



YOUR DATA.  
YOUR BUSINESS.  
ONE SOLUTION.

# DataFlux Data Quality to Master Data Management: A Graduated Approach

Calgary SAS USERS GROUP

October 25, 2011

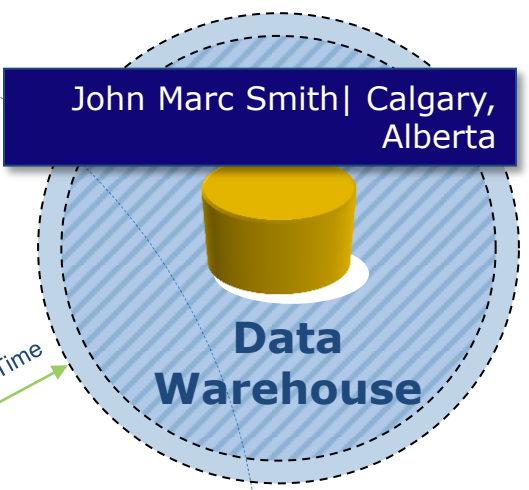
# What is Master Data Management?

- Data Management Discipline
- Practice of managing master data across multiple source systems and applications and serving it up in real-time across multiple touch points to provide an enterprise-wide “single view” (“golden record”)
- A Long Term Commitment to Data as a Strategic Asset
- An Evolutionary Process



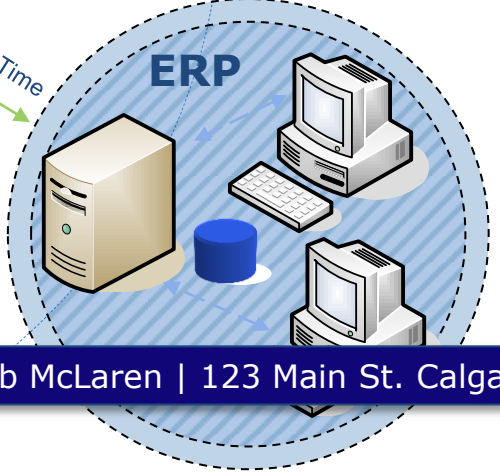
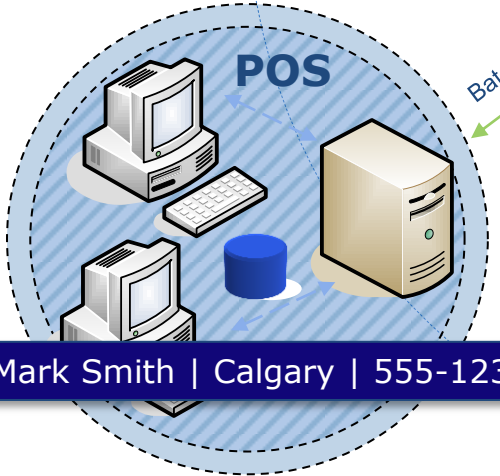
*"You're not going to get to MDM if you don't understand data quality competencies and best practices."*

- Rob Karel, principal analyst, Forrester Research Inc.



Data Profiling  
 Metadata Discovery  
 Business Rule Definition  
 Entity Definition

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Data Integration  
 Data Quality  
 Data Model  
 Business Services  
 Stewardship Console  
 Business User Interface  
 Data Governance  
 Identity Management  
 Reporting

Batch | Real-Time

Batch | Real-Time

Batch | Real-Time

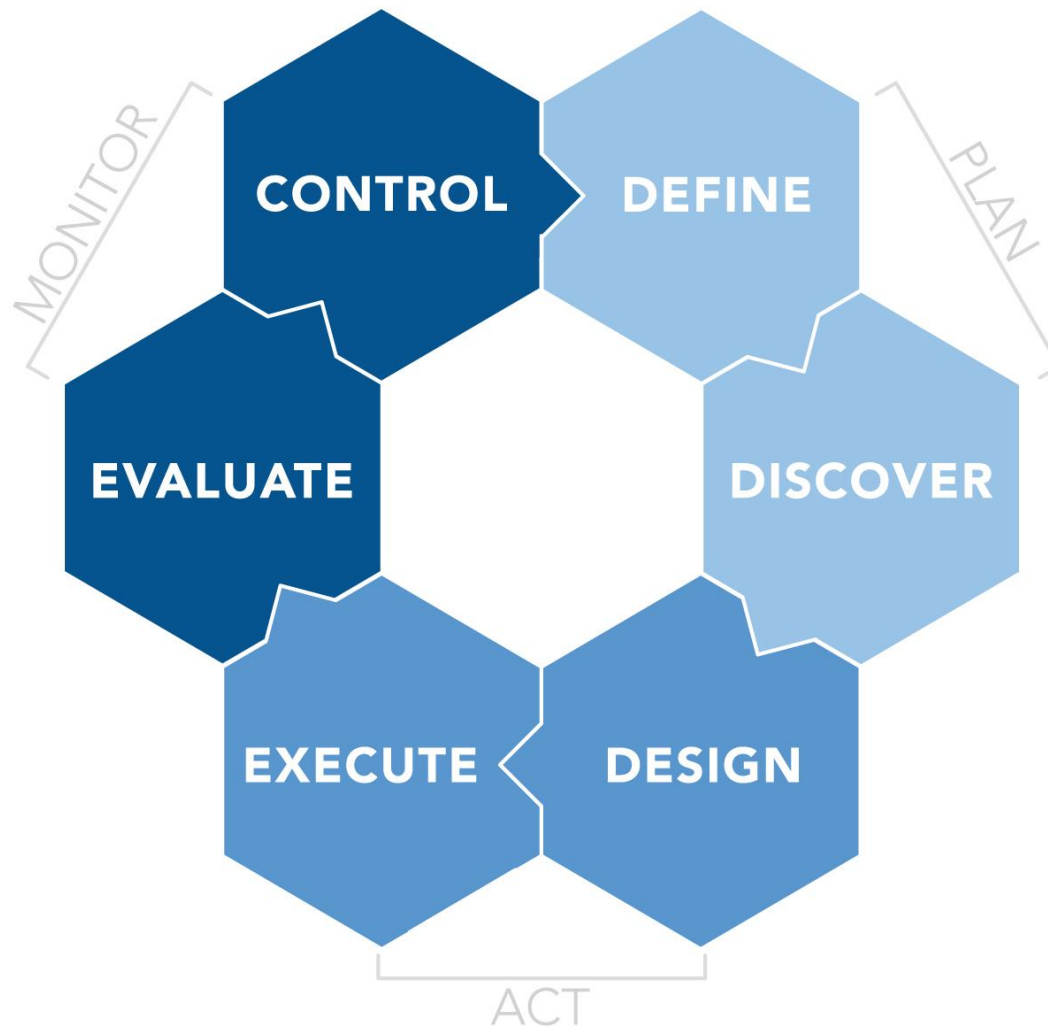
Batch | Real-Time

# SAS/DataFlux Data Management Platform

Business Process Automation

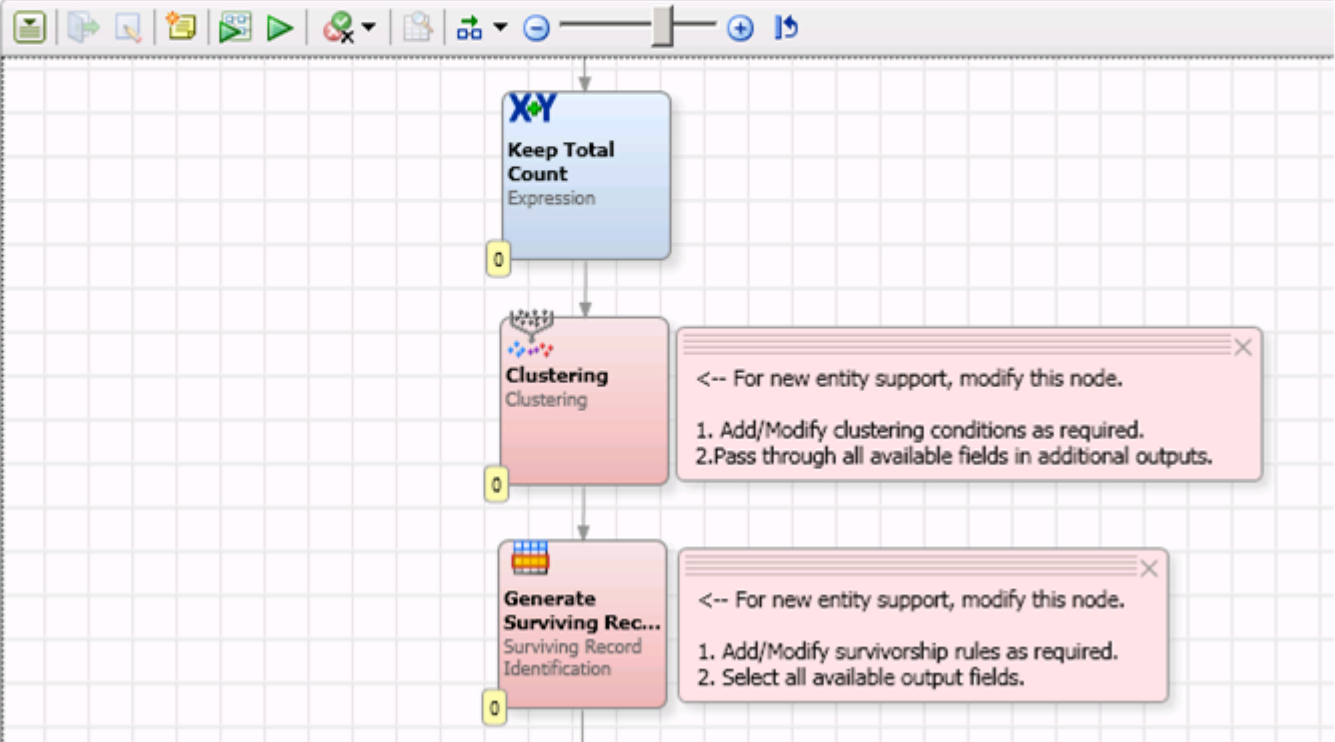


# Data Management Lifecycle Methodology



**Nodes**

- Data Inputs
  - Data Source
  - SQL Query
  - Text File Input
  - Fixed Width File Input
  - External Data Provider
  - Table Metadata
  - COBOL Copybook
  - Job Specific Data
  - XML Input
  - Work Table Reader
- Data Outputs
- Data Integration
- Quality



- Reports
- Workflows
- Master Data**

Create New

Search

Search Type: Basic

Entity: Person

Search By: DataFlux Match

Show Retired

Search Clear

Permissions

Personal Information

Full Name

**Surname**

Person (1) PATRICIA A WHITE

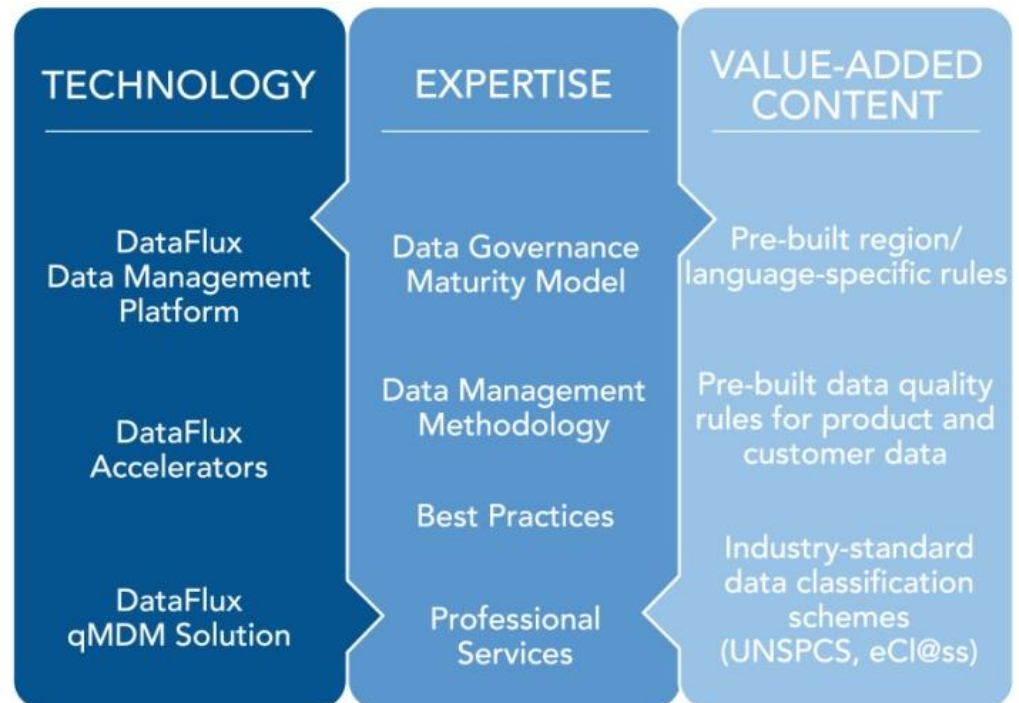
Save Move to New Cluster Show Retired View

MDM Entity ID	MDM Source System ID	Full Name	Policy Number	Address Line 1
2803	Call Center UK	PATRICIA A WHITE	163764	307 KIMBERLY STREET
2804	Call Center UK	PATTY WHITE	155694	307 KIMBERLE ST
2805	ERP	PATRICIA WITTE	153934	307 KIMBERLY ST
<b>5676</b>	<b>qMDM</b>	<b>PATRICIA A WHITE</b>	<b>163764</b>	<b>307 KIMBERLY STREET</b>

# One Solution



**SAS/DataFlux provides all of the necessary components for data management success!**



## Data Quality



**Master Data  
Management**

## Data Quality Initiative



Data Augmentation and Enrichment



Entity Resolution and Surviving Record Analysis



Create a “Master” data record



Tie the master data record into existing source systems



Provide access to other systems in real time via SOA



**Full-blown MDM Initiative**

# DataFlux Data Management Platform

## DataFlux Data Management Server

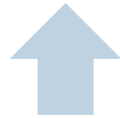
Real-time/  
transactional

Bulk/batch

## DataFlux Federation Server

Virtual access

On-demand data  
integration



## DataFlux Data Management Studio

Define

Discover

Design

Execute

Evaluate

Control



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