



Master Data Management for Oracle®

Master Data Management can help your organization reduce costs and increase profitability.

Solving Master Data Issues

- Can your data be analyzed in a meaningful manner to make key business decisions?
- Are you facing integrity issues with your data?
- Is your enterprise data compliant with global regulations like Sarbanes-Oxley or Basel II?
- How much time is spent in reconciling data from several disparate source systems?
- Do your business units and IT organization have endless debates about whose data is correct?
- Who is accountable for the quality of your master data?

These questions, and the underlying problems they indicate, lead to severe inefficiencies in business processes that result in increased costs and reduced margins. In many cases, these challenges are the result of issues in master data — data that represents business objects (e.g. customer, product, etc.), is shared across systems, and is used to classify transactional data. A master data solution is imperative to having a single source of truth for these objects across the operational IT landscape.

Oracle's pre-built Master Data Management (MDM) solutions can bring real value in a fraction of the time it takes to build from scratch. The Oracle MDM portfolio also includes tools that directly support data governance within the master data stores.

To help you effectively leverage Oracle MDM, Dell Services offers a comprehensive portfolio of MDM Services. Further, a blend of targeted services based on the level of engagement can be offered to suit your organization's needs.

- **Advisory Services:** Strategic and tactical advisory services for your MDM objectives
 - » Product/Tool Evaluation
 - » Standards and Regulatory Compliance
 - » MDM Assessment, Strategy, and Roadmap
- **Consulting Services:** Provides the capabilities you need to plan, build, and run an Oracle MDM solution
 - » MDM Architecture
 - » Master Data Analysis
 - » Data Governance
 - » Deployment
 - » Performance Management
- **Managed Services:** Offers maintenance and continuous improvement of your MDM solution with service level agreements designed to meet your unique business needs and delivered at a low cost by a global team of experienced specialists
 - » Maintenance and Support
 - » Enhancements
 - » Upgrades
- **Expertise:** Professional, independent guidance for your MDM deployment
 - » Deployment Project Management
 - » Independent Verification and Validation

Oracle's Growing MDM Footprint

Oracle's MDM solution includes a large portfolio of purpose-built applications and technologies that consolidate, clean, and augment enterprise-wide master data, and synchronize it with all enterprise applications, business processes, and analytical tools.

- Hyperion Data Relationship Management
- Oracle Customer Hub
- Oracle Product Hub
- Oracle Site Hub
- Oracle Higher Education Constituent Hub

Summary of Oracle MDM Benefits

Utilizing Oracle MDM Applications, companies around the world are: operationalizing their data warehouses; consolidating systems; modernizing applications; reengineering business processes; improving their reporting; increasing target marketing effectiveness; improving customer loyalty scores; managing risk more efficiently; and creating solid data foundations for CRM, ERP, and SCM implementations.

Dell Services can facilitate the people, process, and technology to help you achieve your data management goals.

For more information about any of our service offerings, please contact your Dell representative or visit dell.com/services.



Applications Business Process Consulting Infrastructure Support

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