Talend MDM
Better Information, Bigger Business

Talend, Global Leader in Open Source
Integration Solutions

Business Requirements

**Current business environment demands
doing more, faster and with less resources**

- Create new products faster
- Serve your customers better
- Improve reporting and metrics
- Optimize your supply chain
- Identify new revenue opportunities
- Mergers and acquisitions
- Meet regulatory requirements
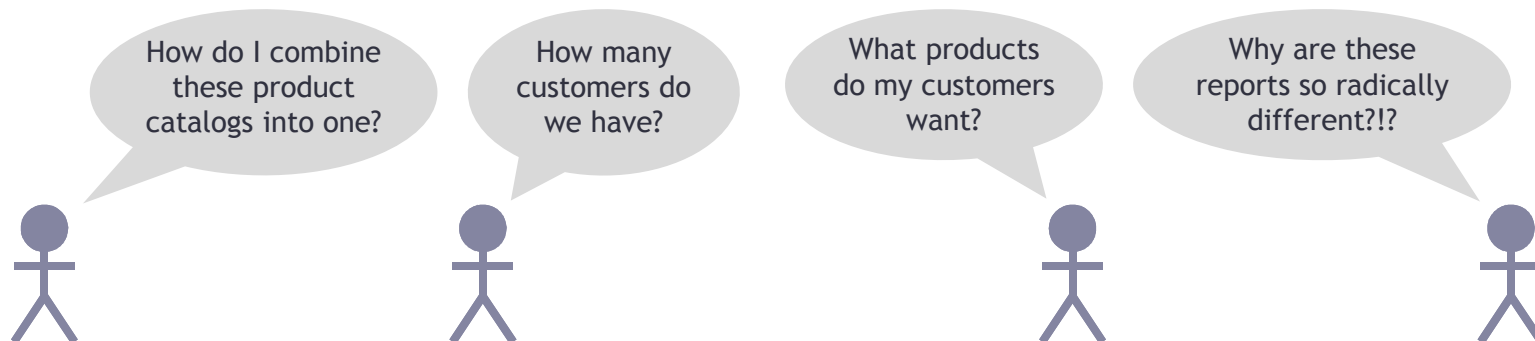

| Do more, faster, with less | Leverage existing assets | Meet performance objectives |

How can MDM help

- Create a single source of the truth
- Provide proactive data quality
- Implement process for data
- Allows cross organization collaboration
- Enables a data governance strategy
- Synchronizes and aligns systems
- Improves and enable reporting

Are we ready to sell this product?

What is the risk of losing this account?

MDM can answer some VERY difficult questions

How do I combine these product catalogs into one?

How many customers do we have?

What products do my customers want?

Why are these reports so radically different?!?

MDM Brings Business Values

Increase Revenue & Mktg Efficiency	Streamline Operations	Mitigate Risk & Fraud	Improve Customer Communications
$	*	☑	☎
‣ Improve customer loyalty, reduce attrition/churn	‣ Create single point of invoice/collection	‣ Improve analytics and reporting	‣ Reduce account setup time and remove incorrect & duplicate data entry
‣ Increase cross sale and up sale success	‣ Identify and eliminate commission payment overlap	‣ Accurate books & records	‣ Improve customer service wait time
‣ Reduce marketing costs	‣ Create a common product catalog	‣ Compliance with regulations	‣ Provide consolidated statements
‣ Solicit greater campaign demand	‣ Standardize product data across multiple catalogs	‣ Compliance with corporate standards and policies	‣ Improve customer loyalty, reduce attrition/churn
‣ Create "right" products for "right" customers	‣ Align reference data across systems	‣ Avoid regulatory fines and penalties	‣ Single opt in – opt out preferences
‣ Increase sales			

What is YOUR business case?

Legacy MDM Solutions…

…built for large, complex projects

- Expensive and complex, designed for only the largest organizations

- "Tightly coupled" disparate solutions

- Restrictive to rigid domains, such as customer or product

- Complex long-term implementation

Talend MDM

Rapid

Implement quickly, demonstrate real value
- Complete MDM solution on single platform
- Install today, prove value in days not months

Simple

Simple, intuitive approach
- Data model driven integration
- Component Based, intuitive configuration

Flexible

Master data on your terms
- Master any data domain
- Iterative implementation, incremental value

Open

Start today, join the MDM community
- Commitment to Open Source and Standards
- Extensibility and Community Improvement

Talend MDM: Innovation through simple math

Data Integration +
Data Quality +
Dynamic Data Model +
Business User Interface +
Event Management +
Roles Based Access Controls +
Hierarchy Management +
Business Process Management +

a **SINGLE COMPLETE** solution that provides a **FLEXIBLE** approach to model and master **ANY data**

Talend MDM

Talend MDM around the World

84

Talend MDM
Projects Worldwide

55,000
Downloads

* 55 Community, 29 Enterprise

Master Data Management

…the practice of cleansing, rationalizing and integrating data across systems into a "system of record" for core business activities

Master data management: Demonstration

Talend Enterprise for MDM

- a COMPLETE solution to meet most MDM project requirements
- a FLEXIBLE and SIMPLE approach to model and master ANY data
- RAPID implementation of master data in weeks not months

Data Model	…flexible to master any and every domain
Data Profiling	…understand and analyze your data
Data & Application Integration	…comprehensive, real time and batch
Standardize, Enrich & Resolve	…improve data quality
Stewardship and Workflow	…intuitive, effective tools for the business

Master data management: Demonstration Use Case

DStar Corporation - Sales System

- DStar is a sales organization and has a requirement to master the follow domains:

  - Customer

  - Accounts

  - Office Locations

  - Sales Representatives

  - Sales Regions / Territories

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

Standardize, Enrich & Resolve

Stewardship and Workflow

Key Features

- Flexible Active Data Model (XML Based)
- Business Rules and Data Validation
- Roles Based Access Controls

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

Standardize, Enrich & Resolve

Stewardship and Workflow

Key Features

- Flexible Active Data Model (XML Based)
- Business Rules and Data Validation
- Roles Based Access Controls

Benefit

- Dynamic data model allows you to model and master any domain
- provides an iterative approach to data model definition and governance

![talend* open integration solutions]

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

Standardize, Enrich & Resolve

Stewardship and Workflow

Key Features
- Over 100 preconfigured indicators
- Intuitive, valuable reports
- Auto-create quality improvement jobs

Master data management: Demonstration Use Case

DStar Corporation - Customers

- Need to understand Data issues with Customers in 4 applications
  - CRM
  - SFA
  - Marketing
  - ERP
- Special focus on attributes related to:
  - Addresses
  - Mobil phones

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

Standardize, Enrich & Resolve

Stewardship and Workflow

Key Features
- Over 100 preconfigured indicators
- Intuitive, valuable reports
- Auto-create quality improvement jobs

Benefit
- Insight into data quality issues
- Analyze and understand data models to start your MDM journey
- DOWNLOAD and get started today

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

Standardize, Enrich & Resolve

Stewardship and Workflow

Key Features
- Over 400 Connectors/Components
- Real time and batch integration
- Native master data services

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

Standardize, Enrich & Resolve

Stewardship and Workflow

Key Features
- Over 400 Connectors/Components
- Real time and batch integration
- Native master data services

Benefit
- Master data has control of where and when it is synchronized
- Connect to any source of master data
- Registry and persistent style hub

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

Standardize, Enrich & Resolve
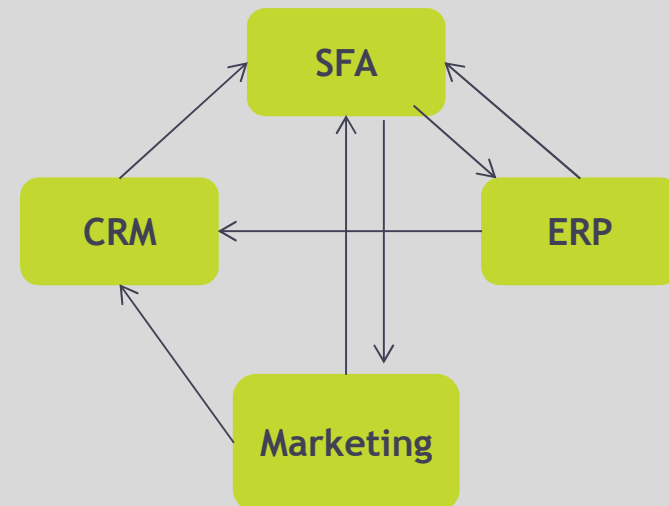
Stewardship and Workflow

Key Features
- Parse, standardize and validate
- Simple matching and survivorship
- Data stewardship for manual resolution

MDM: Demonstration Use Case Customer

DStar Corporation – Customers

- Cleanse Mobil Phone Numbers
- Enrich Addresses
- Assign Regions
- Match and Deduplicate

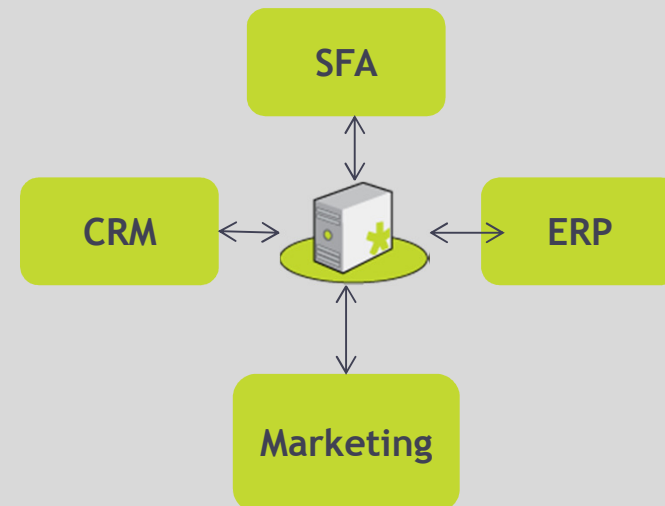*** Build Master Customer**

MDM: Demonstration Use Case Customer

DStar Corporation – Customers

- Cleanse Mobil Phone Numbers
- Enrich Addresses
- Assign Regions
- Match and Deduplicate
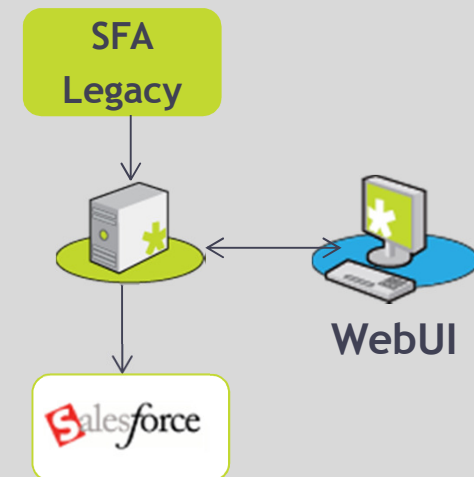
* **Build Master Customer**

MDM: Demonstration Use Case Accounts

DStar Corporation – Accounts

- Match SFDC Accounts to Legacy Accounts
- Assign Regions
- Match and Deduplicate

SFA Legacy

WebUL

Salesforce

* Build Master Account and Sync with SFDC

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

Standardize, Enrich & Resolve

Stewardship and Workflow

Key Features
- Parse, standardize and validate
- Simple matching and survivorship
- Data stewardship for manual resolution

Benefit
- Identify duplicate and resolve and master any data
- Design and configure in days not months
- Integrated with master data processes

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

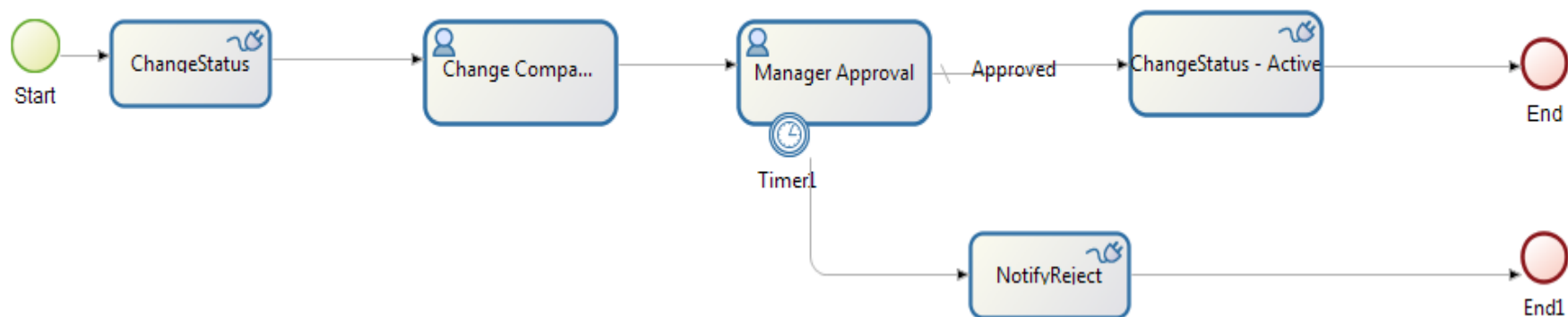Standardize, Enrich & Resolve

Stewardship and Workflow

Key Features
- Intuitive business user interface
- Hierarchy management
- Event management and triggers
- Task based workflow for master data

MDM: Demonstration Use Case Accounts

DStar Corporation – Account Workflow

- Regional Sales Managers request Account Name Change
- Time delayed rejects with Notifications
- Status changes for requested accounts
- Automatic update to SFDC

Master data management: Demonstration

Talend Enterprise for MDM

Data Model

Data Profiling

Data & Application Integration

Standardize, Enrich & Resolve

Stewardship and Workflow

Key Features
- Intuitive business user interface
- Hierarchy management
- Event management and triggers
- Task based workflow for master data

Benefit
- Intuitive interface allows business users to gain insight and manage master data
- Orchestrate master data process

Master data management: Demonstration

Talend Enterprise for MDM

- a COMPLETE solution to meet most MDM project requirements
- a FLEXIBLE and SIMPLE approach to model and master ANY data
- RAPID implementation of master data in weeks not months

Data Model	...flexible to master any and every domain
Data Profiling	...understand and analyze your data
Data & Application Integration	...comprehensive, real time and batch
Standardize, Enrich & Resolve	...improve data quality
Stewardship and Workflow	...intuitive, effective tools for the business

Talend MDM

Rapid

Implement quickly, demonstrate real value
- Complete MDM solution on single platform
- Install today, prove value in days not months

Simple

Simple, intuitive approach
- Data model driven integration
- Component Based, intuitive configuration

Flexible

Master data on your terms
- Master any data domain
- Iterative implementation, incremental value

Open

Start today, join the MDM community
- Commitment to Open Source and Standards
- Extensibility and Community Improvement

Thank You
www.talend.com