

iWay Software enables online, real-time, and batch integration of information assets, internal business processes, and external business partners all from a single platform.

# Master Data Management

## Deliver the High-Quality Master Data Essential to Every Organization

iWay Master Data Center (MDC) is a next generation master data management technology. MDC is designed to integrate seamlessly with existing systems and consolidate millions of records according to easy-to-define business rules. As a result, unified and validated master data can be instantly available to a wide range of enterprise applications such as CRM, self-care portals, analytical tools, and other internal systems.

MDC includes four key components:

- **MDC Server**, a core server and master data repository, with integrated ESB, that runs MDC solutions
- **MDC Designer**, a rich application used to design and develop MDC solutions
- **MDC Portal**, a business data management application for data managers and data stewards
- **iWay Data Quality Center (DQC)**, a complete solution that evaluates, monitors, and manages data quality and prevents incorrect data from entering systems

### Business Benefits

#### Business Models and Processes

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.

#### Data Quality

iWay MDC delivers advanced data quality technologies used for customer data unification. The core functionality comes from the iWay DQC product.

#### Deployment

iWay MDC is fully compatible with other platforms used in the industry and includes a fully integrated enterprise service bus (ESB) and more than 300 adapters. This is achieved by leveraging proven Java™ technology compatible with a wide range of platforms, which is easier to integrate with existing IS/ICT infrastructure.

#### Cost Effectiveness

iWay MDC delivers rich functionality and easy implementation for a surprisingly sound price. In addition, by leveraging modern platforms and code optimization techniques this solution requires significantly less powerful hardware than other solutions.

You can use iWay MDC to:

- Reduce the expense of marketing campaigns through accurate client address and household information
- Enable advanced analysis and segmentation of customers, product classification, marketing and sale opportunities, current client value, and much more
- Enable the creation of the customer data used in data mining models such as market predictions, fraud detection, client risks, future client value, and much more
- Implement one of the prerequisites of Basel Capital Accord II implementation, especially regarding credit and behavioral scoring

### **MDC Capabilities**

#### **Single View of All Customer/Citizen (Party) Data “Out of the Box”**

- Name
- Other identification information (NI number, NHS number, etc.)
- Contacts
- Product ownership

#### **Central Management of Master Customer Database**

- Ready for operational, online implementation
- Includes comprehensive Data Quality functionality
- Includes ESB and adapters for connectivity to operational systems

#### **Master Data Management for Other Typical Entities**

- Product catalogue
- Collateral
- Assets
- And much more

### **MDC Components**

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

#### **MDC Storage**

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

#### **MDC Connectors**

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

### **MDC Master Manager**

Data and application interfaces to application data structures and methods. These are data record APIs, native Java API, JDBC API, SOAP, and more than 300 adapters.

### **MDC Hierarchy Manager**

An end-user interface for visualization and job management pertaining to master data management business users and data stewards.

### **MDC Metadata Interface**

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

### **MDC Server**

An application server platform, with integrated ESB, for on-demand processing. MDC server integrates with modern IT infrastructure logging and monitoring services.

### **MDC Repository**

An internal repository optimized for fast data access utilized in on-demand application mode.

## **Features**

### **Integrated Data Quality**

Data Quality is one of the most important aspects of any master data project. Master Data Center includes all the functionality of iWay Data Quality Center (DQC) to enable smooth implementation of the data mastering on cleaned and de-duplicated data.

### **Performance and Scalability**

MDC runtime is designed for high performance, large master repositories and huge volumes of data coming from the source systems. MDC projects typically process tens to hundreds of millions of records or provide sub-second SLAs on online identification and unification services.

### **Data Governance**

Master Data Center includes MDC Portal, a Web application used by businesspeople, data managers, and data stewards. MDC Portal supports the full data governance workflow, allowing users to view and edit master data, process changes that need manual interaction, view reports, and more.

### **Extensive Integration**

MDC includes a number of types of connections, including database I/O (JDBC), text files (CSV, Fixed Width), XML, and Excel files. An embedded ESB and more than 300 iWay Software adapters are also supported giving you almost unlimited flexibility in accessing the data in the most exotic systems – CRM, financial, ERP, legacy, etc.

### **Hierarchical Unification**

MDC contains a best-of-breed unification engine that allows match and merge processing that typically cannot be achieved with other tools. Matching is defined explicitly by a set of parameters

## Find Out More

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

and MDC stores information about which business rule was used for matching as well as the reason for matching (expressed in business terms) with each record. MDC also includes a unique hierarchical unification that addresses problems with missing matching key, where a secondary matching key is used and splitting into groups can be controlled based on the uniqueness of the matching. Matching via candidate groups is one of the best performing solutions on the market today.

### Support for Different MDM Styles

MDC supports both co-existence and analytical styles of master data management.

### Support for Four Levels of MDM

Master Data Center supports four levels of data mastering as needed in a specific customer environment:

- Level 1, where a clean, unified list of unique entities (e.g. customers) is created
- Level 2, where periodic updates of data in source systems can be processed and the master data updated
- Level 3, where edits and updates of the master data records are allowed, so they survive further updates from source systems
- Level 4, where edits to the master records are propagated back to the source systems

### Extensive Set of Algorithms

MDC contains more than a 100 algorithms, ranging from simple-to-use algorithms optimized for a specific operation (e.g. validation of credit card numbers), general task-specific ones (e.g. generic parser or profiling), to complex powerful algorithms (unification, address identifier).

### Powerful Business Rules Engine

MDC includes a very powerful business rule engine based on a high-performance expression evaluator. This gives you complete freedom where most algorithms can be fine-tuned using custom functions and expressions, removing limitations of typical hard-coded functionality.

### Extensibility

There are moments where you encounter environments or problems so uncommon that the built-in set of algorithms and functions is not able to address them. DQC is designed to be extensible new algorithms or functions can be written in Java and added to the DQC engine.

### Integrated Business Intelligence

iWay Data Profiler, built with WebFOCUS, provides a rich reporting and information distribution capability for DQC and MDC.



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