Teradata Master Data Management

Single Platform, Single Application

What Would You Do If You Knew?™

What would you do if you knew you could manage all of your master data regardless of domain with one application and one platform?

Most companies rely on "master data" that is shared across operational and analytic systems. This data includes information about customers, suppliers, accounts, or organizational units and is used to classify and define transactional data.

The challenge is keeping master data consistent, complete, and controlled across the enterprise. Misaligned and inaccurate master data can cause costly data inaccuracies and misleading analytics, which can negatively impact everything from new product introductions to regulatory compliance.

The answer to these and other related issues is master data management (MDM), which is a set of processes that creates and maintains an accurate, consistent view of reference data that the entire organization can access for decision making.

Teradata provides two solutions on top of its MDM offering:

- Reference Data Management
- Connected Identity

By standardizing business entity definitions, improving data quality, and aggregating and distributing data across the organization, MDM simplifies and improves business processes, enhances organizational speed and agility, and leads to a consistent, holistic view of the entire enterprise.

Reference Data Management Solution: Reference Data Defined

As data volumes swell and more data sources converge, quickly harmonizing and analyzing information for agile business decisioning becomes increasingly difficult. Nearly 40% of the tables in a data warehouse store reference data—usually in the form of codes and hierarches—that defines everything from industry to country to transaction type to customer preferences to customer/product/geography roll-ups.

Organizations rely on consistent and accurate reference data for world-class analytics because this data is used to aggregate, connect, and rationalize business data. Business empowerment is the key to delivering agility in this space. Business users require the self-service ability to visualize, update, fix, approve, and determine when to publish data, which Teradata enables.

Pain Points Can Hinder Insights

Today, MDM data is manually managed across the organization and pockets of the business to build custom file shares and data marts, and to manage countless desktop-based spreadsheets. These time-consuming, reactive, and non-secure processes hinder the business's agility because data issues are isolated and thus detected too late—often during a period-end close.

This means business insights are based on incomplete and inconsistent analytics that inhibit an organization's ability to react to market changes or test new ideas. Moreover, the business's resulting confidence in the data warehouse is low, forcing it to leverage other solutions.

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Teradata Reference Data Manager is a self-service solution developed for enterprises interested in increasing their analytic accuracy, improving data security, and gleaning rapid insights powered by reference data.

Introducing Teradata Reference Data Management Solution

It delivers these capabilities:

Enables Business Self-Service

- Dashboard-driven web user interface (UI) for self-service enrichment, maintenance, and publishing of hierarchies, code sets, mappings, and other reference data attributes
- Direct Microsoft Excel upload into Teradata Vantage™ with governance and without IT involvement

Drives Business Agility

- Automated alerts and email notifications that eliminate manual processes and enable proactive maintenance to deliver analytics faster, reduce errors, and minimize new development cycle times

Provides Visibility and Compliance

- Provide traceability and visibility of all changes, updates, and lineage of granular data back to source systems
- Offer roll-back capabilities and role-based security

Delivers Trusted Analytics

- More effective analytics with improved data quality, visibility, and self-management of reference data
- Time-based analytics with Rewind enabling "what-if," "point-in-time," and "period-over-period" analysis
- Extend transaction data with rules-based or manually defined tagging logic

Three Core Business Use Cases

Teradata Reference Data Manager provides the self-service enrichment of attributes, approvals, and business rules. It also automates the alerts and notifications when data is not properly coded or assigned. Here are the three primary use cases:

Self-Service Management of Reference Data

This core scenario allows the business to make updates in minutes without IT intervention. Via a simple business user friendly web UI and a self-service Excel upload interface, a user can manage data, easily recognize what needs to occur in that data, then directly perform create, read, update, and delete (CRUD) actions.

Automated alerts can be setup via the web UI so when data changes or new data arrives, actionable notifications via email, text, and other channels are sent to the business owners. For mass updates and getting desktop data into the system, a self-service Excel upload interface is provided for added agility.

Harmonization of Code Sets across Multiple Systems

Code set harmonization synchronizes different code sets, name value pairs, or lookup tables from multiple source systems and brings those to a global master in Teradata Vantage. The multitude of source systems where the codes originate tends to vary or differ from source system to source system, and they need to be brought together for analytics.

Reference Data Manager provides the workflow that allows the business to define standard code values, maintain the cross reference, view the data over time, and alert business owners when unknown or missing values are encountered.

Multi-Dimensional Hierarchy Management

This specific scenario enables the user to visually explore, maintain, version, compare, and conduct hierarchy mass maintenance. Updates can be done at the overall hierarchy, branch, or node levels.

Drag and drop updates can be done via the web UI, and new hierarchies can be loaded through the Excel upload portal. This capability is especially helpful when identifying slowly changing hierarchies by sending alerts about minor changes and escalating them to the business to incorporate into their decision making.

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Teradata Connected Identity Solution

Know customers no matter how and where they interact with you.

Our Connected Identity solution ensures that consumer data across different touchpoints is harmonized to create a single view of the consumer, with links to interaction and transaction data. This enables insightful analytics to be performed in the Teradata Vantage platform.

Our clients interact with their consumers across many channels—email, call center, messenger, and digital devices. At Teradata, our goal is to provide valuable answers by using all the data points available.

This harmonized customer data foundation and insights can be made available to marketing solutions such as Vantage Customer Experience (CX), Salesforce, and Adobe. Consumer responses from these interactions provide true business value by enabling marketing attribution and marketing mix modeling across individual- and household-level data.

Teradata's Industry-Leading Key Capabilities

Teradata's MDM solutions offer world-class benefits and capabilities:

- Identify anonymous users and unify their anonymous and known interactions across digital and offline channels to deliver personalized user experiences across touchpoints

- Create 360-degree customer views with confidence to activate customer interactions across channels with varied sourcing quality

- Determine data lineage of all touchpoints to maintain attribution of the customer creation, allowing interaction customization and increasing transparency across the organization

- Provide an adaptable framework to integrate various business silos for golden customer record management

- Overlay existing customer profiles with enriched demographic data using third-party data

- Offer a Data Stewardship Interface to provide enterprise-wide data governance for managing golden customer records and event/interaction/transaction data

Innovative MDM (Connected Identity) Product Features

Teradata offers several features to help organizations better manage and leverage their data:

Customer 360: Web interface provides life cycle management of golden master records. A dashboard is provided to view various KPIs and offer visibility into the overall state of the golden master. The interface also provides UIs for the 360-degree view of golden customer records and the web analytic solution, which links click streams of customers in websites and social media with their 360-degree views.

Drive High-Impact Business Outcomes with Teradata MDM (Connected Identity)

- Increase customer adherence or prospect conversion by revealing identity and behavior traits of customers or prospects who are interacting with the most valuable web content across different devices

- Track the customer journey from the first media impression to adherence by capturing every content interaction by users, enabling analytics such as path analytics

- Optimize marketer spend by providing marketing attribution across digital and offline campaigns

- Gain a customer 360-degree view that gives marketing managers, call center reps, and websites access to customer records for key KPIs such as enrollment success, days between fills, adverse events, engagement metrics, and customer knowledge

- Track interactions across channels to know when to target customers to get the best outcomes using key conversion and open metrics
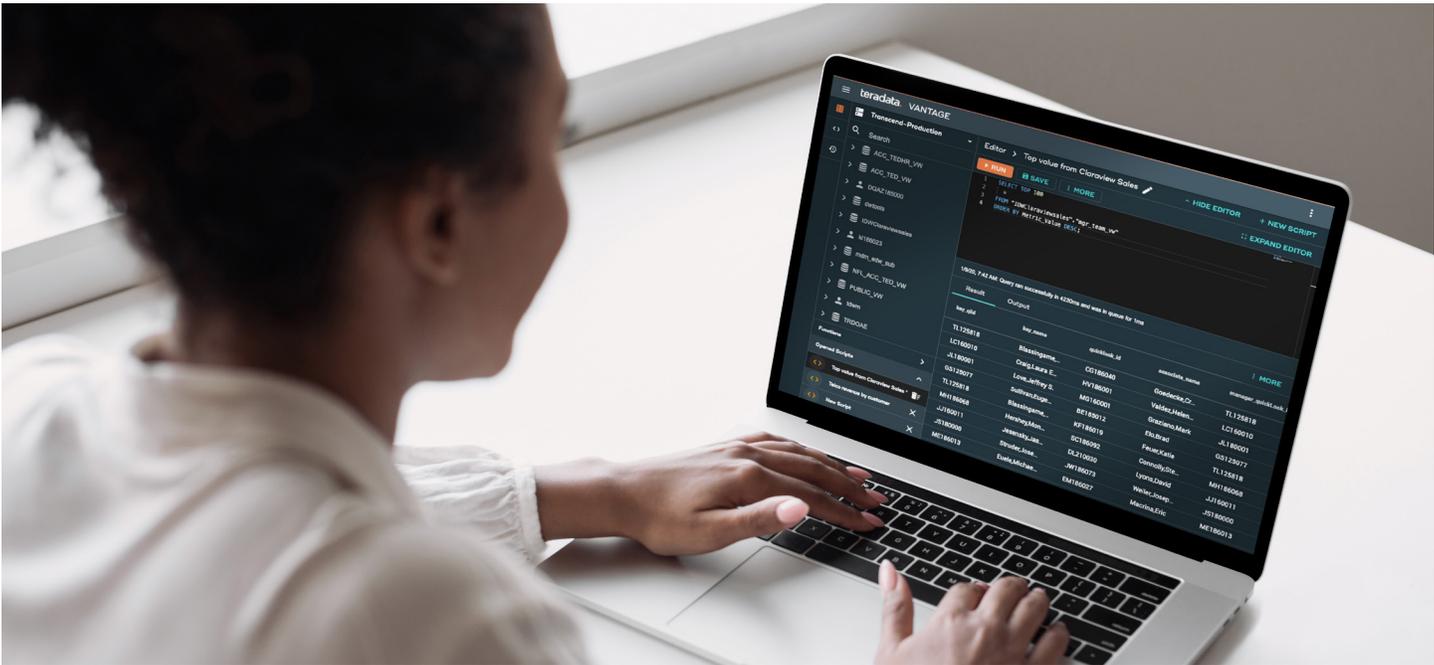
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Third-Party Data: Use any third-party data enrichment or overlay services to enhance existing profiles. Or, reveal identities to gain greater accuracy and utilize these new attributes for advanced analytics in Teradata Vantage.

Web Service APIs: Web service APIs are developed on a continuous integration (CI) model to enable external systems, such as call centers, to interact with customer data stored in CI systems. Web services created for this implementation are based on MDM framework rules. The different types of web service requests include search and view requests, along with Add, Update, and Delete request types.

Pre-Built Data Model: A pre-installed data model is built to complement customer implementations and many industry logical data models. CI provides the capability to extend deployed data models as well as create and manage various pertinent reference codes sources.

About Teradata

Teradata is the connected multi-cloud data platform company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today.

The Teradata Vantage architecture is cloud native, delivered as-a-service, and built on an open ecosystem. These design features make Vantage the ideal platform to optimize price performance in a multi-cloud environment. Learn more at **Teradata.com**.

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