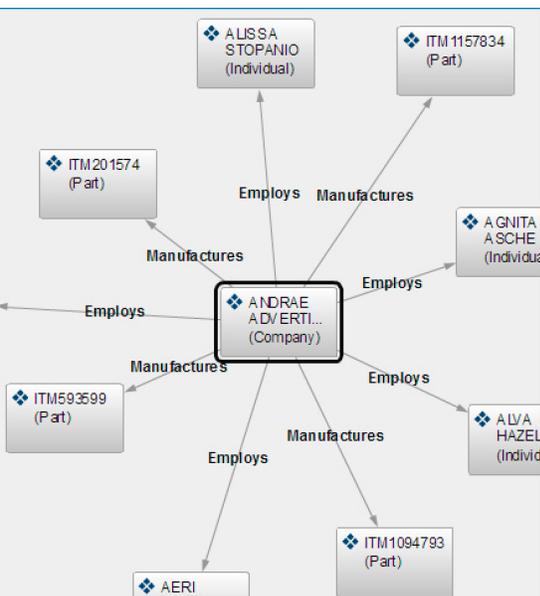


SAS® Master Data Management

Bring harmony to data discord. Build for long-term success.



What does SAS® MDM do?

SAS MDM enables a phased approach, to help you achieve a single view of customers, products and other important entities across both traditional and big data sources. From data quality and data governance to data visualization, your data management capabilities will bring harmony to data discord, give you a more complete view of your business and help you gain insight for better decisions.

Why is SAS® MDM important?

Your customers, products and employees are integral to your day-to-day success, which is why you need a system to keep data accurate and well managed. With SAS MDM, you can achieve a single, unified view of your most important assets to increase revenue, reduce costs and manage risk.

For whom is SAS® MDM designed?

Data stewards, data architects, business analysts and other team members who need a single, accurate view of their data.

Data is one of your greatest assets. The way you manage it – from maintaining its quality to uncovering meaning through visualization – is a big factor in your success. When your data is governed well, you can work more efficiently, maintain better customer relationships and uncover business insights you didn't know were there before.

Master data management (MDM) is the best way to obtain a consistent view of your business information. But it's not a simple technology that you install and forget about. It's a process, and it can be complicated.

That's why it's important to choose a solution that's right for you. One that enables you to take a phased approach so you can deliver value and get executive buy-in. One that's based in data quality and works in both operational and analytical contexts. And one that integrates with your current system and scales to accommodate future volume increases so you can keep costs in check.

SAS Master Data Management is a customizable solution that gives you ultimate control over your data. Its intuitive interface helps you import data into the hub to easily manage inquiries, and you can integrate big data for a broader, more complex understanding of relationships. Plus, with source system harmonization, you can easily sync changes between sources to gain a more consistent view of your data – and keep business and IT on the same page.

Benefits

- **Start small and build out as necessary for reduced risk.** An agile, incremental implementation approach to MDM eliminates the fear of “where do I start?” and makes it easy to move forward.
- **Understand every aspect of your organization.** You'll gain a unified view of customers, products and processes so you can identify weaknesses – and opportunities.
- **Improve customer experience and reduce costs.** Once duplicates and bad addresses have been removed from your customer data, and you've obtained a standardized view across multiple sources, you can treat them more consistently for improved retention and experience at reduced cost.
- **Achieve high-quality, consistent data and pervasive data governance.** These key components of SAS MDM help you standardize, cleanse and maintain data so it's ready to support accurate operations and analytics.
- **Foster collaboration between IT and business.** With a business glossary and role-based, workflow-driven term creation and lineage visualization, it's easier to get both sides of the organization working together to stay in regulatory compliance.
- **Gain a deeper, more complex view of relationships.** The ability to integrate big data means you have an even bigger picture of your organization – and can derive more insight from your data.

Overview

SAS MDM empowers you to govern consistent data, achieve a single view of your business and implement more effective processes.

Embedded data quality

When data quality is at the core of your MDM solution, you can be confident that every process is based on data you can trust.

That's why cross-field matching, access, profiling, address verification and standardization, business rule monitoring, matching and linking are all part of your SAS MDM solution.

Source system harmonization

Data stewards have more administrative control over how data is prepared and managed by using the Source System

Dashboard and allowing simplified preparation, synchronization and loading of source systems. You'll achieve a consistent view of your data and can more easily enforce governance policies.

Multidomain data model

SAS MDM helps you create master data domains for multiple entities. You can manage data on individuals, organizations, products or other entities while creating relationships through householding, clustering and entity hierarchies. The result is a more accurate, complete view of whom you do business with – and how.

Big data access and integration

With access to Hadoop (via Apache Hive) and Impala, you can read, integrate and publish data to these sources for a broader view of your business information. With all your sources in the game, you can derive even more meaning from your data.

Integrated data governance

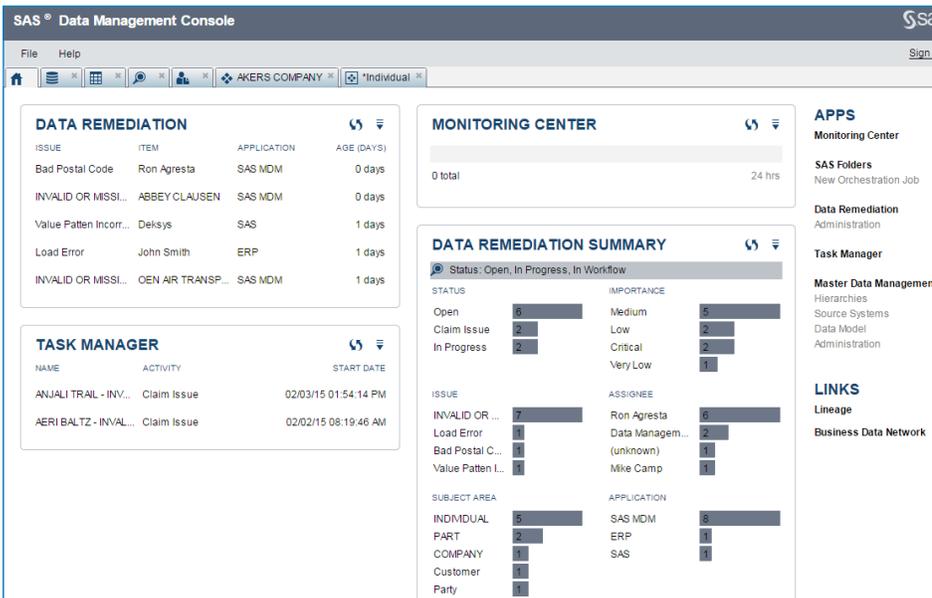
Enforcing policies is easier with improved data governance. Our patented lineage visualization tool helps you explore metadata relationships – plus a role-based, workflow-driven business glossary helps keep both business and IT on the same page.

Built-in data visualization and reporting

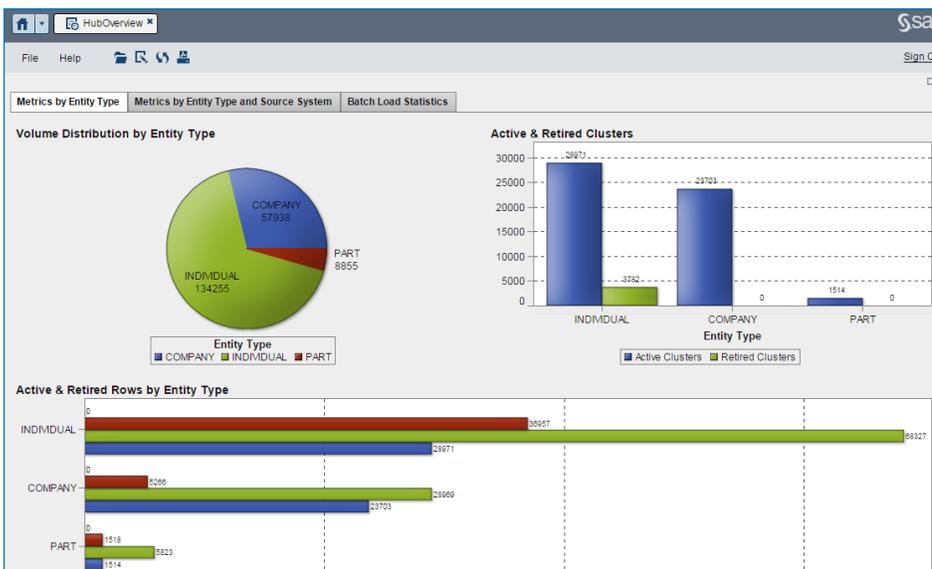
With SAS Visual Analytics Administration and Reporting built in, you can view, edit and share information about your MDM hub, as well as get more specific information on remediation issues. Access to accurate, meaningful reports makes it easy to take early action before bad data causes problems downstream.

Unified, web-based dashboard

Access all your interfaces from a common location and create business rules, data quality procedures and data definitions from within the same environment. MDM tools help you speed deployment of functionality (such as a Google map search or address verification) without navigating to another user interface, and multidomain hierarchy support enhances mapping and visualization.



SAS Data Management Console provides centralized role-based access to master data. Data stewards and business users search entities as well as monitor critical data governance, remediation issues and reports while IT administrators can monitor source load processes.



MDM hub health, hub status and remediation summary reports are available out of the box and use SAS Visual Analytics Administration and Reporting.

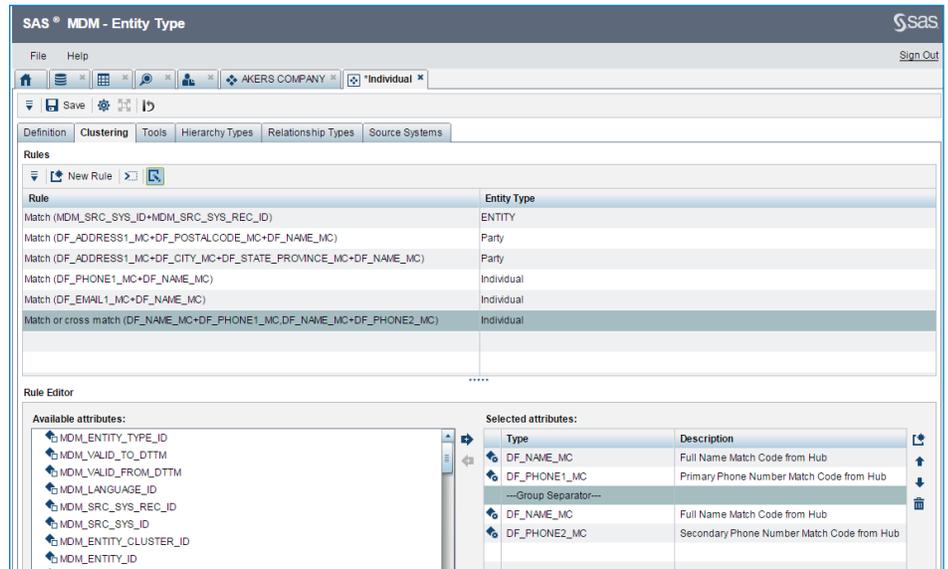
Key Features

Embedded data quality

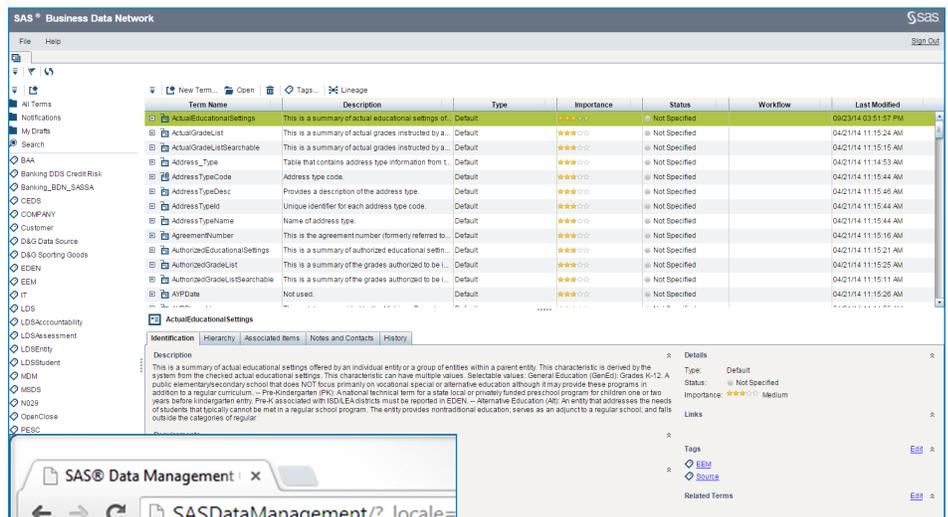
- SAS MDM is built on data quality technology to help you standardize and rationalize data during its life cycle. Processes include:
 - Data access and integration.
 - Data profiling.
 - Address verification, standardization, parsing.
 - Data matching, linking and house-holding.
 - Data rule monitoring.
 - Improved cross-field matching for easier creation of a best record.

Multidomain data model

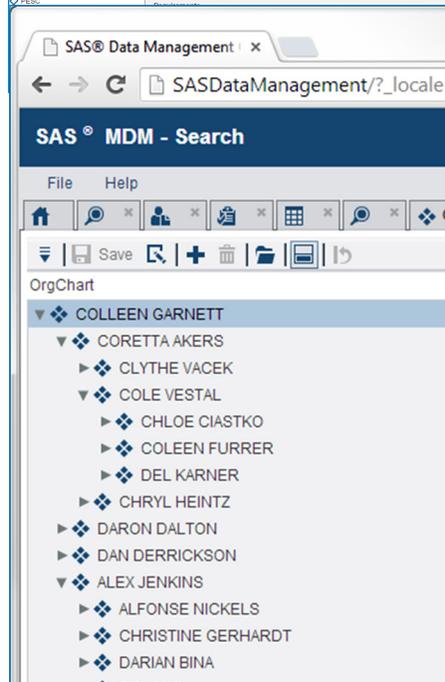
- You can create master data domains for party (citizen, customer, patient, etc.), organization, site, supplier, product, asset or other data domains. You can also:
 - Identify and centralize key core reference data.
 - Grow from batch-oriented to real-time application integration through SOA.
 - Get support for load and maintenance processes, including:
 - Out-of-the-box models that are easily integrated with the hub.
 - Extensible and customizable data jobs for hub loading.
 - Built-in data quality.
 - Entity matching, source system record linking/cross-reference and best record creation.
 - Business rule monitoring.
 - Historical tracking with changes saved for contributing records and best records.
 - Create the best record using entity resolution, best record selection/editing and the creation of a universal identifier.



Clustering and survivorship rules use improved cross-field matching logic to create the best or golden record without writing code.



Above: The patented Business Data Network and Lineage governance components allow business and IT users to collaborate on the creation of business terms, relate and visualize business and technical metadata, and view impact analysis reports.



Left: Multidomain hierarchy support allows for visualization and ad hoc or automatic generation of hierarchies based on rules.

Key Features (continued)

Integrated data governance

- Control the master hub, as well as the processes and workflows that govern the creation of master data through an intuitive, business-focused interface.
- Add, modify and retire entities and relationships.
- Use role-based access to attribute content.
- Manage metadata that spans data management and analytics for entities, attributes and transformations.
- Manage business and technical metadata with a patented business glossary and centralized reference data.
- Visualize and explore data asset lineage and relationships.
- Simplify application integration via improved data stewardship and remediation routing and governance.
- Import terms and relationships from CSV files and integrate with other applications via the exposed REST API.
- Create "point in time" snapshots of terms to meet regulatory auditing requirements.

Enhanced user experience

- SAS Data Management Console is a browser-based central management dashboard that enables you to:
 - Access all role-based MDM interfaces from a common location.
 - Experience role-based access to MDM entry points.
 - Create business rules, data quality procedures and data definitions from within the same environment.

- Speed deployment of functionality without navigating to another user interface with tool registry.
- Improve multidomain hierarchy and entity relationship mapping, relationship attributes and visualization.
- Gain more insight into data quality or performance issues with bundled SAS Visual Analytics Administration and Reporting that provides web-based hub health, status, entity counts and remediation reports out of the box.

Phased approach to deployment

- Get your MDM program up and running faster with streamlined installation and deployment.
- Scale from one data domain, like customer, and extend to additional domains without costly license upgrades.
- Flexible batch and real-time deployment architectures enable reuse within the platform.

Integrated workflow-based data remediation

- Detect data problems early, before they can cause problems downstream.
- Design and publish workflows for governing MDM stewardship (and other) processes.
- Perform case management of issues flagged during MDM operations.
- Review records and resolve issues once data problems are identified during a load process.
- Access remediation reports with SAS Visual Analytics Administration and Reporting.

Big data access and integration

- Access, integrate and publish data to sources such as Hadoop (via Apache Hive) and Impala in addition to numerous traditional relational database engines.

Source system harmonization and monitoring

- Gain more administrative control over how source data is prepared and managed prior to loading data into the hub.
- Load and update data from individual contributing source systems.
- Control how key business information in master data records is published from the MDM hub back to contributing source systems to establish ongoing data quality and compliance.
- View and monitor how the entity data feeding in from contributing source systems is affecting best record information in the hub.

TO LEARN MORE »

To learn more about SAS Master Data Management system requirements, please visit support.sas.com.

To learn more about SAS Master Data Management, download white papers, view screenshots and see other related material, please visit sas.com/mdm.

To contact your local SAS office, please visit: sas.com/offices

