Ataccama ONE Master Data Management and Reference Data Management are advanced, scalable, highly available modules for managing, consolidating, and providing master and reference data management tasks. Model, metadata-driven data and explainable AI supported processing enhances and complements Ataccama ONE data quality features and capabilities.

The modules provide the flexibility and workflow needed to create an enterprise-wide master and reference data management environment that is secure, powerful, and easy to use. They are built on a robust back-end engine, and allow users to perform all critical data stewardship tasks—to browse, modify, search, and create master data through a web interface, and to browse and manage graphical hierarchies.

Data management and integration capabilities of the Ataccama ONE platform extend beyond typical master and reference data capabilities to accommodate various Application Data Management (ADM) use cases.

**USE CASES**

Typical MDM implementation scenarios include:

- **Customer Data Integration (CDI) / Entity Matching** (single domain MDM)
- **Customer Data Platform (CDP)** (multi-domain MDM, ADM)
- **Customer 360** (multi-domain MDM, external data access/integration)
- **Location Data MDM** (single domain MDM)
- **Vehicle Data MDM** (single domain MDM)
- **Blacklist Data Consolidation** (multiple domain MDM)
- **Product / Material / Asset / Equipment MDM** (single/multiple domain MDM)
- **Enterprise/Group-Wide Customer & Product Data Consolidation**, including consolidation of data from devices (IoT in general) (multi-domain MDM)
- **Regulatory Compliance Support**, including MDM-based, end-to-end GDPR/CCPA solutions (multi-domain MDM)
- **Consent Management** (multi-domain MDM, e.g. customer, product, device/organization)
- **Analytical & Operational CRM Support** (multi-domain MDM)
- **Identity Resolution & Risk/Fraud Management Support**
- **Reference Data Management** (LOV centralized management and/or consolidation, an inherent use case of any MDM solution)
Multi-Domain Mastering

Master your data domains (customer, supplier, product domains, reference data domain, and more). Consolidate multiple data views into one and store your golden records in a clean business data management application available to your whole organization. Take advantage of predefined business models and processes to accelerate the implementation of your solution.

Reference Data Management

Implement an RDM solution for a range of data challenges, including reference data scattered across multiple source systems and manually-managed Excel files. Centralize ownership, enforce business rules and data quality standards, and maintain consistent, valid, and available reference data across your entire enterprise in one place.

Generic Data Integration Platform

Ataccama MDM supports broader data integration solutions (ADM, CDP, ODS, domain-centric view, e.g. Customer 360) by combining and providing master data with external data such as transactions, contact history, and maintenance tasks.

Data Integration & Synchronization

Publish changes in data to consuming systems in online mode, typically to an enterprise service bus or message-oriented middleware. ONE MDM operates in online (both synchronous and asynchronous), streaming (near real-time), batch, and hybrid modes, supporting all integration requirements of these different deployment scenarios and ensuring full synchronization.

Data Stewardship & Authoring

Access a full-featured, web-based UI to review and manually influence the matching and golden record creation process, manage hierarchies, and assign and resolve data-related tasks. Out-of-the-box business process workflows include data authoring and data merging in centralized style, as well as match & merge overrides in consolidation/coexistence style.

Householding, Aggregation, & Categorization

Leverage the information you have about your customers to improve campaign targeting. Accurately group and categorize similar entities, identify relationships between individuals within the same household, and use this knowledge to enhance the efficiency of your business processes.

Hierarchy Management

Hierarchy management is key to discovering relationships between your data assets. Use our visual hierarchy browser & manager to easily view, navigate, create, and maintain these relationships in your data (including complex, multi-level hierarchies, product trees, geographical hierarchies, party relationships, and more) without limitations.

MDM | System Architecture

Access business-relevant metadata for your consolidated domain in a neat business dashboard. Keep your monitoring thorough with reporting overviews, detailed statistics, and lists of issues and irregularities. Audit any event or process across the solution in just a few clicks.
Data quality is an important and inseparable part of any successful master and reference data management project and can be provided in both **batch and online modes**, with the advantage that the logic can be shared in both modes, ensuring consistency. All data steward inputs are subject to validation, ensuring referential integrity and preventing discrepancies and duplicates.

### Issue Management

Users can manage the quality and consistency of the data they are responsible for through a single interface. Ataccama ONE MDM provides data stewards with a list of tasks and issues related to master records with errors, and suggests solutions such as matching proposals or correct values. All identified issues can be resolved directly from the interface, including match proposals, suspicious matches, and data quality issues.

**Model & Metadata-Driven**

Ataccama ONE MDM is configured via a configuration UI in a **model-driven process**. Data models, either imported or created in Ataccama ONE MDM, drive the configuration of the entire hub for both data processing and the UI. Models are fully configurable, customizable, and allow for both extensions and upgrades. UI templates can be customized, and various languages are supported.

**Integration, SOA, Messaging & Streaming (IoT)**

**Seamlessly integrate** with other Ataccama ONE modules. Integration with other source and consuming systems via batch interfaces (files, JDBC), online interfaces (HTTP, JMS), and messaging (JMS) is easy to configure. Ataccama ONE MDM can also read and write Hadoop files, and integrate with Stream (Kafka) and REST interfaces.

**Dashboard**

The landing page provides a **customized dashboard** for each user. Data stewards can easily view previously created/resolved issues, notifications, and more. Data managers can see the overall DQ indicators and issue resolution statuses of the data domains for which they are responsible.

**MDM Style Support**

Any industry-specific solution, MDM data domain, usage scenario, or organizational structure-dependent deployment can be delivered in any MDM implementation style or combination of styles. The most typical combinations are **centralized and consolidation**, or centralized and **coexistence** styles. In some complex organizations, Ataccama ONE MDM combines three styles, where there is a centralized style (system of record with OLTP data authoring) for certain master data domains or directly connected...
consuming systems/applications, coexistence style for bi-directionally integrated authoring systems, and consolidation for geographically remote departments or daughter companies.

**Comparison View & Manual Merge**

Users can open several similar records in comparison view, see their differences highlighted, and decide whether they should be merged or split. When merging more records, a merge preview is computed and it allows users to customize golden records. For full context, related and instance records can be viewed.

**Workflows**

All aspects of the record managing process are fully configurable, including the number of steps in the workflow, permissions, and actions to be performed. Different workflows can be used for different entities.

**Security**

Utilize full role-based security on the entity, column, and row level, with the option to leverage organizational structure to provide even stricter access control based on an employee's role or department. We provide a Single Sign-On solution out of the box, and the modules can also leverage your existing LDAP solution.

**Localization**

Localization settings influence number and date formats as well as the user interface language.

**History & Auditing**

Maintain a history of all of the modifications made in the module, including creation, changes, and deletions. Audit functionality record information about who performed an action and when, along with which entity was affected.

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**GET STARTED**

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See what we can do for your data project. Get in touch to see a full demo of Ataccama ONE.

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Data Quality Management
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