

# TIBCO's Master Data Management Solution

## *Consistent Information Everywhere*

### **Benefits of Master Data Management**

Synchronizing information across the enterprise enables organizations to achieve the following business benefits:

- Accelerate time-to-market through process automation and information sharing for new product introduction processes and supply chain collaboration.
- Increase revenues with cross-sell and up-sell opportunities through single customer view.
- More efficient trade settlement and reconciliation for securities firms.
- Increase customer satisfaction through a multichannel unified customer experience.
- Reduce shipment inaccuracies and invoice errors with trading partners.
- Be able to analyze and optimize procurement through a single view of vendor.
- Get a global view of risk across counterparties.
- Increase ROI on SOA and BPM initiatives by providing business processes and composite applications with accurate and consistent information.



The need for accurate and consistent information is common to organizations in every industry. Brokerage companies need accurate information about securities and clients. Energy companies need accurate well and pipeline data to manage utilization of wells and pipelines. Telecom companies need accurate and synchronized product, service, and customer information to reduce churn and dynamically bundle and provision services. Through effective information management, organizations in every industry can eliminate errors, become more efficient in their business activities, and accelerate critical processes such as new product introductions, service provisioning, cross-sell/up-sell, and customer service.

TIBCO provides a process-driven approach to master data management (MDM) that enables organizations to align information assets across multiple systems and departments within the enterprise and with trading partners to achieve consistent information across the extended value chain. It ensures that data governance is being enforced – that the necessary processes, policies, and procedures are put in place so that the old chaotic picture does not return as new data is introduced or existing information is updated.

### ***PIM and CDI***

Product information management (PIM) and customer data information (CDI) are domain-specific types of MDM. PIM focuses on managing product data and synchronizing that information with the extended supply chain. CDI deals with the challenges of managing customer information across multiple channels and touch points. While these two disciplines have different roots, they fundamentally are trying to solve subsets of the same overall problem and have many synergies, such as being able to associate products with customers, and commonalities, such as the need for process and governance.

## Overview of MDM Best Practices from TIBCO

1. Select the first master data domain problem to address, then build out the solution incrementally.
2. Get business-level sponsorship.
3. Create a rich data model (attributes, related items, hierarchies and valid values for each element) for the chosen master data domain.
4. Cleanse key data. Focus on quick wins and high-impact areas. Use the 80-20 rule. Identify the small subset of products, customers, etc. that has the most impact.
5. Establish key data governance processes to introduce and manage the change and flow of information across the organization.
6. Leverage existing system investments through a leave-and-layer approach.
7. Budget appropriate time and resources and allow for setbacks.
8. Establish, measure, and benchmark key metrics, both business (invoice write-offs) and technical (data quality).
9. Automate key processes such as new product introduction or new vendor introduction to drive ROI.
10. Choose a scalable, flexible solution that can meet today's and tomorrow's needs.

### *TIBCO's Approach to MDM: Consistent Information Everywhere*

TIBCO delivers a comprehensive MDM solution that provides a harmonized central repository and point of reference for all types of master data. TIBCO builds an independent distributed master data layer outside of dominant monolithic applications like the ERP system and then synchronizes relevant subsets of that data with the downstream transactional applications, trading partners, and industry exchanges that depend on that information, in the right format, in real time or batch.

TIBCO's solution is multi-domain, providing a single platform for all types of master data. Beyond just storing the data, TIBCO's software focuses on modeling and executing the necessary governance processes and rules to manage the introduction and flow of information so that clean data stays clean.

### *TIBCO Collaborative Information Manager*

TIBCO Collaborative Information Manager™, the cornerstone of TIBCO's MDM solution, is a self-contained application that provides rich out-of-the-box functionality to deliver the key capabilities for master data management, including:

- Total information management
- Advanced business process automation
- Internal and external synchronization
- Reporting and analytics
- Templates and best practices

TIBCO Collaborative Information Manager is a business-user-friendly application. Its intuitive web and rich graphical user interface allows business users from multiple departments to collaborate to create and update information. Business processes, validation rules, and even the data model itself can be changed dynamically by a business analyst without the need for coding or bringing the system down. By being flexible and adaptive to the needs to the business, Collaborative Information Manager delivers a long lasting solution that yields tangible ROI.

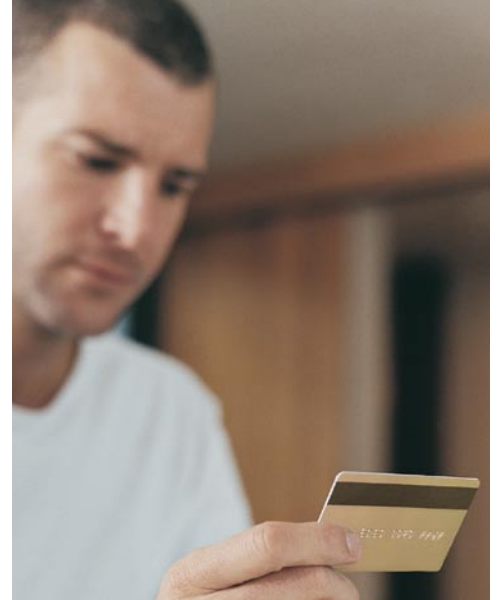
TIBCO augments the Collaborative Information Manager application with all the necessary components for a comprehensive MDM solution, including application and data integration, a B2B gateway, data quality and cleansing, web service support, message-oriented middleware, and robust monitoring and management. With over 20 years of experience in distributed computing for global organizations across industries, TIBCO delivers a best-in-class MDM solution. TIBCO's MDM solution has been successfully implemented by some of the largest organizations across industries.

### **MDM Maximizes the Return on SOA Investments**

Much of the hype and attention in service-oriented architecture (SOA) deployments has gone into web service creation and deployment and management standards and technologies. However, if data is inconsistent across applications, composite applications, and business processes that cut across multiple systems and departments will not yield the desired results and benefits.

For example, a composite application in a large multi-channel financial service institution that calculates a customer's global credit risk will only work if that customer is described in a consistent manner across retail banking, brokerage, mortgage, and credit card systems. In a retail environment, a composite application that gets a customer's order history from a data warehouse and recommends a related product requires consistent product and customer information across all the relevant systems. On a smaller scale, even business services to update an address or provision a service require semantic consistency of master data across customer relationship management (CRM), billing, and product systems.

Effective MDM helps organizations realize the full ROI potential from their SOA and business process management (BPM) investments.



### **TIBCO's MDM Solution Proof Points**

- A beverage manufacturer saved \$15-20M annually by eliminating invoice discrepancies through better item data management and global data synchronization.
- A consumer healthcare company saw a PIM solution ROI of \$1M in the first nine months alone.
- A large consumer goods manufacturer was able to reduce price deductions by 45% and sustain that over time.

“The harmonization of product and customer data provides a cornerstone on the road to SOA. With true master data, Web services and the related business processes will become more accurate, timely, and efficient, leading to improved ROI on existing investments as well as improved business intelligence.”

Forrester Research  
From Trends 2006: Master Data Management; March 6, 2006



### **TIBCO Software Inc.**

(NASDAQ: TIBX) is the leading independent business integration software company in the world and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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### ***TIBCO's MDM Solution in Action***

A leading global manufacturer of beverages uses a direct store delivery (DSD) model to bring numerous products to market via a sophisticated n-tier distribution network. The complexity of providing consistent product, price, and promotion information across multiple overlapping channels was resulting in invoice discrepancies, write-offs in the millions, and large fines for failure to meet service level agreements. The size and diversity of their distribution network also made product introductions costly and cumbersome.

To address these issues, the beverage company embarked on a project to cleanse key data, establish data governance processes, and implement a single multi-enterprise instance of TIBCO's MDM software within their company and at the distribution companies.

The company is now able to provide its retail partners with the same product, price, and promotion information regardless of channel. The return on their investment in MDM has been:

- \$15-20M annual reduction in invoice discrepancies
- \$30M annual savings in deductions
- Reduction in fines by \$120 per sku/month/retailer location

For new product introductions, standards-compliant data is published via peer-to-peer synchronization to all distribution companies in the "extraprise." The distribution companies are then able to extend the information with their own company-specific and region-specific attributes across the entire network so that the entire extended organization always has consistent information.

To learn more about TIBCO's proven approach to MDM, please visit the TIBCO web site at **[www.tibco.com](http://www.tibco.com)**.