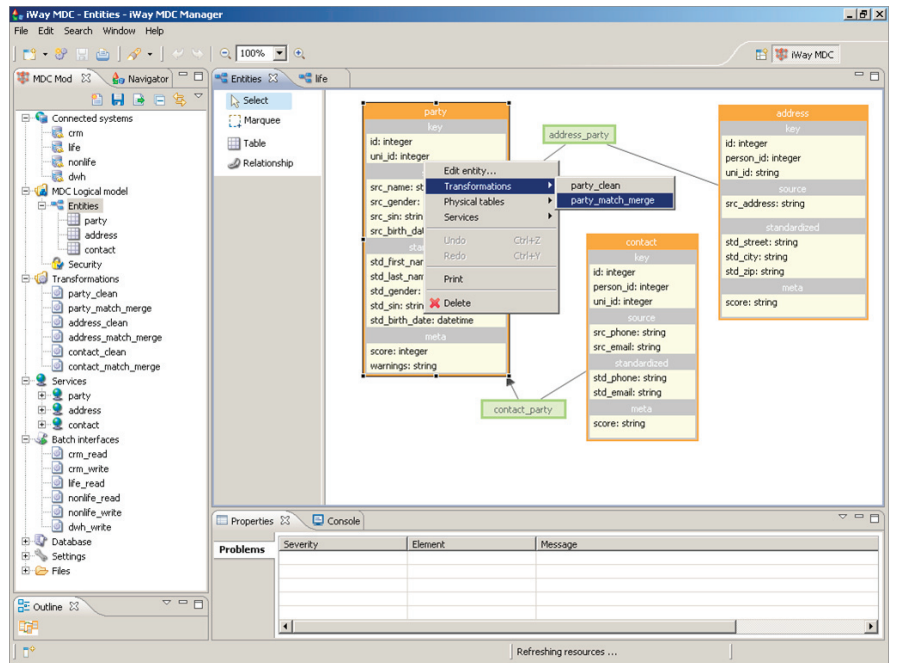


iWay Software's suite assembles powerful, pre-built components for enterprise-class integration scenarios – without custom code – delivering the fastest, most cost-effective, and simplest way to integrate business processes and achieve the promise of SOA: true reusability.

iWay Master Data Center



iWay MDC's end-user interface for visualization and job management for master-data management.

Make Unified and Validated Master Data Available Instantly

iWay Master Data Center (MDC) is a specialized cutting-edge technology that delivers the high quality master data essential to every organization. Designed to integrate seamlessly with existing systems, this powerful and reliable solution consolidates millions of records according to easily defined business rules. As a result, unified and validated master data is instantly available to a wide range of enterprise applications, such as ERP, CRM, self-serve portals, analytical tools, data warehouses, and other internal systems.

iWay MDC Shortens Projects

Realizing competitive advantages can be challenging. The wide range of processes within a typical IT infrastructure often impacts both system architecture and existing business processes. To address this, traditional products and approaches use conventional concepts and technologies, such as data integration, ETL, data-quality management, metadata, application integration, EAI, B2B, and service-oriented architecture (SOA).

Despite internal efforts or the use of off-the-shelf customer data integration/master data management (CDI/MDM) products, these integration projects can often become complex, expensive, and time-consuming. Due to its lightweight integration architecture and simple configuration, iWay MDC is a plug-and-play CDI/MDM solution that integrates seamlessly with existing IT infrastructure leveraging iWay Software's extensive suite of adapters. iWay MDC radically simplifies project complexity and reduces the time from initial development to delivery, so you can quickly realize actual business gains.

Competitive Advantages

Speed. In order to communicate with clients across all channels in a timely and consistent manner, businesses need complete and up-to-date contact information because client interaction – through a multitude of media such as the Internet or call centers – occurs almost constantly. Any updates to client data, from product purchases to contact information, must be automatically propagated to the correct master-data profile and instantly distributed to all external-data subscribers within an organization's IT infrastructure.

Only with accurate and timely client-profile management can organizations capitalize on up-selling opportunities. Cleansed and verified address information is essential to ensure successful marketing campaigns, such as direct mailings, where returned mail due to poor data quality adds unnecessary costs. In addition, consolidated and verified client information enables behavioral analysis that can help detect and prevent potentially fraudulent activities.

Accuracy. The value of unified data is unquestionable, but how do we ensure accuracy? How can we reconcile multiple records with different information that refer to the same client? Do the records show that a client is a potential sales opportunity or that they are saturated with our products?

Once this type of information is available, effective marketing strategies are possible. For example, the operational risk of offering a reward to a "good" client instead of a client suspected of fraud can be determined before starting a campaign. Companies are better able to see the correlation between specific types of information and calculate risk or rewards as well as the quality of an organization in general.

Business Benefits

iWay MDC offers a variety of benefits including the facts that it:

- Is the basis for customer-facing process and CRM segmentation, cross-selling, up-selling, and efficient utilization of call centers
- Reduces the expense of marketing campaigns through accurate client address and household information
- Enables advanced analysis and segmentation of customers, product classification, marketing and sale opportunities, current client value, and more
- Facilitates the creation of customer data used in data-mining models such as market predictions, fraud detection, client risk, future client value, and more
- Helps financial institutions implement one of the prerequisites of Basel Capital Accord II, especially for credit and behavioral scoring

- Assists healthcare organizations in implementing an enterprise master patient index (EMPI) leveraging connectivity to legacy systems and databases

iWay MDC Modules

iWay MDC is built upon component architecture designed to integrate with various systems and data sources within existing IT infrastructure. The main system components are:

MDC Storage – Data management for consolidated records as well as original records to be processed. Uses predefined and customizable vertical data models for key master-data entities, such as customers, contacts, products, and more.

MDC Master Data Services – A set of services used for data processing and master-data management as maintained by the system. This set is comprised of more than 100 elementary and component methods fully configurable from the administration application.

MDC DQ Services – A subset of services used in master-data processing and data-quality measures. For example, these services can be used for customer-address verification of records entered into external self-service applications.

MDC Adapters – Data and application interfaces to application data structures and methods. These are data record APIs, native Java™ API, JDBC API, and other industry-standard interfaces. iWay MDC leverages iWay Software's suite of adapters.

MDC Master Manager – An end-user interface for visualization and job management for master-data management business users and data stewards.

MDC Hierarchy Manager – A specialized end-user interface for jobs dealing with hierarchical master data such as product hierarchies and categories, organizational structures, and more.

MDC Metadata Interface – An interface that allows export of iWay MDC metadata to other systems and metadata repositories.

MDC Server – A Java server platform for on-demand processing that integrates with IT infrastructure logging and monitoring services. Integration with iWay Service Manager, WebSphere, WebLogic, and NetWeaver.

MDC Repository – An internal repository optimized for the fast data access used in on-demand application mode.

Product Features

Business Models and Processes – iWay MDC is bundled with existing vertical business models optimized for customer, contact, and product. Business processes can directly leverage predefined and preconfigured master data management services ranging from simple customer management to customer profile searches, including unification with additional business entities. Vertical solutions for healthcare, financial services, insurance, and government are available.

Find Out More

To see how we can help you succeed, visit us at iwaysoftware.com, e-mail us at info@iWaySoftware.com, or in the U.S. and Canada, call toll-free **(866) 297-4929**.

Data Quality – iWay MDC delivers advanced data quality and unification technologies used for customer data unification. The core functionality comes from iWay's Data Quality Center product.

Deployment – iWay MDC is fully compatible with other platforms used in the industry, such as WebSphere, NetWeaver, and WebLogic. This is achieved by leveraging proven Java technology that is compatible with a wide range of platforms. This technology is easier to integrate with existing information systems and information and communication technologies and integrates with virtually any ETL tool, database, or ERP/CRM application.

Flexibility and Open Standards – The solution is easily configured using bundled administration applications. Operation does not require any external tools or other third-party applications. iWay DQC is platform independent (Java), based on open standards (XML, Web services, and SOA), and implements documented conceptual data models that are portable across many existing database platforms.

Modern and Powerful – iWay MDC uses parallel data-processing methods to ensure scalability. It also enables incremental data processing both in batch and on-demand online processing modes using ETL, ESB, and SOA style integration.

Return on Investment – iWay MDC delivers rich functionality and easy implementation for a surprisingly reasonable price. In addition, by leveraging modern platforms and code optimization techniques, this solution requires a significantly less powerful platform than other MDM niche products.



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