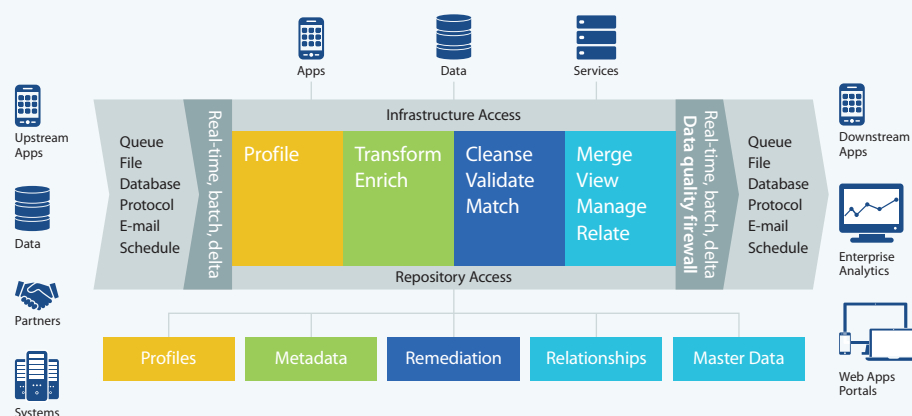# Omni-Gen Master Data Management Edition

A Unified Platform for Integrating, Cleansing, and Mastering Information

Highlights

- Real-time data quality firewall
- In-depth data profiling
- Broad-reaching data quality management
- Data governance and stewardship

Omni-Gen Master Data Management Edition includes Integration Edition and Data Quality Edition, which covers the connect, move, and fix portion of the data value chain, plus what you need for the relate portion.

Omni-Gen Master Data Management (MDM) Edition provides a single platform for generating applications that combine data integration, data quality, and master data management – in a fraction of the time such projects used to require. The benefits are huge – typical project times can be reduced from a year-and-a-half to six months or less.

As the most comprehensive of the Omni-Gen editions, Master Data Management Edition includes everything in Data Quality Edition and adds technology needed to fully master data: match/merge rules, additional remediation capability, and more.

Many organizations avoid MDM, data quality, and data warehousing initiatives, despite their significant benefits, because they perceive these technologies as being too big, too time-consuming, and too resource-intensive. Those brave enough to move forward often have a hard time demonstrating value, as their projects become difficult to control and take much longer than anticipated. Omni-Gen provides an option that helps ensure organizations will achieve their goals with lower risk, lower cost, and in less time.

Information Builders helps organizations transform data into business value. Our business intelligence, integration, and data integrity solutions enable smarter decision-making, strengthen customer relationships, improve performance, and drive growth.

With Omni-Gen Master Data Management Edition, organizations can:

- Obtain a browser-based, 360-degree view of master data across all functional domains

- Assess and visualize data through dashboards, open presentation interfaces, user-driven/interactive execution, or scheduled/batch execution

- Identify related data entities by leveraging deterministic, linguistic, cross-language, and weighting techniques for the execution of rules and schemes

- Facilitate data governance using an integrated Remediation Portal with customizable workflows for insight and remediation

- Interact with a wide array of different data structures, including industry-standard message formats, NoSQL-type repositories, packaged applications, and software-as-a-service (SaaS) solutions

- Implement real-time data quality rules that support standardization, validation, cleansing, custom business requirements, and integration with external data sources

Benefits and Features

Shorten Development Times and Improve ROI

The ability for business users to define golden records, and for implementers to generate large parts of the MDM process, enables a rapid, iterative approach to MDM that significantly reduces project timelines – cutting 18-month project plans to six months or less – and dramatically increases the economic value of enterprise data.

Master Multiple Business Domains for a Complete Business View

Users can develop golden records for all key business entities by creating a single, accurate, web-accessible reference point for all common data elements, such as customers, locations, or employees. Omni-Gen eliminates data integrity and data exchange challenges even for multi-domain environments. Organizations can make critical business decisions about any type of mastered business entity with the confidence that they are based on current, complete, and correct information.

Easily Identify and Audit Record-Data Origination and Remediated Data

Omni-Gen provides a complete instance record of original data from source systems and shows changes as it moves through the system. Mastered or instance data snapshots can be recovered and viewed from any point in time. Also, Omni-Gen identifies remediated records and records in the remediation process.

Optimize Information Integrity Throughout Its Lifecycle

Omni-Gen goes beyond MDM, with embedded components for data profiling, quality management, and data governance and remediation. The Omni Governance Console allows data stewards, data supervisors, and system administrators to link, unlink, and delete instance records that are associated with a particular golden record group.
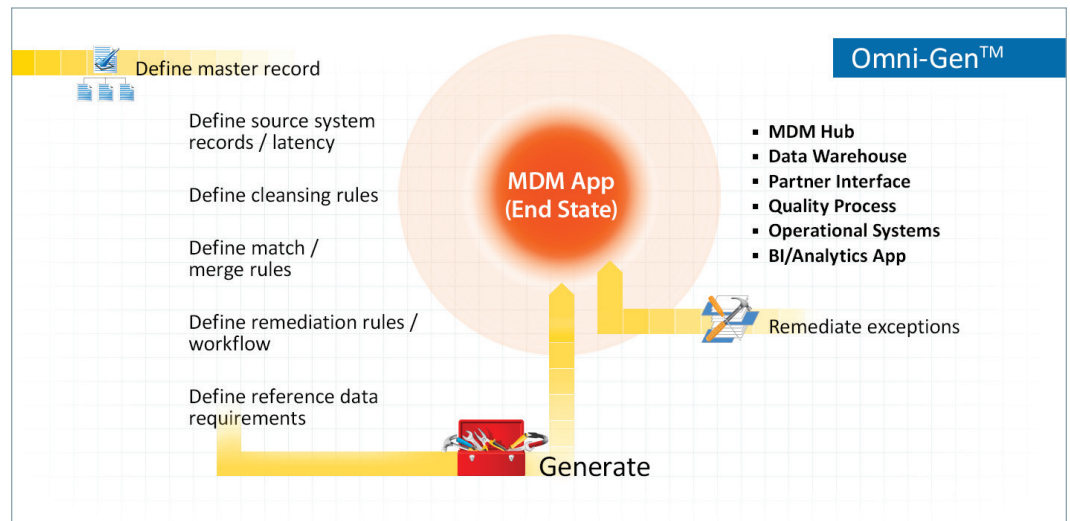
Enhance Information From Any Source

Omni-Gen provides seamless integration and the ability to interact with existing systems and data structures, enabling the rapid consolidation of millions of records according to easily defined business rules. Unified and validated master data is instantly available to a wide range of enterprise applications, such as enterprise resource planning (ERP), customer relationship management (CRM), self-service portals, analytical tools, data warehouses, and other internal systems.

Supply a Highly Effective Environment for MDM
Omni-Gen provides specialized, cutting-edge technology that delivers the high-quality master data essential to every organization. The server environment integrates seamlessly with existing systems by consolidating millions of records according to easily defined business rules.

Provide Design and Development Interfaces for Business Users and IT
Business users and developers can use Omni Designer to create models; Inbound Document Specifications (IDS) that contain the attributes for source data; and rules for data quality, match/merge, and remediation. Instead of business users and developers swapping spreadsheets with lists of requirements, specifications, and changes, they can have more direct communication about specific requirements and actions. Omni Designer provides a visual design environment for defining interrelated MDM domains, as well as reference data, rules for data quality, and master data process.

The Omni-Gen approach supports a top-down design process, encourages best practices, automates the implementation of many features, and decreases both risk and time to value.

Includes the Omni Governance Console
The Omni Governance Console lets business users view, monitor, compare, and report on mission-critical data; identify and rectify faulty information; and create a complete, historical, web-based view of mastered golden records. It is business-friendly and supports multiple roles, including data stewards, managers, and administrators.

The Omni Governance Console includes:

360° Viewer – The 360° Viewer provides a complete, historical, web-based view of golden records mastered across all functional domains for easily identifiable record-data origination and audit. Created to assist in analysis, job management, and MDM, it allows users to search and view mastered information, historical instances across dimensions, and business domains.

The 360° Viewer enables users to perform searches – and compare instance records to the golden record and to the source records – for a holistic historical view of the data. The 360° Viewer provides the capability to conduct both quick and advanced searches to locate master records and do advanced filtering and sorting of records.

Remediation Portal – Remediation Portal allows data stewards, data supervisors, and system administrators to link, unlink, and delete instance records that are associated with a particular golden record group. This foundation for data governance allows users to manage configurable, process-based remediation workflows to correct and resolve data quality and master data management issues in real time. Notifications can be sent to mobile devices when human intervention is required. Data quality issues can also be monitored, managed, resolved, and tracked in real time, with an end-to-end audit trail of all changes.

Data Profiler – Data Profiler enables users to query, report, analyze, deliver, and display electronic profiling data in any way they choose. Its capabilities for semantic analysis and the application of complex business rules can generate advanced data-profiling information. This profiling functionality can determine basic data statistics, uniqueness, frequency, and masks as well as define custom business rules.

With Omni-Gen Master Data Management Edition, organizations can enhance productivity and operational performance by improving information accuracy and data exchange within and beyond their company. For more information, call us at 800-969-INFO.

Find Out More

We can help you succeed. Talk to your local Information Builders representative to learn how. Visit us at **informationbuilders.com**, e-mail **askinfo@informationbuilders.com**, or call **(800) 969-4636** in the U.S. and Canada. To improve your skills, visit **education.ibi.com**.

Corporate Headquarters
Two Penn Plaza, New York, NY 10121-2898 (212) 736-4433; Fax (212) 967-6406