



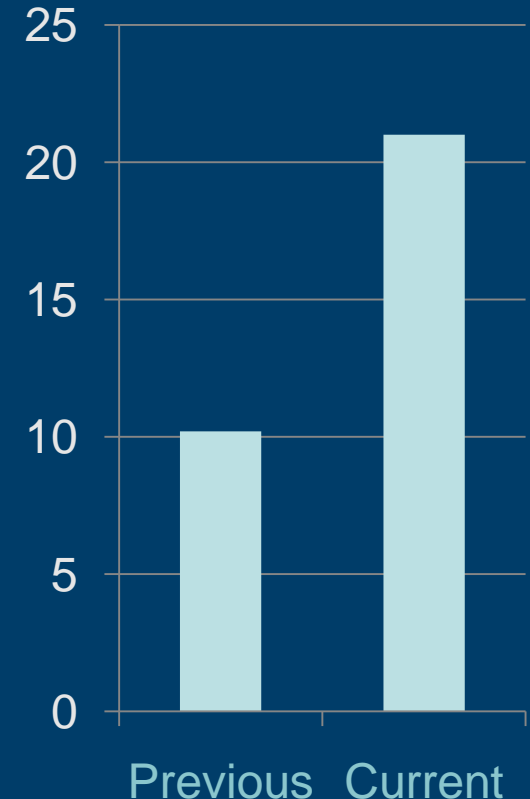
Real-world Struggles and Successes of Implementing a Master Data Management Environment

Background

- Project was initiated because of inability to effectively share Data Assets across the Enterprise
- Buy versus build...decided to build Enterprise Data Repository (EDR)
- Initial EDR project started in 2005 and was implemented in 2007 after 18 months
- Do not 'boil the ocean'...
- Establish initial data sharing guidelines
- Move away from point-to-point solutions
- Focus on small set of attributes defined across a set of the EDR Subject Areas
- First subscriber was SFA project

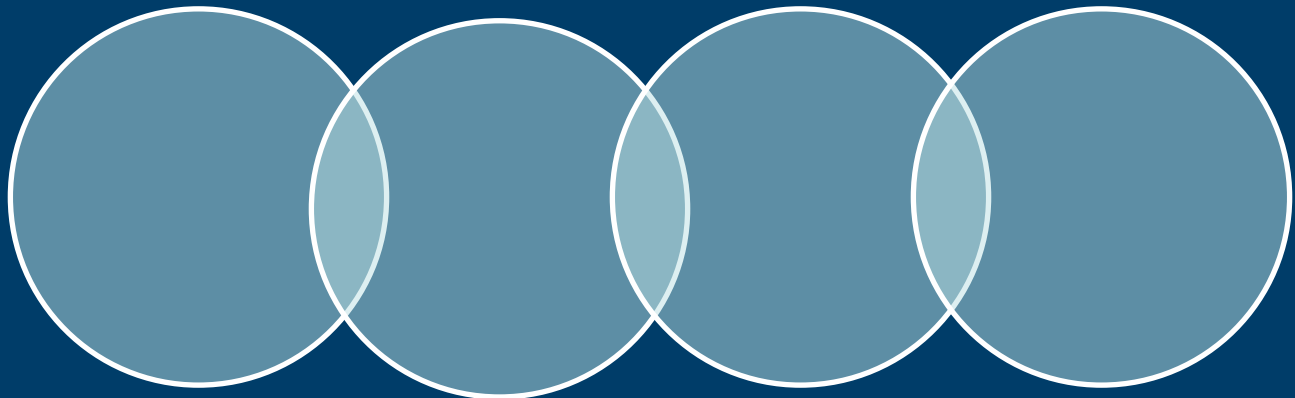
EDR Statistics

- Current Stats:
 - Subject Areas
 - Identified: 9
 - With Content: 7
 - Attributes
 - Identified: 394
 - With Content: 144
 - Aggregate Total: 21M rows
 - Admin Systems supplying content:
 - Actively Sourced: 9
 - In-Progress: 1
 - Active Subscribers
 - Implemented: 3
 - In-Progress: 1



Sponsorship

- Initial sponsorship provided by the office of the CMO
- Continue to evolve environment via other projects.
- Need to market the concept over and over and over and over and over...
- Manage resistance
- Get LOB sponsorship to construct DW hub



Data Strategy

- Started with a handful of guiding principles
 - Hub and Spoke Approach
 - Common Data Model
 - Reusable Data Integration Components
 - No Admin System “codes”
 - No Content Cleansing
- Evolving Information Maturity over time

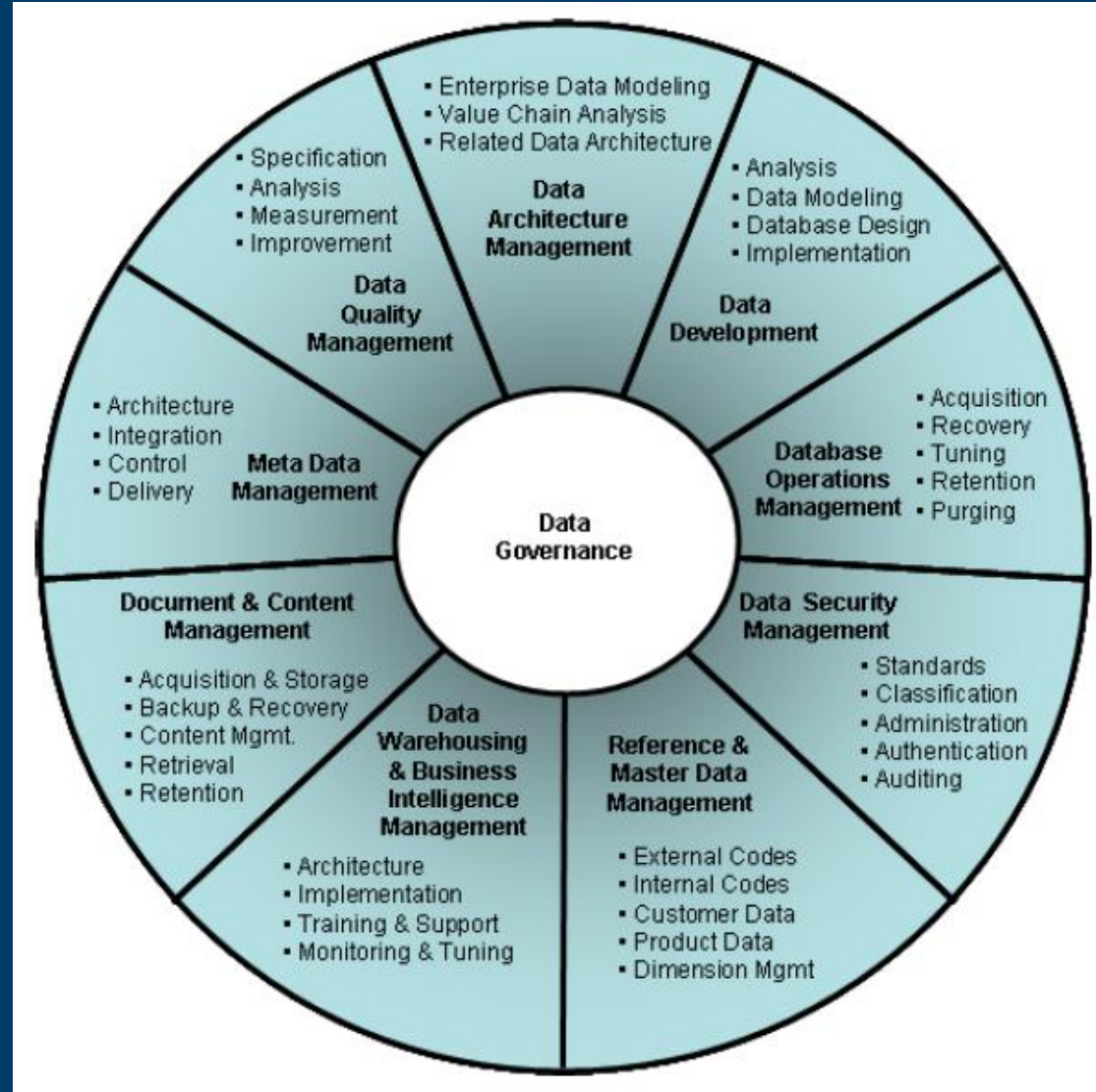


- Look to make use of DM-BOK

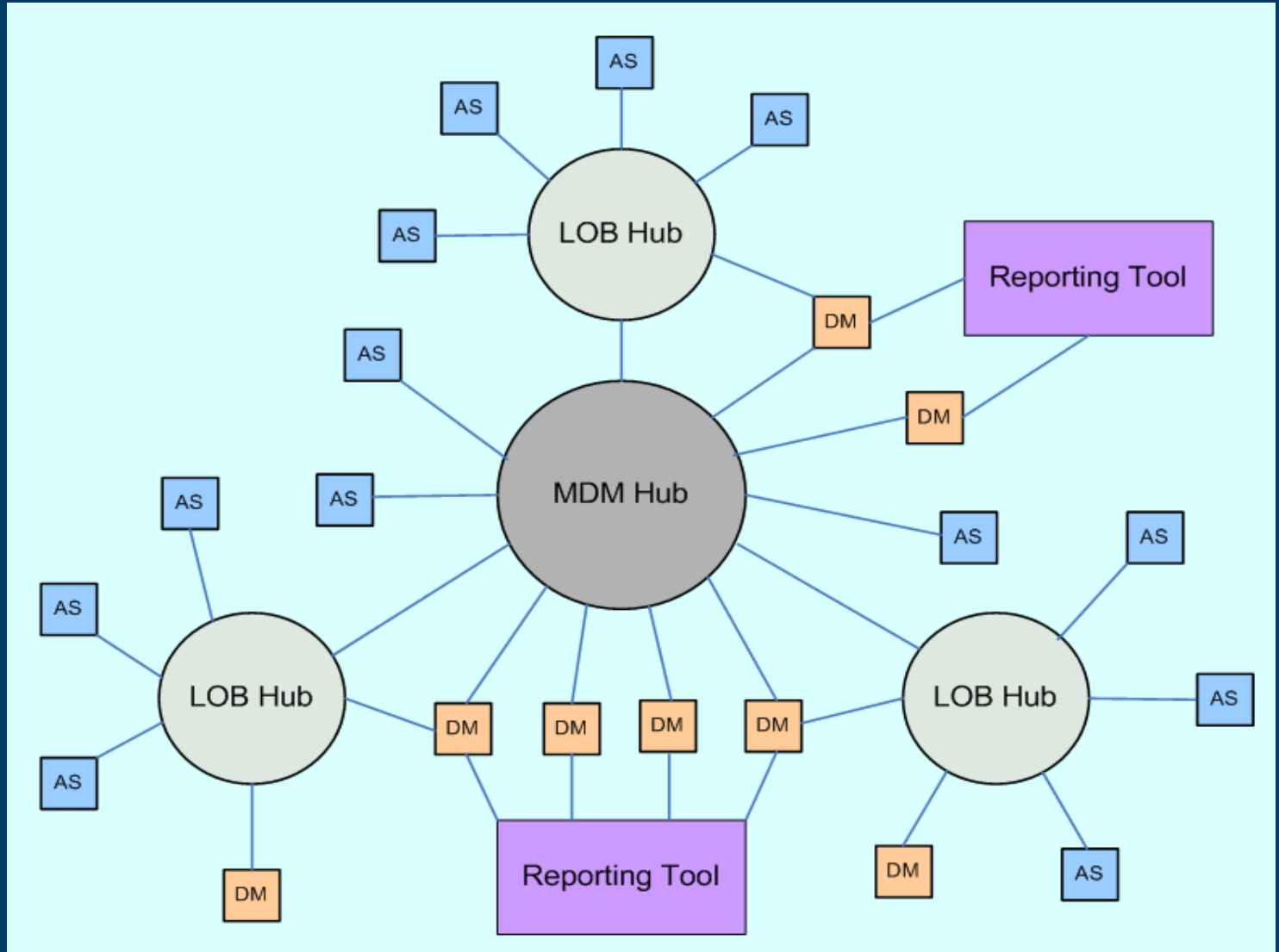
DM-BOK Framework

Make use of DM-BOK as framework for the Enterprise Data Strategy

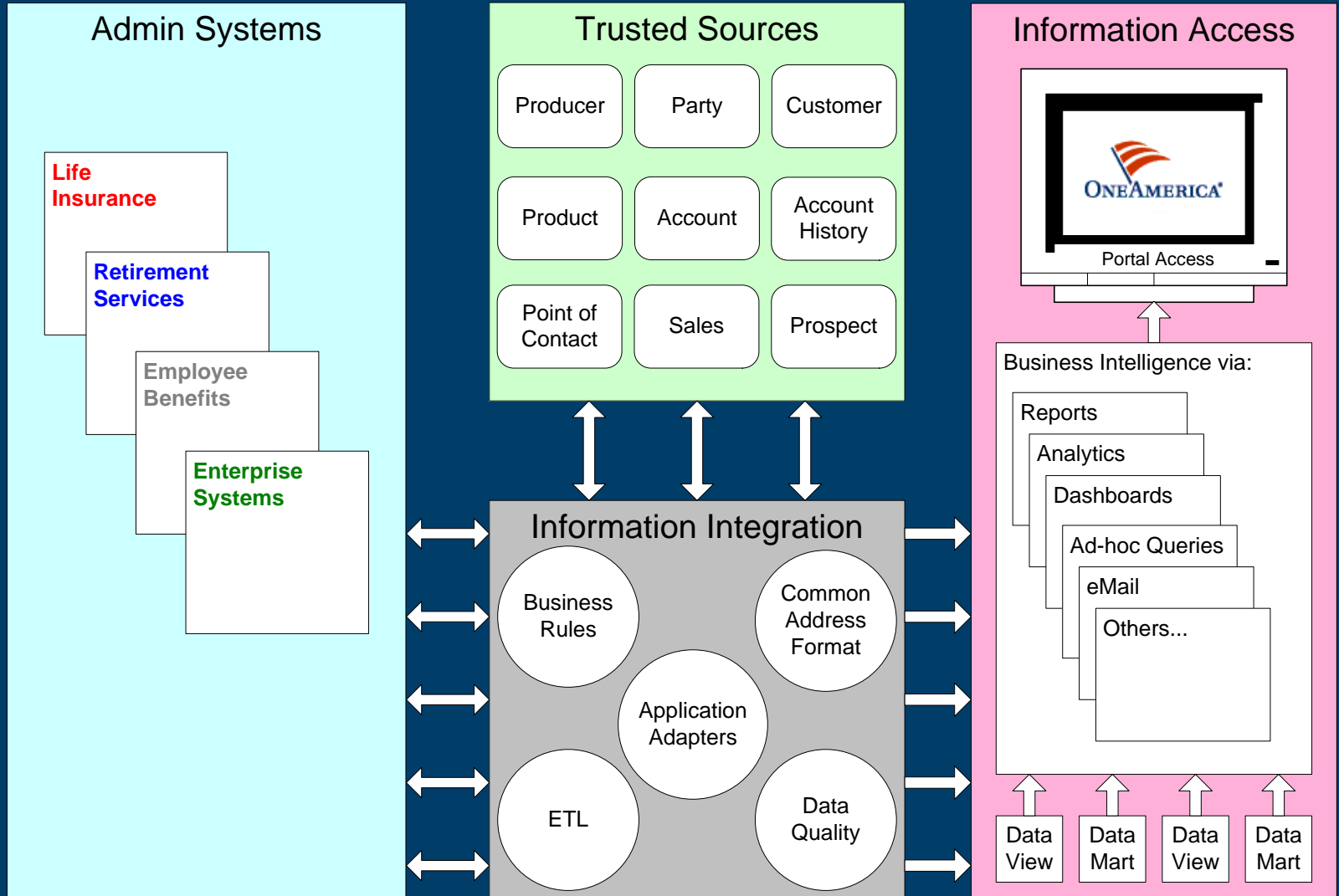
Will implement and evolve components over time



Hub and Spoke Architecture

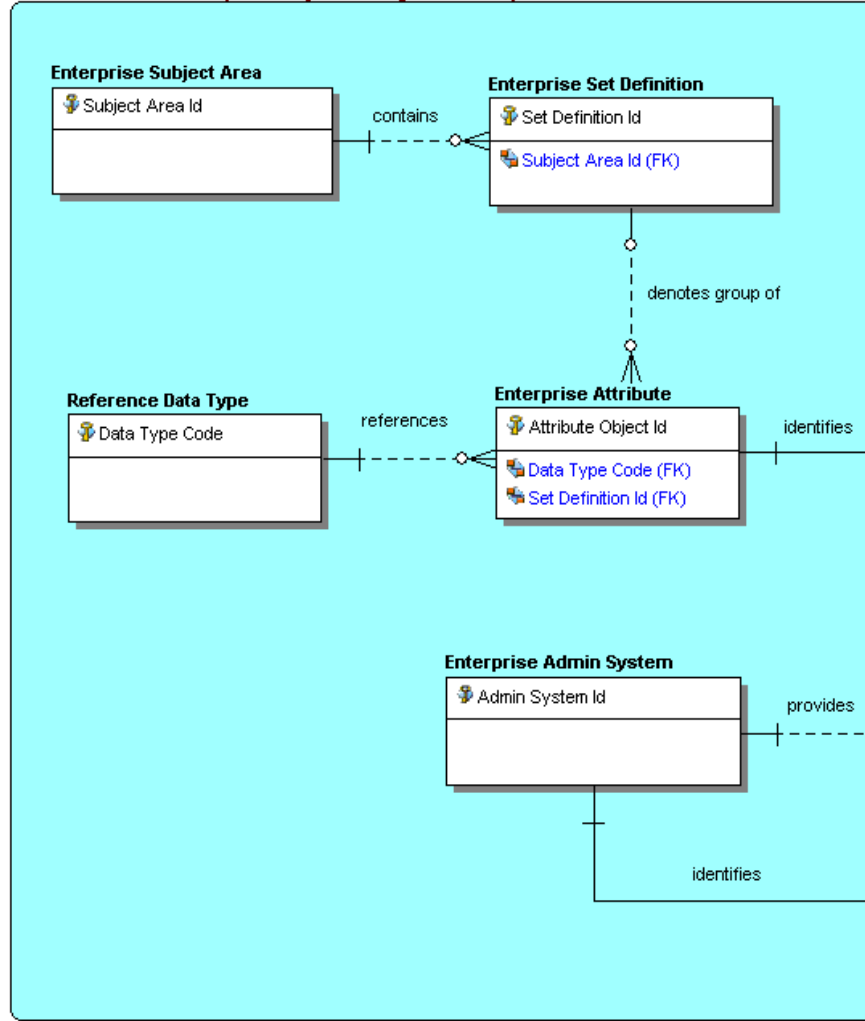


MDM Hub – EDR

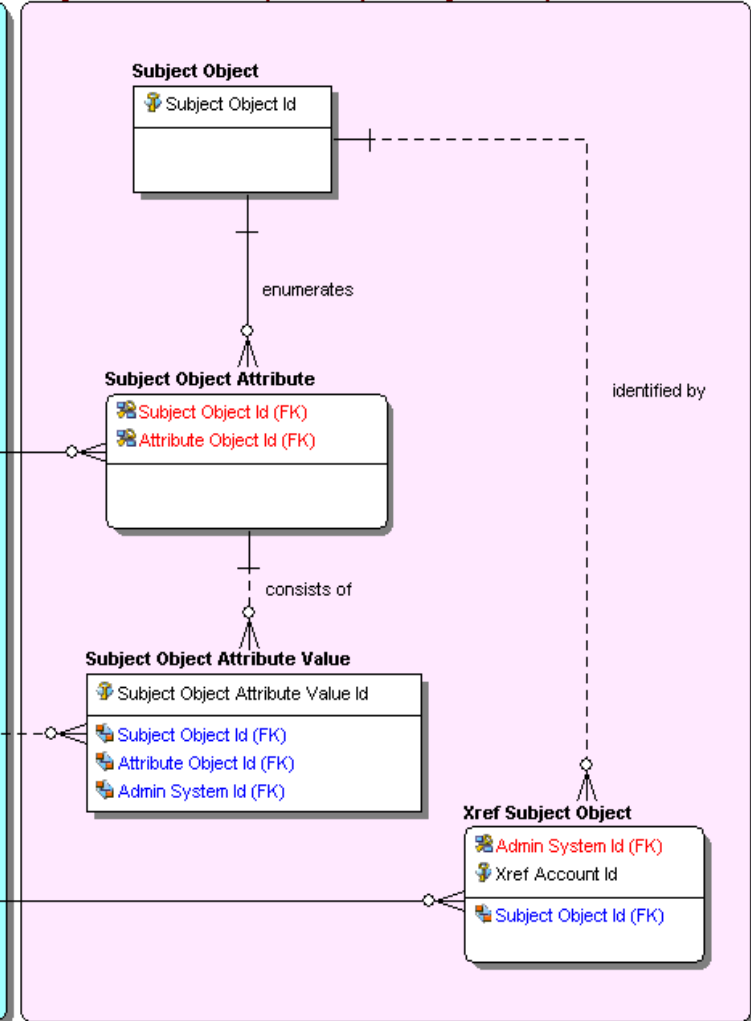


Common Data Pattern

Reference Entities (used by all Subject Areas)

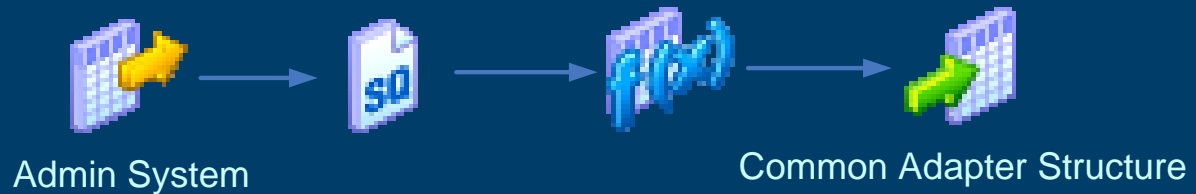


Subject Area Entities (distinct per Subject Area)

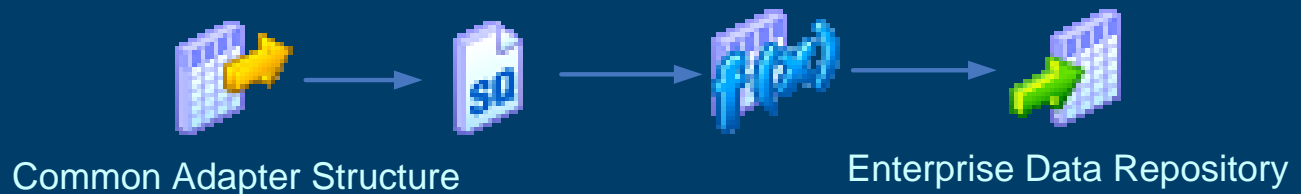


Adapter Architecture

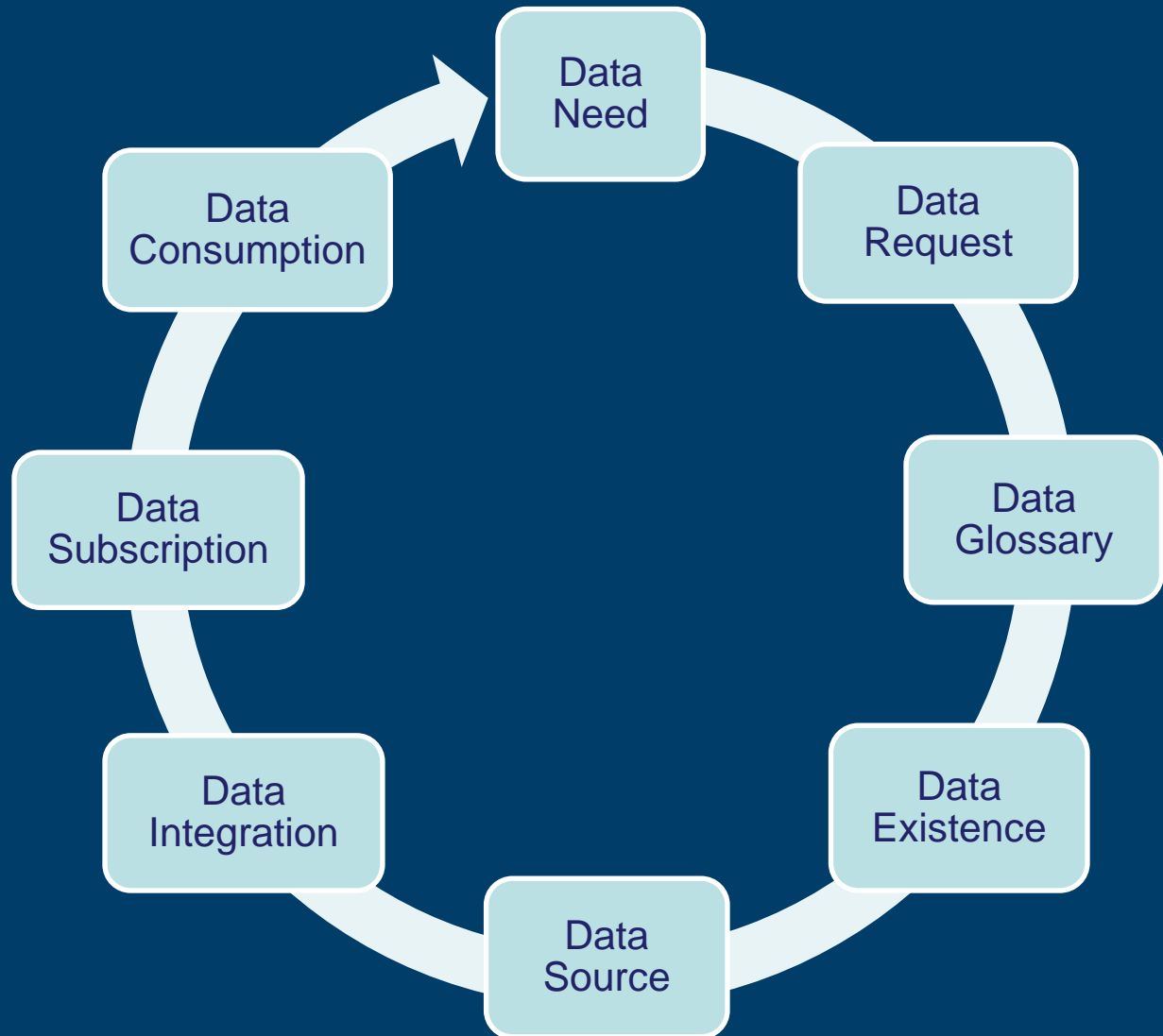
- Each Admin System providing content makes use of an Application “facing” Adapter which supplies content in a “common” structure



- EDR consumes supplied content via a “common” Adapter per EDR Subject Area



Data Workflow



Data Stewardship

- Enterprise Data Glossary
 - Enterprise Attributes
 - Data Classification
 - Condition of Use
- Data Governance Concerns
 - No formal Data Steward group as of yet
 - Business Analysts playing ad-hoc stewardship role
 - No MDM environment can succeed without an effective and robust Stewardship program

Conclusion

- Good solid foundation
 - Business Sponsorship
 - Marketing the MDM approach
 - Maturing Data Strategy
 - Concrete Data Model
 - Established Data integration
- Things needed to be worked on:
 - Expand Data Governance and Stewardship
 - Implement Data Quality Monitors
 - Implement “Confidence” Index
 - Overall Metrics Reporting
 - Service Oriented Processes
 - Evolve Subscription Services

Questions

Thank you for your time and interest!



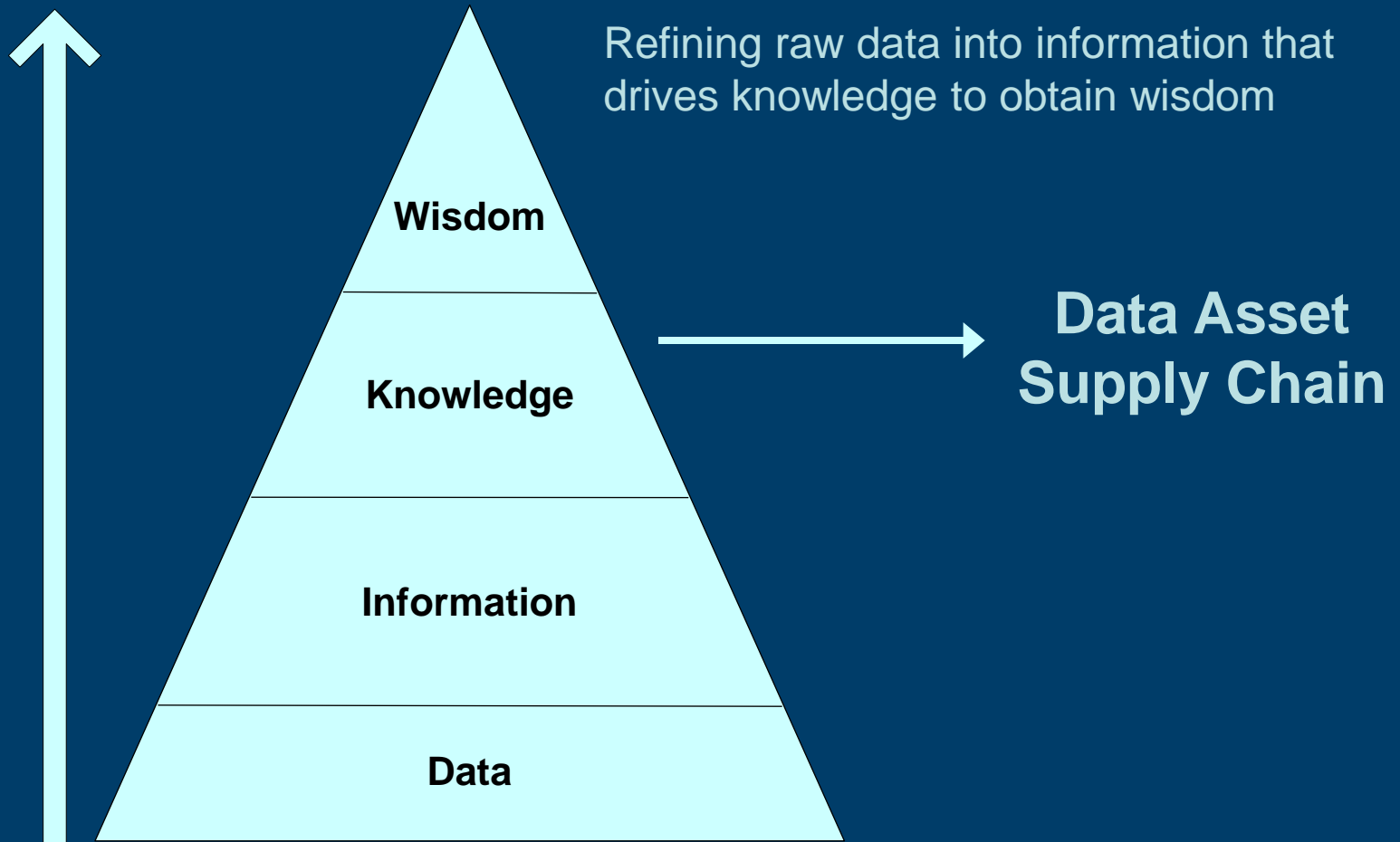
Contact Information:

gene.boomer@oneamerica.com

--- Back Up Slides ---

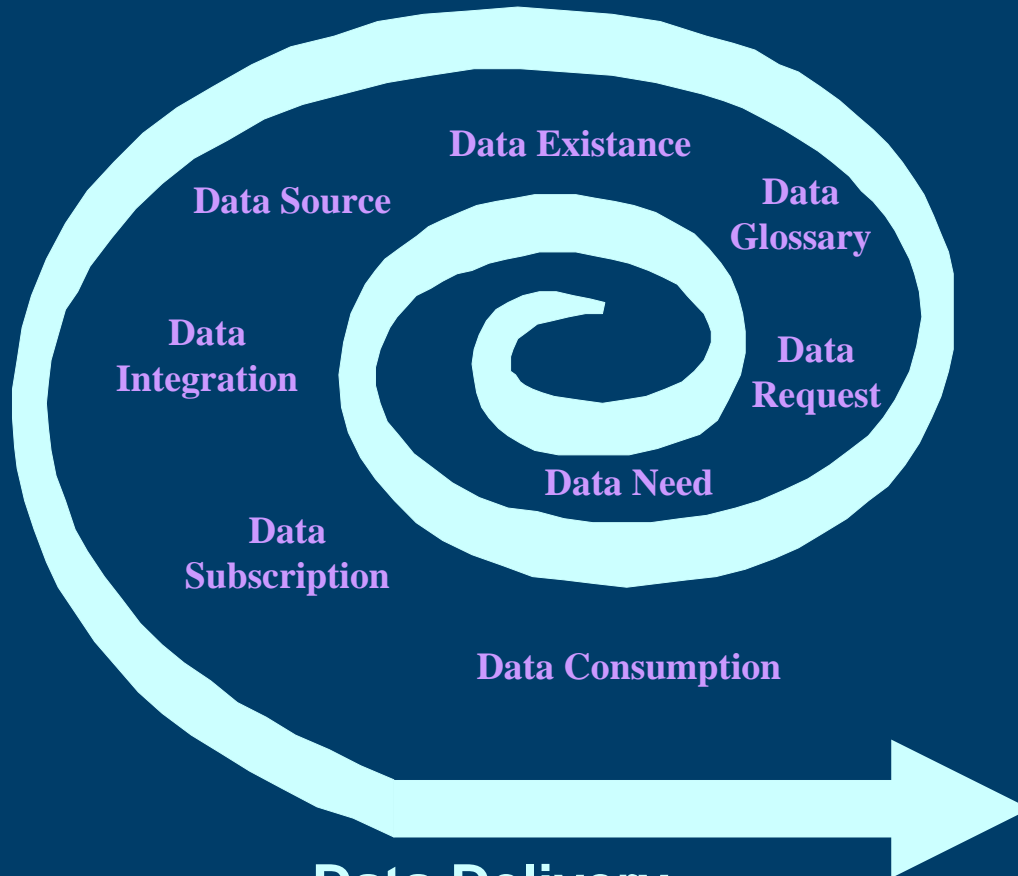
EDR – The Data Pyramid

Information Maturity



Data Workflow

Data Architecture (Business and IT)
Glossary, Classification, Source, Integrate



Business View
Data for iteration

Data Delivery
Subscribe, Consume

EDR – Achieving Success

- Data Sponsorship
 - We have been blessed to be supported in this effort by the office of the CMO
- Data Governance
 - Data Workflow
 - Data Glossary
 - Data Dictionary
 - Data Life Cycle
 - Data Lineage
- Data Architecture
 - Laying Foundation
 - Iterative Approach
 - Build on Future Projects

EDR – Future State

- Expand Data Governance and Stewardship
- Implement Data Quality Monitors
- Implement “Confidence” Index
- Overall Metrics Reporting
- Service Oriented Processes
 - Data Services
 - Web Services
 - CDC Services
 - Subscription Services