

# Master Data Center



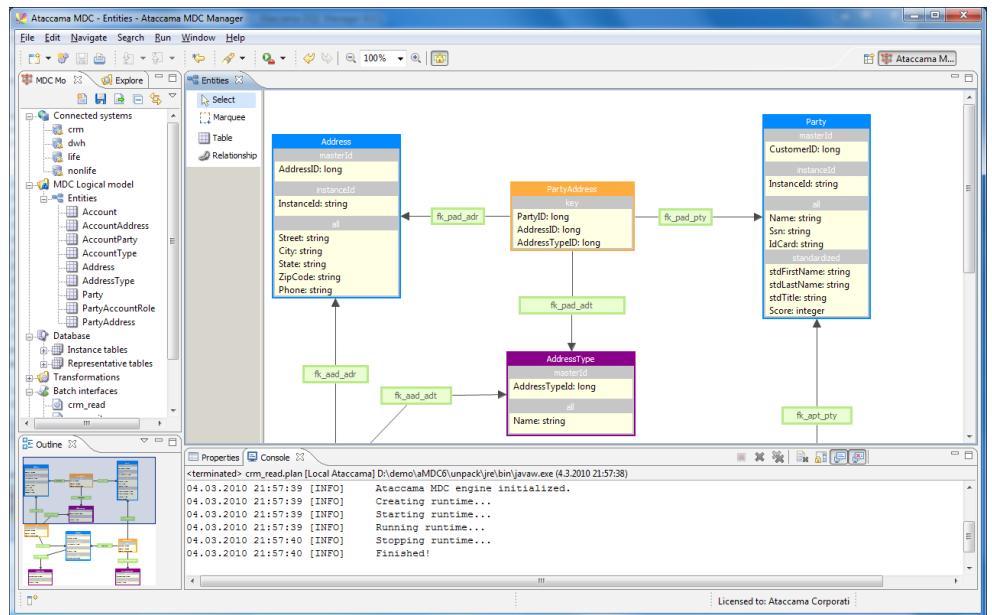
A next-generation IT infrastructure component that provides and maintains accurate, consistent, and timely information about various corporate assets located across the enterprise. Ataccama MDC is fast, reliable, and designed to integrate with your existing applications. The resulting cleansed, unified, and validated master data are instantly available to a wide range of enterprise applications such as CRM, self-care systems, analytical applications and other internal systems.

## Data at Your Fingertips

Having all your corporate data accessible from a single integrated source provides you with rich capabilities for querying and exploration - you can learn valuable information about many aspects of your operations that were previously fragmented across multiple systems.

Data can be browsed interactively using the hierarchy management component or via web services, provided to an application of your choice. Furthermore, additional processes can be set up to detect anomalies in your data, such as duplicates, inconsistencies, or suspicious patterns.

You may visualize and filter the reports, as well as set up notifications to be sent whenever such anomalies are detected.



## Cross-System Consistency

For all data managed by MDC, the engine preserves the values for each of the managed systems as well as the consolidated information. Whenever a change occurs, MDC will detect all other records that have to be changed as well, thus ensuring that if information is updated in system A, it will automatically be updated in systems B, C, etc.

Achieving the same level of consistency with traditional point-to-point integration would be highly problematic, as each system must be able to propagate changes to the others. In contrast, when MDC is deployed to the infrastructure, the system is only required to publish changes to MDC; the software will take care of detecting and updating the corresponding data elsewhere.

## Performance & Scalability

Having accurate and consolidated data is vital to nearly all business applications. MDC is designed primarily for real-time and near-

real-time modes of operation. The unmatched performance of its engine and parallelization features allow for deployment in environments that are highly transactional and contain many millions of records.

## Measurable Data Quality

In order to keep data valid and accurate, MDC performs various data quality processes, such as standardization, cleansing, validation, enrichment and matching. Each process provides the data with indicators that describe its quality and any changes that have been performed. These indicators can be visualized using a variety of standard or custom reports, giving you an overview of the data quality and its changes over time. Data quality indicators can be used in other ways, such as finding bad or unexpected records and giving them the appropriate attention. In a proper SOA deployment, creation of such data may be avoided by invoking MDC as a part of the transaction.

## Business Benefits

- MDC serves as the core platform for customer processes and client segmentation.
- Enables creation of unique data utilized in data mining models such as trend predictions, irregularity detection, risks, future value, and much more.
- For financial institutions, implements one of the requisites for Basel Capital Accord II implementation, with regards to credit and behavioral scoring in particular.

## Modules

Ataccama MDC is comprised of a set of tightly integrated components that allow for seamless integration into your existing IT infrastructure. The main system components are:

### Master Data Database

Stores the cleansed and unified master data as well as relevant attributes of the corresponding records in the primary systems. The stored data allows for efficient incremental processing and cross-system data propagation.

### Master Data Services

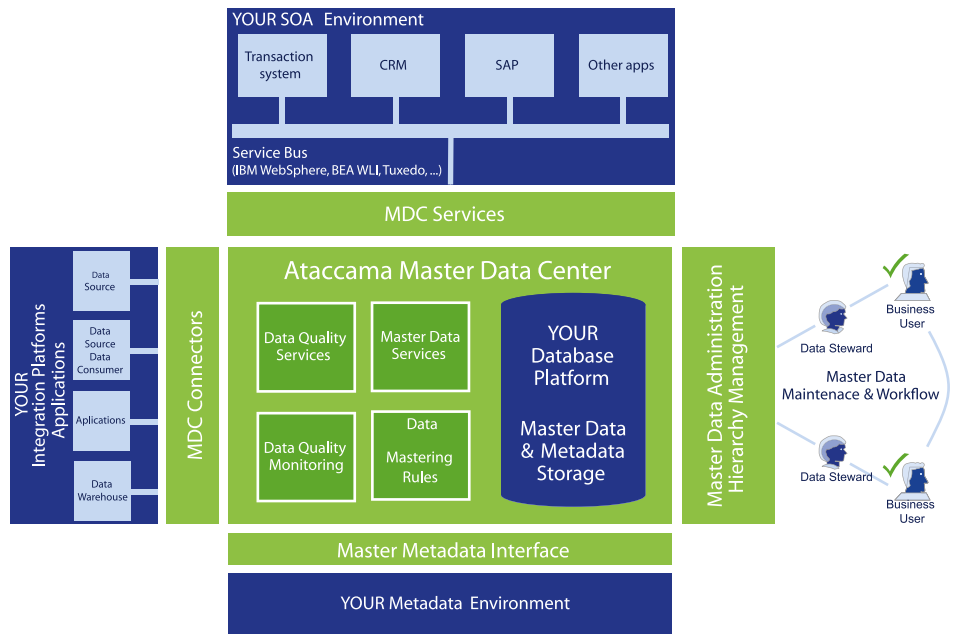
A set of services used for querying and manipulation of the master data. When a particular record is updated, the engine detects the records that might be affected by the change and executes the appropriate master rules to keep the system in a consistent state.

### Data Mastering Rules

The set of rules that describe how records of a particular entity are treated by MDC. The rules define the cleansing procedures, matching and merging strategies, and which systems have to be updated as a result of any changes.

### Data Quality Services

All data quality-related procedures used by



MDC are provided to applications in your IT environment, thus allowing the primary systems to identify and resolve poor quality data even before they are inserted in the system.

### MDC Manager

An end-user interface for visualization and job management for business users and data stewards.

### Data Quality Monitoring

Maintains a set of indicators that describe the data quality of individual records. Ag-

gregated values are presented to the user in the form of interactive reports and specific actions - alerts can be triggered when values exceed defined thresholds.

### MDC Connectors

Interfaces to application data structures and methods. These are data record APIs, native Java API, JDBC API, and other industry standard interfaces. In addition, over 600 MDC Adapters can be used to provide connectivity to systems where no standard interface can be used, such as legacy or large ERP systems.

## Product Features

### Business Models and Processes

MDC is bundled with pre-built vertical business models optimized for Customer, Contact and Product business domains. Business processes can directly leverage deployment-ready master data management services ranging from simple customer management to customer profile search, including unification with additional business entities.

### Data Quality

Ataccama MDC delivers advanced data quality and unification technologies used for customer data unification. The core functionality is based on the industry-proven Ataccama Data Quality Center (DQC).

### Deployment

Ataccama MDC is developed using Java technology, thus is fully compatible with most platforms used in the industry. The technology is easily integrated with existing IS/ICT infrastructures and virtually any ETL tool.

### Flexibility and Open Standards

The solution is easily configured using bundled administration applications. Operation does not require any external tools or other 3rd party applications. MDC is platform independent, based on open standards (XML, Web Services) and uses data models portable across all existing database platforms.

### Modern & Powerful

Ataccama MDC uses parallel data processing methods to ensure scalability. Furthermore, it enables incremental data processing in both batch and on-demand online processing modes.

### Cost Effective

Ataccama MDC delivers rich functionality and easy implementation for surprisingly low cost. In addition, by leveraging modern platforms and code optimization techniques, this solution requires a significantly less powerful platform than that of our competitors.

### About Ataccama

Ataccama Corporation is an international software company that prides itself in delivering cutting edge technology used for Data Quality and Master Data Management. Leading financial, commercial and government organizations choose Ataccama technologies for its proven ability to execute and deliver real business benefits.



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