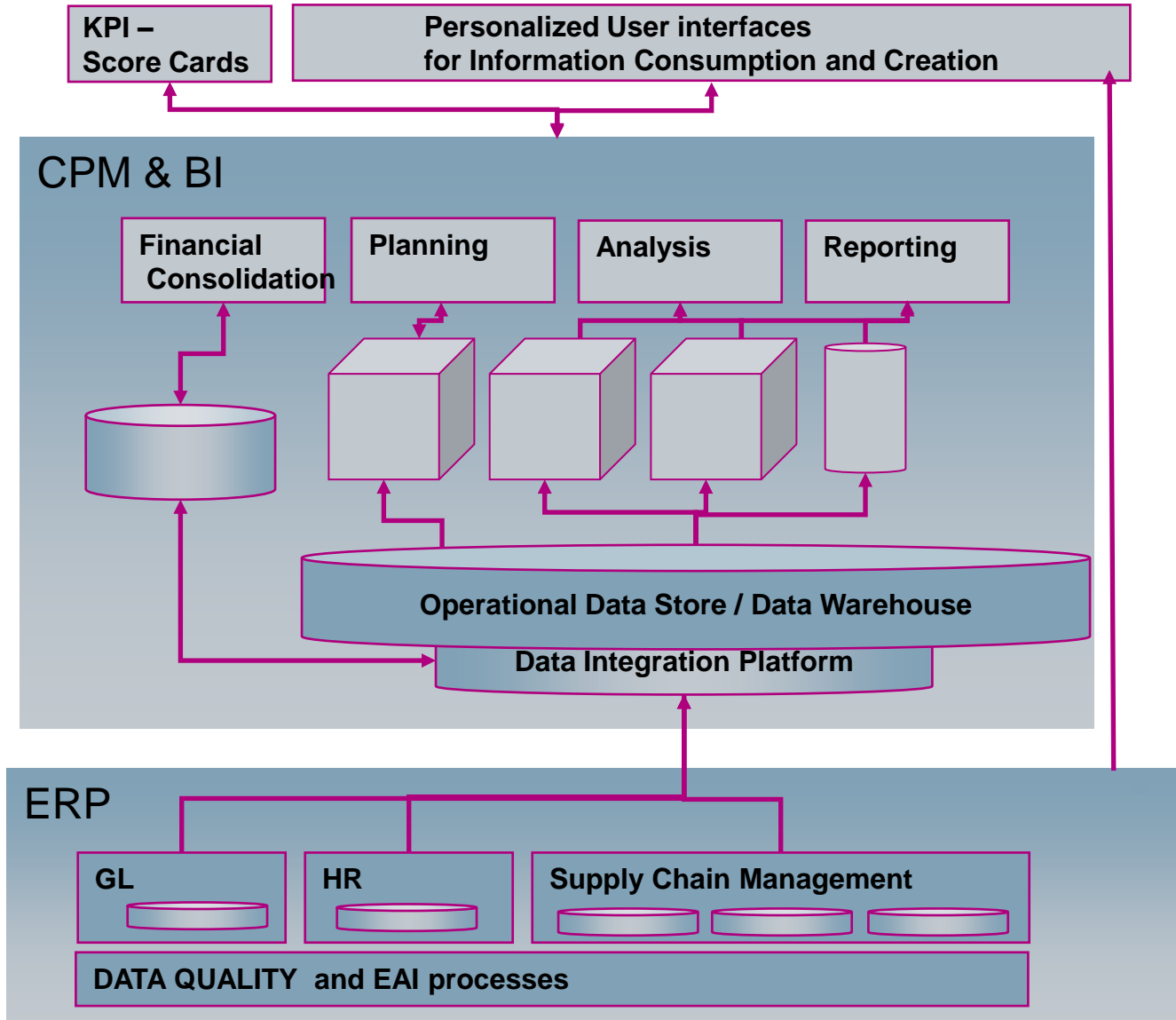
What is Master Data Management?

The processes and technology to produce and maintain a single clean copy of master data

The “Golden” record

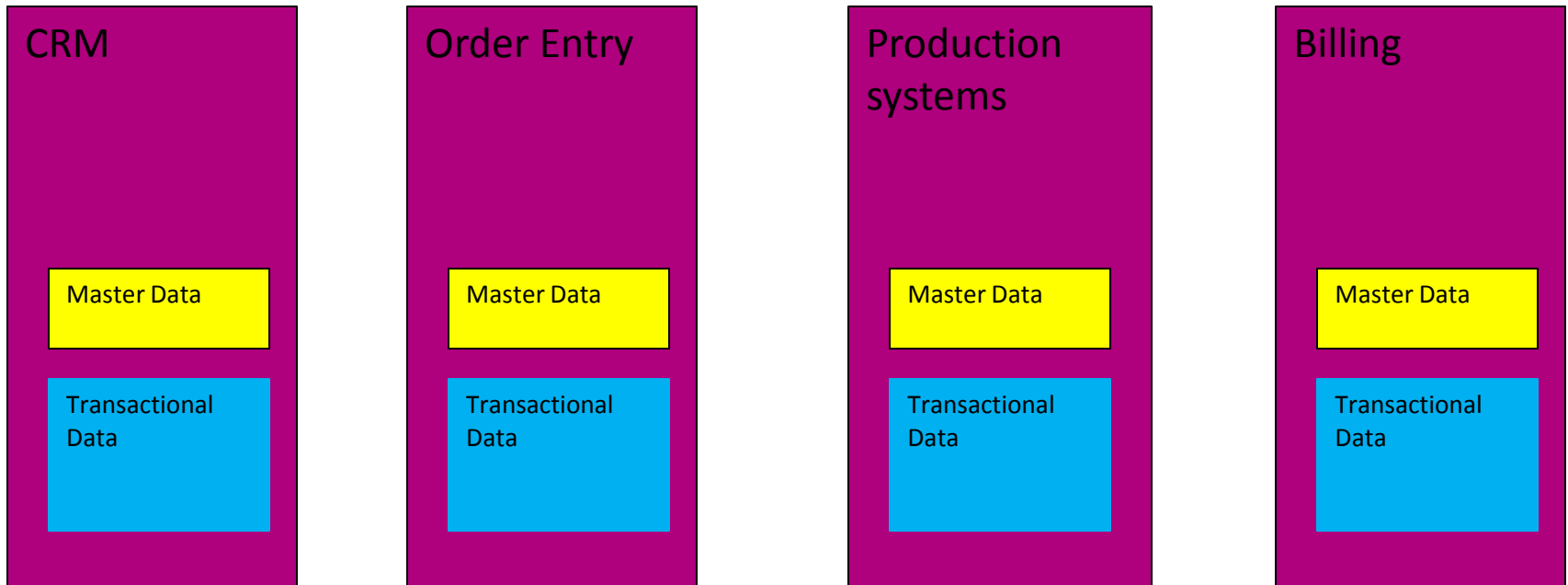
- An Application for creating and maintaining an authoritative view of master data including policies and procedures for access, update, modification, viewing between systems across the enterprise

Components in a typical enterprise



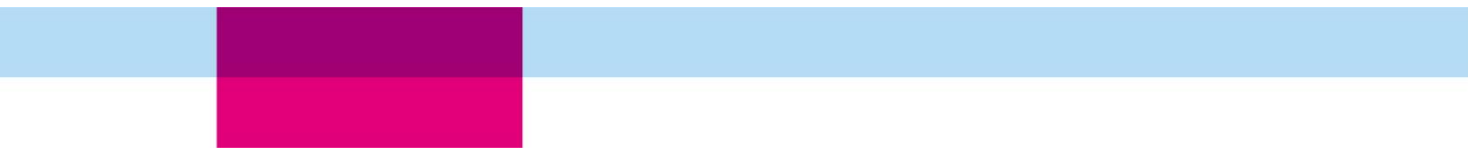
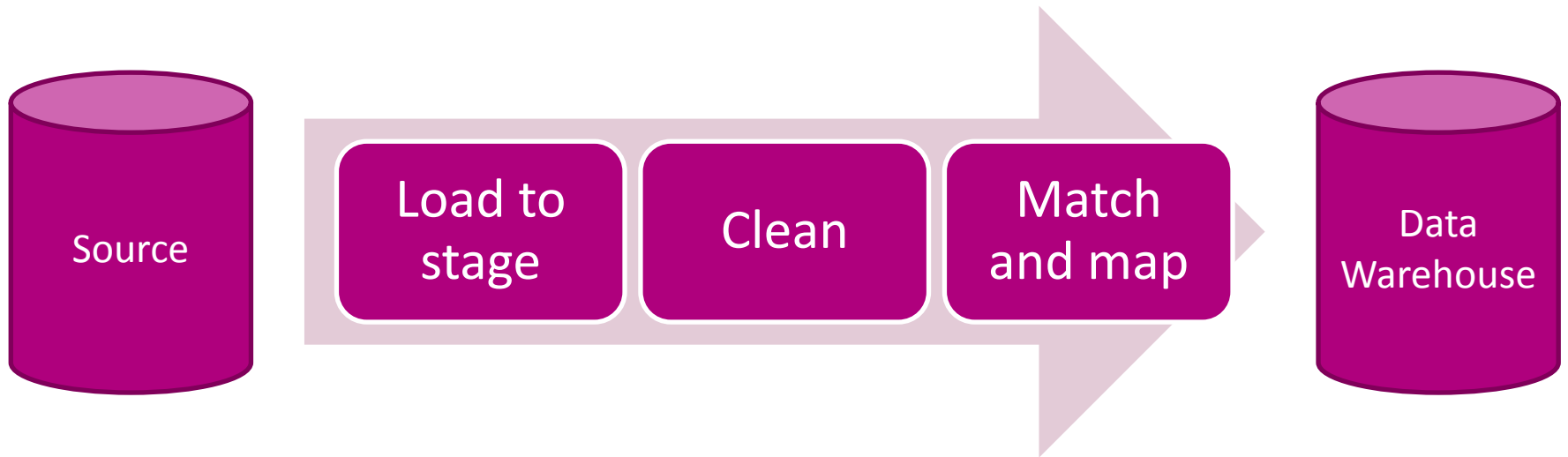


Master data shared across systems



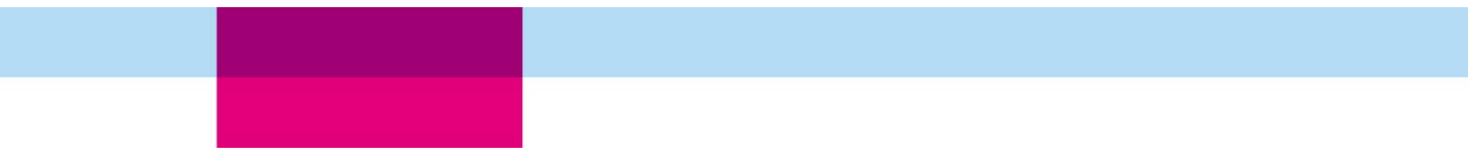
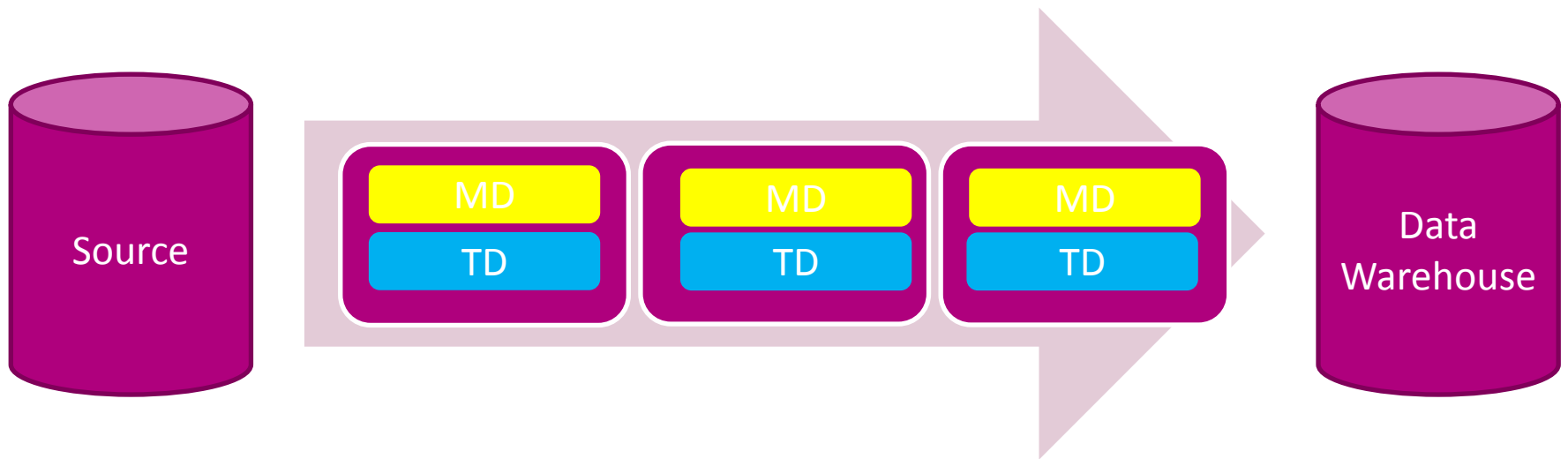


Traditional data warehouse loading





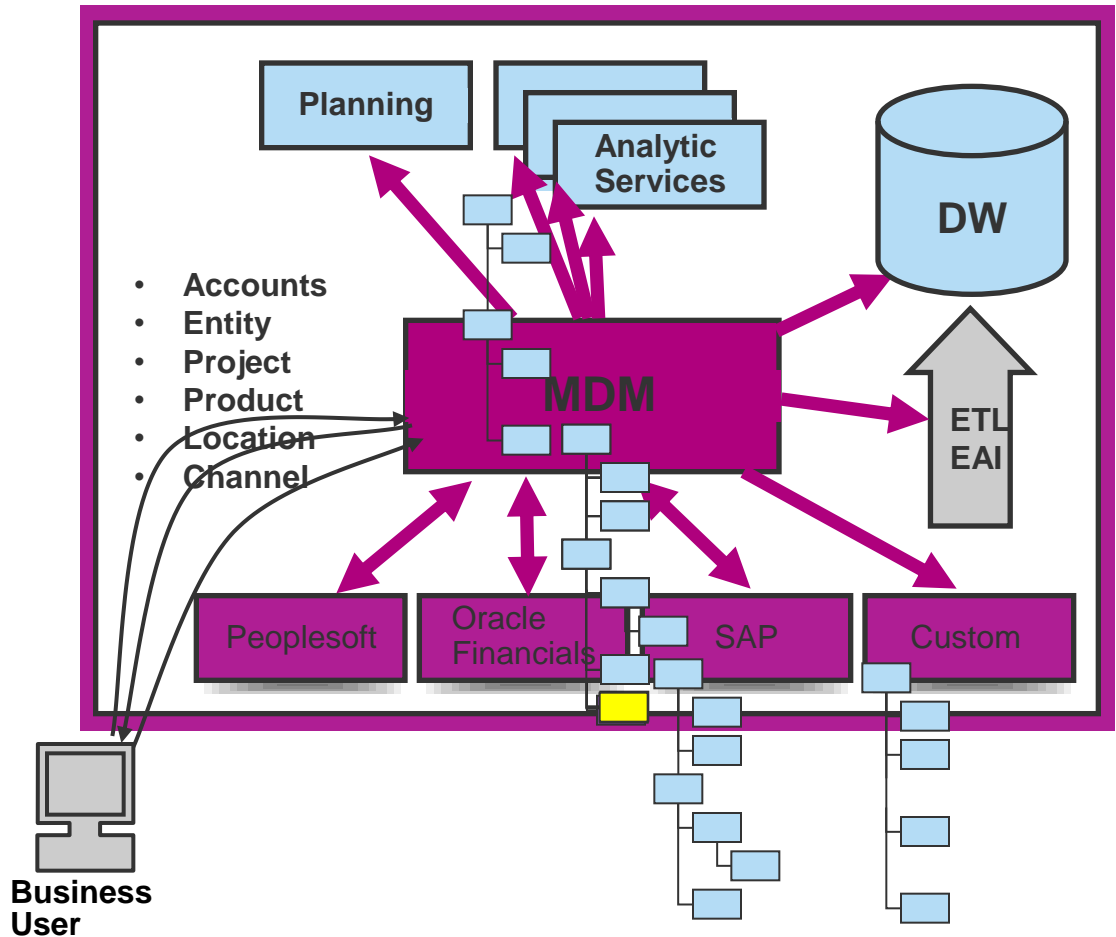
Traditional data warehouse loading



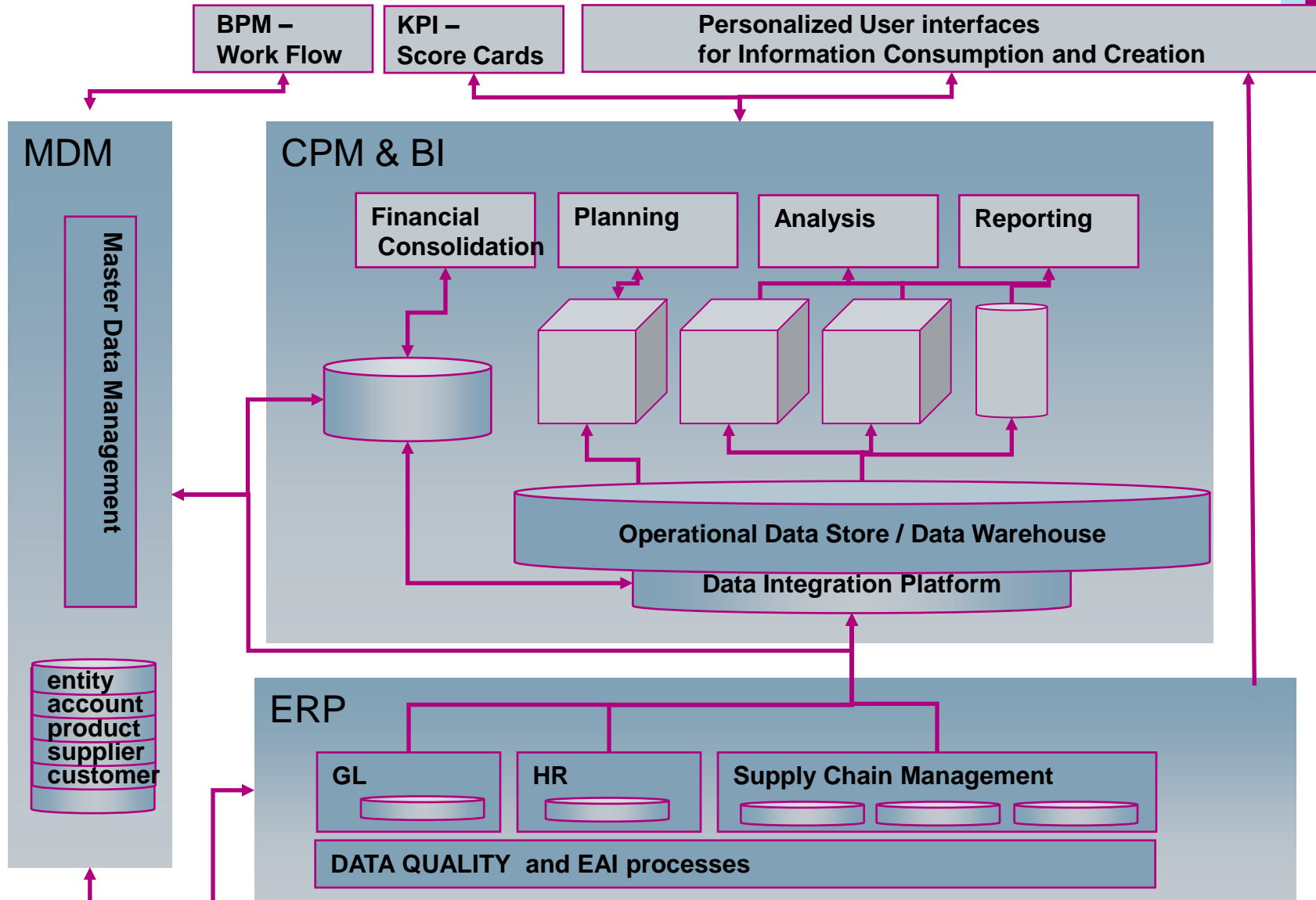
Master data Management solution



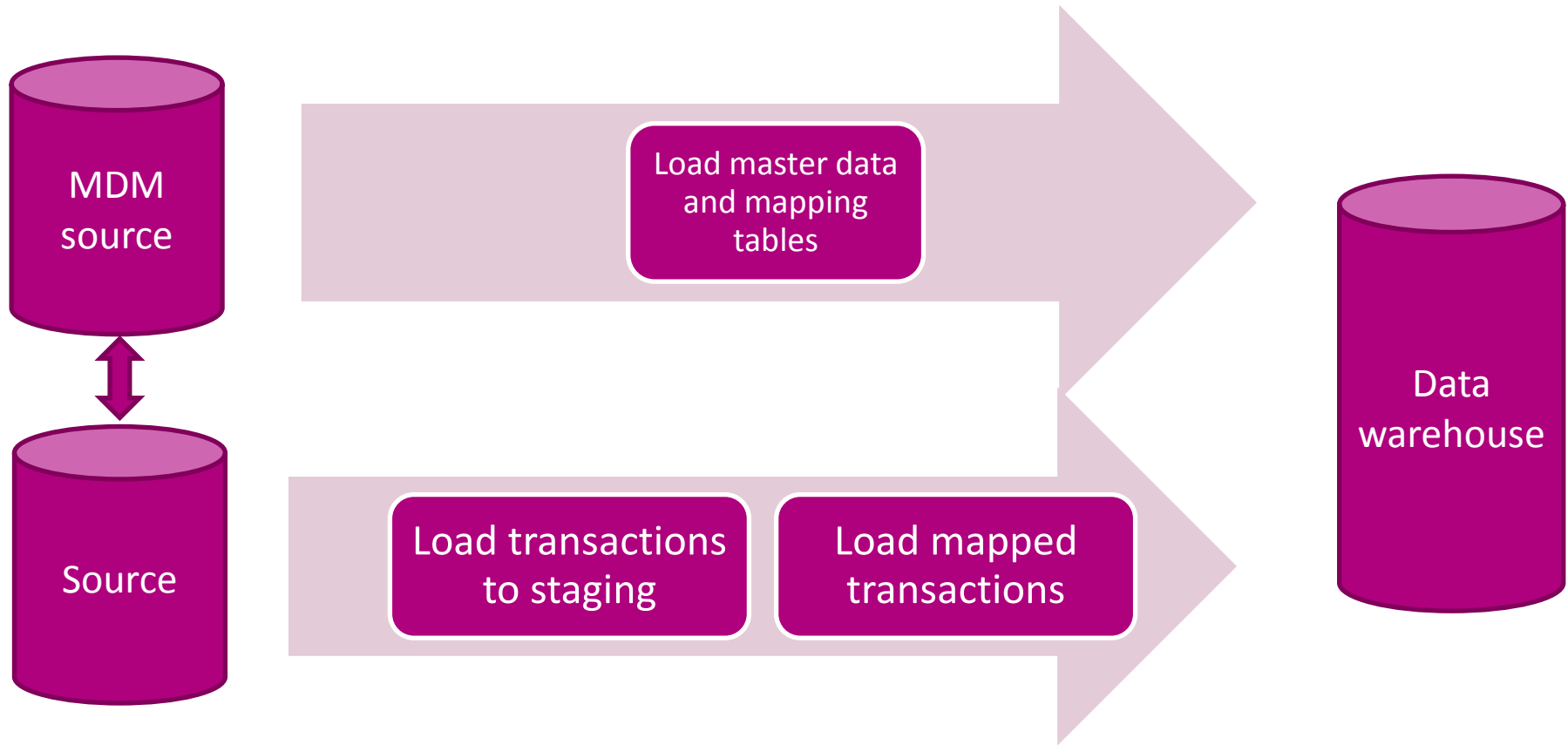
- Single version of truth
- Master data synchronized and validated
- Data maintained by Business Users and domain experts – not systems experts



Components in a typical enterprise



Data warehouse loading with MDM





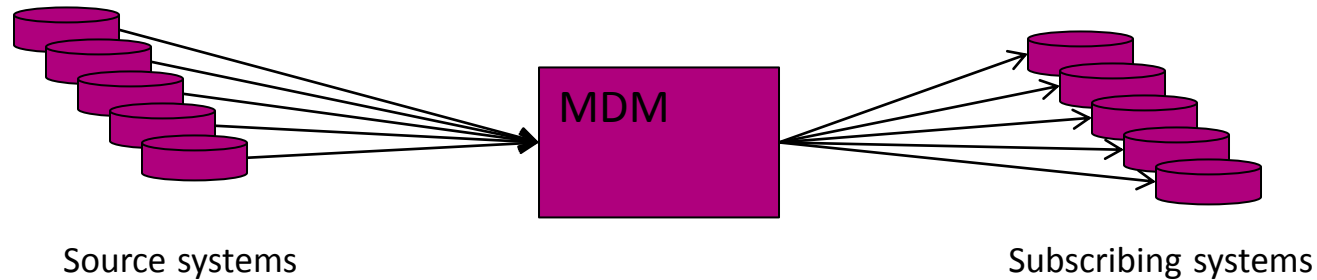
Main parts of a Master data management system

- Import of master data records
- Cleansing and enhancement interface
- Workflow for approval
- Verifications and validations
- Versioning and life-cycle management
- Logging for compliance, governance and auditing
- Export of master data records

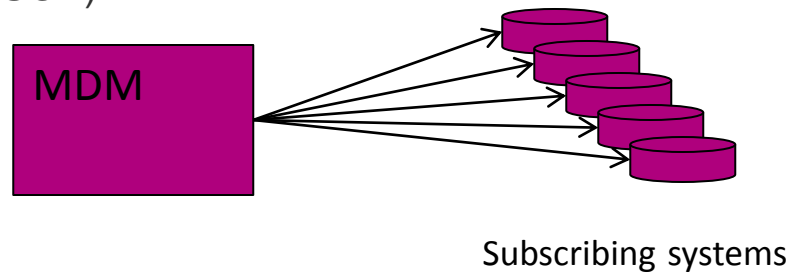


MDM – implementation styles

- MDM is Master data Hub or System of Record (SOR)



- MDM is System of Entry (SOE)





Master data management program

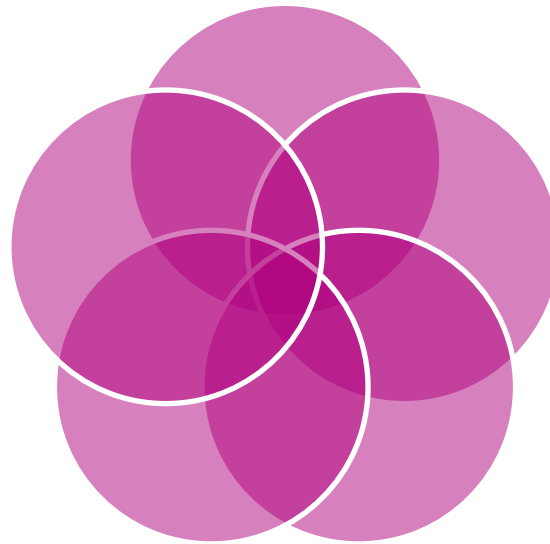
MDM Vision
& Strategy

Infrastructure

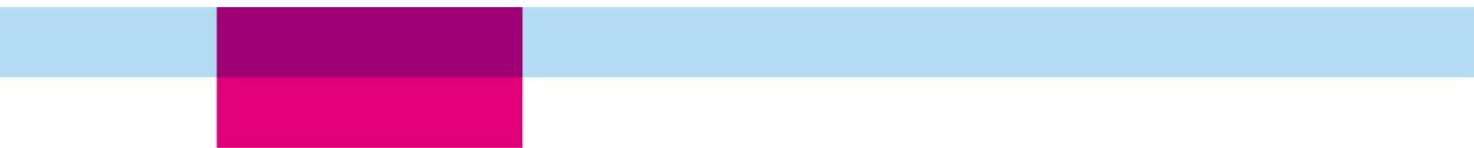
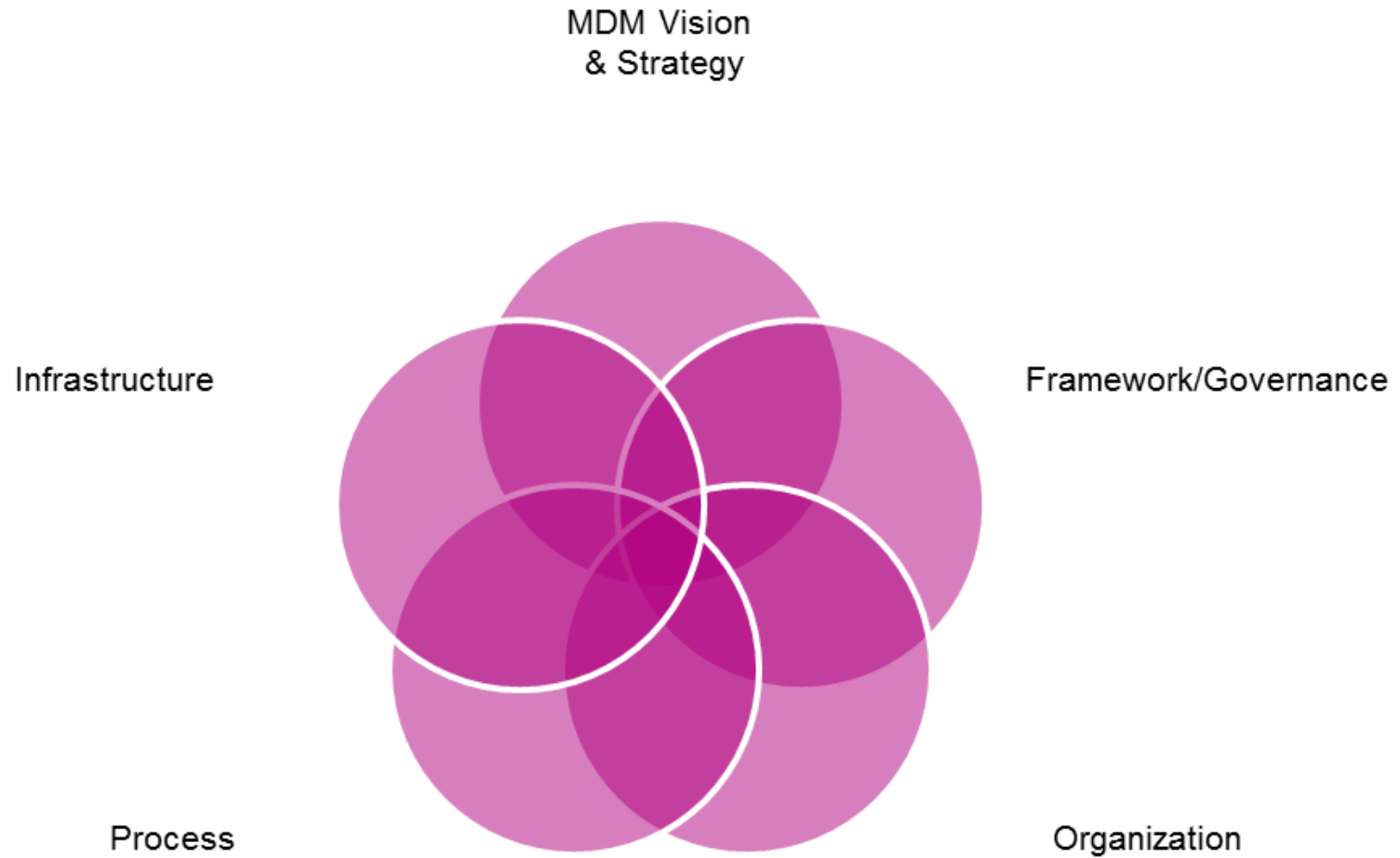
Framework/Governance

Process

Organization



Take away points



Arrangementer fremover



Affecto events:

- ILM seminar 10.mars
- DVH/BI 2.0 seminar 23.mars
- SAP tech-brief i mars
- INFA tech-brief i april
- ABC-seminar 5. mai
- MDM Forum 2011 19. mai

Affecto kurs:

- BI Fundamentals
- Kravspesifikasjon for BI
- Dimensjonsmodellering
- SAP BO-kurs
- Informatica-kurs
- MS-kurs