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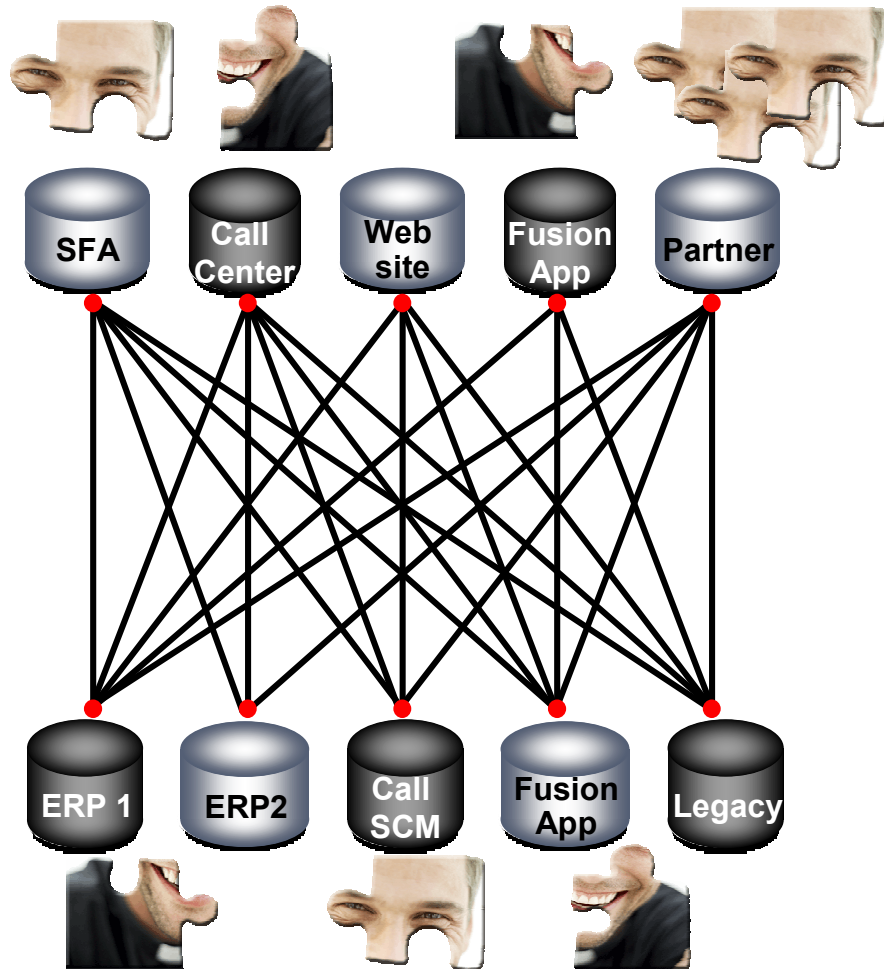
**Oracle MDM as a Foundation for Enterprise Information Management
Solution Today and Beyond**

Pascal Laik
Vice President, MDM Strategy



The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Fragmented data in typical enterprise topology



Ever proliferating **islands of information**

...in disparate applications covering multiple channels, divisions & functions

...**duplicated, incomplete, inaccurate,**

➤ **Key enterprise processes based on unclean / incomplete data**

Marketing, sales, service & customer retention processes, regulatory compliance, new product introduction,...

➤ Unclean data makes **Analytics invalid**

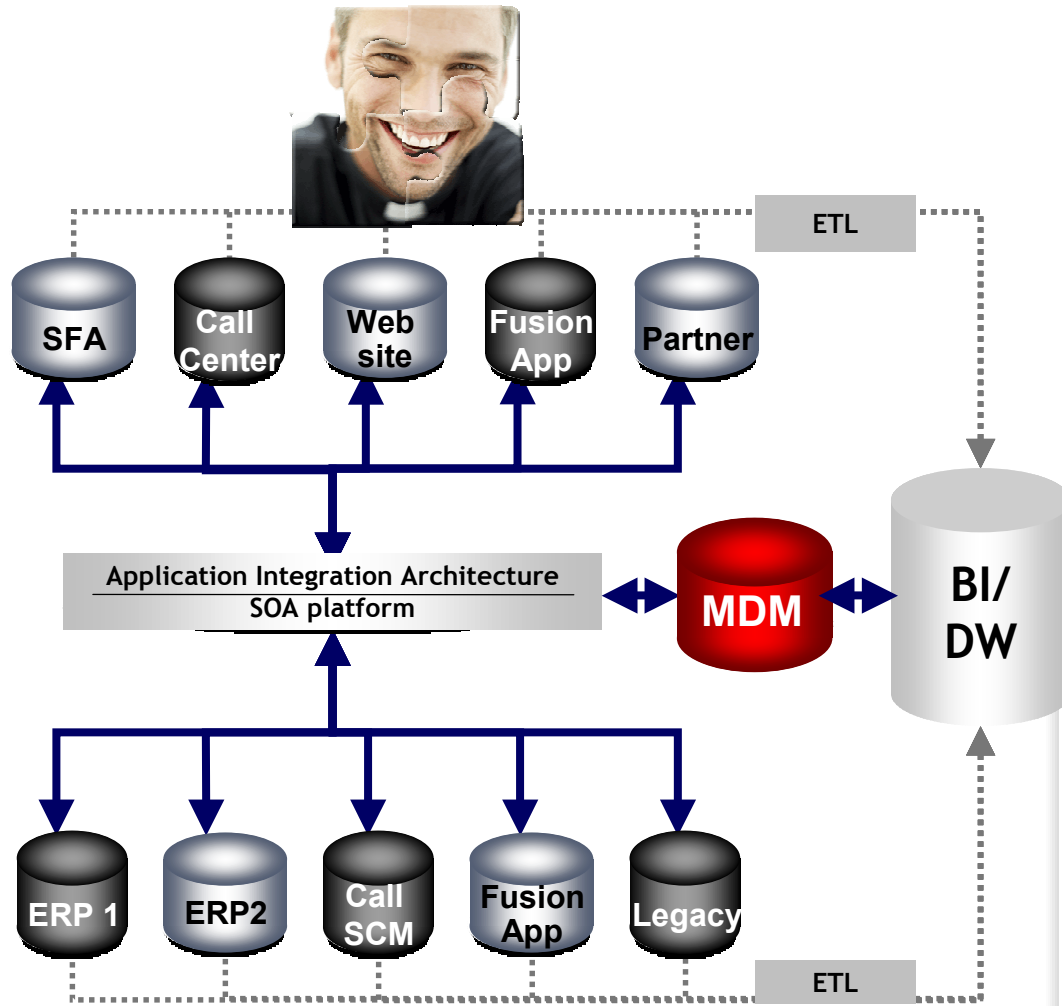
➤ **Error prone integration**

➤ **Slow enterprise agility and innovation**

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MDM: The source of clean data for the enterprise

Nurture one of your most valuable asset



- ❑ Consolidate/Federate shared information into one place
- ❑ Cleanse data centrally
- ❑ Share data as a single point of truth as a service

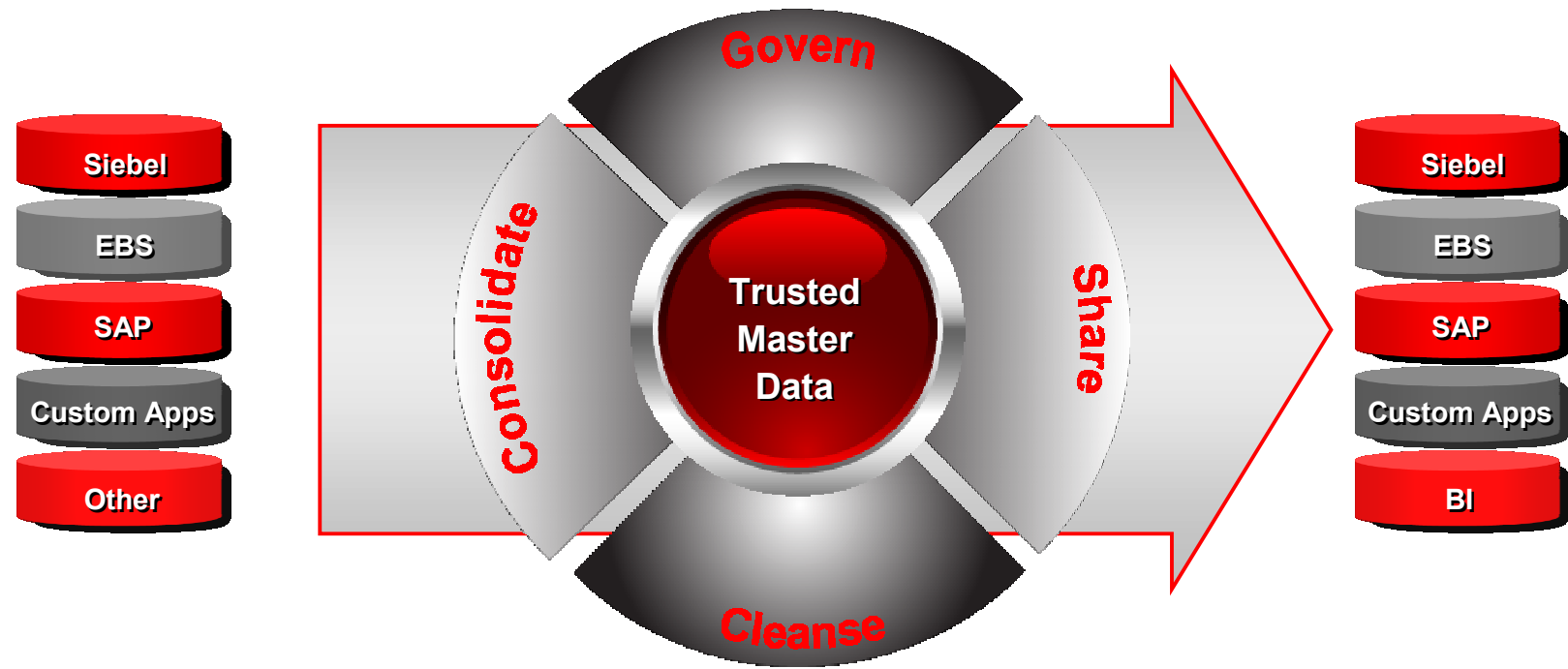


- CRM ROI boost
- Streamlined operations
- Enterprise foundation for agility & innovation
- Easier & faster compliance & business intelligence

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Oracle Master Data Hubs

Key components



- Consolidates & maintains complete, accurate and authoritative master data across the enterprise
- Distributes master information to all operational & analytical applications just in time

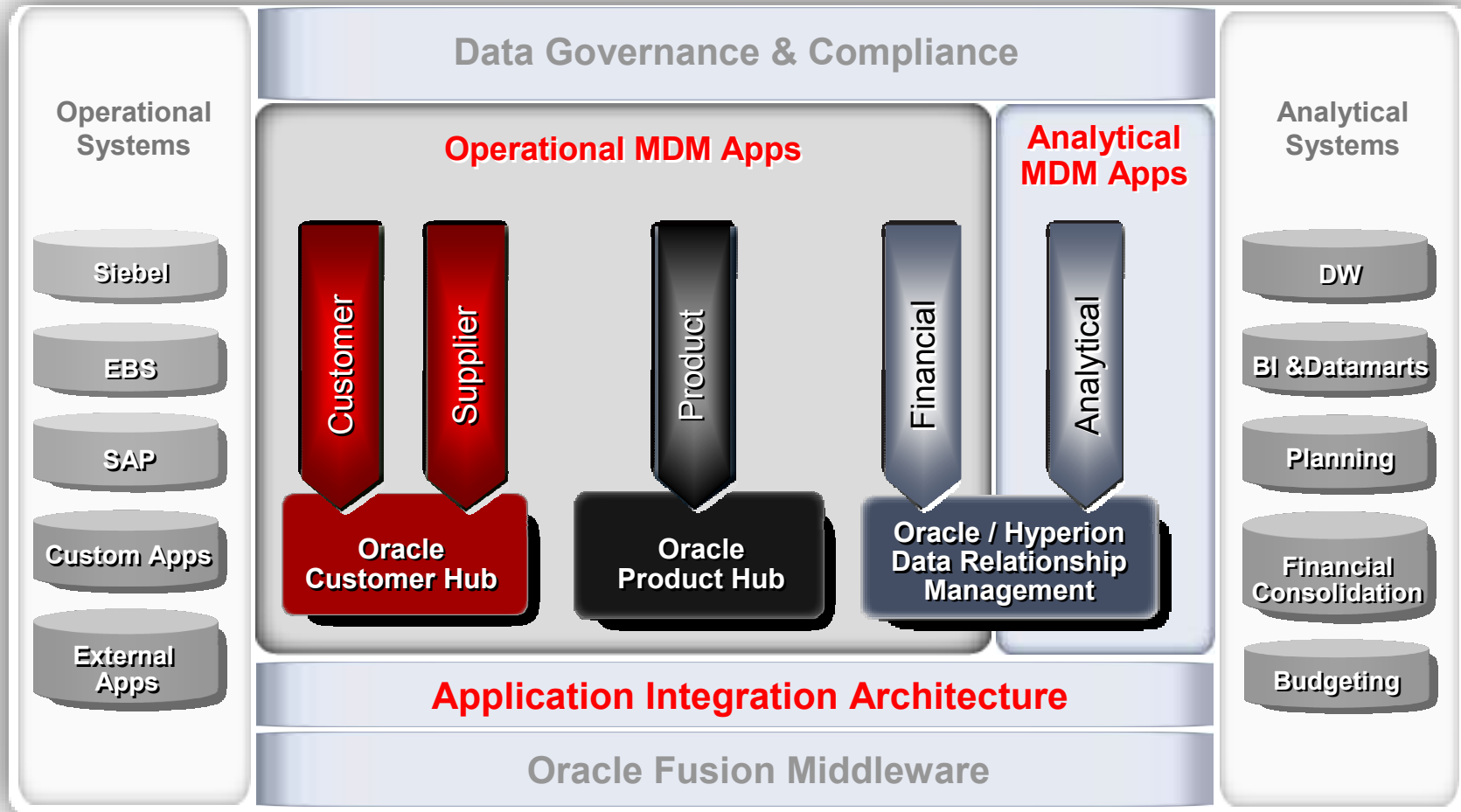
- **Master Data Hubs enable organizations to**
 - Govern data centrally, Reduce Risk & Improve Compliance
 - Optimize Business Processes
 - Rapidly deploy new applications
 - Know their customers Comply with privacy requirements
 - Synchronize with Partners
 - Accelerate new product introductions

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Oracle Enterprise Master Data Management

The most complete MDM solution in the market today



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Selected Oracle MDM Customers

600+ Customers



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Sample MDM's Return on Investment KPIs

MDM projects are enabler of business transformation



CRM Booster

- Increases Cross-sell/Up-sell
- Improves call center productivity
- Reduces marketing mailing costs
- Improves customer retention



Risk, Compliance & BI Enabler

- Reduces credit risk costs
- Reduces non-compliance risk
- Reduces report generation costs



Operational Improvement

- Reduces data management costs
- Reduces sales order error
- Accelerate New Product Introduction
- Reduces sales cycle time (B2B)
- Improves campaign response rate
- Improves efficiency of financial close



Increased IT Agility

- Reduces integration costs
- Reduces time to take new projects to market

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MDM & SOA

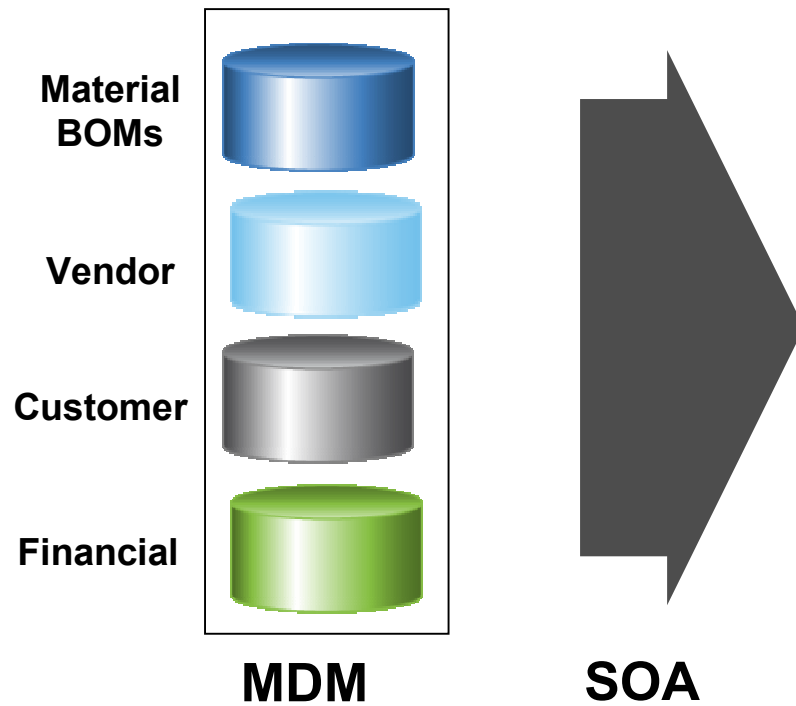
The SOA & MDM Combination Creates the most strategic value



FORRESTER 2006, Best Practices "Eleven Entry Points To SOA For Packaged Applications"

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Business process enabled by SOA & MDM



The SOA & MD Potential

SOA

is designed to add business process flexibility to IT infrastructures

But underlying data quality problems prevent newly orchestrated business processes from achieving their goal

+

MDM

is designed to consolidate and cleans critical operational data elements

But single versions of the truth about customers, suppliers, and products in their own silo doesn't fix the problem in the applications

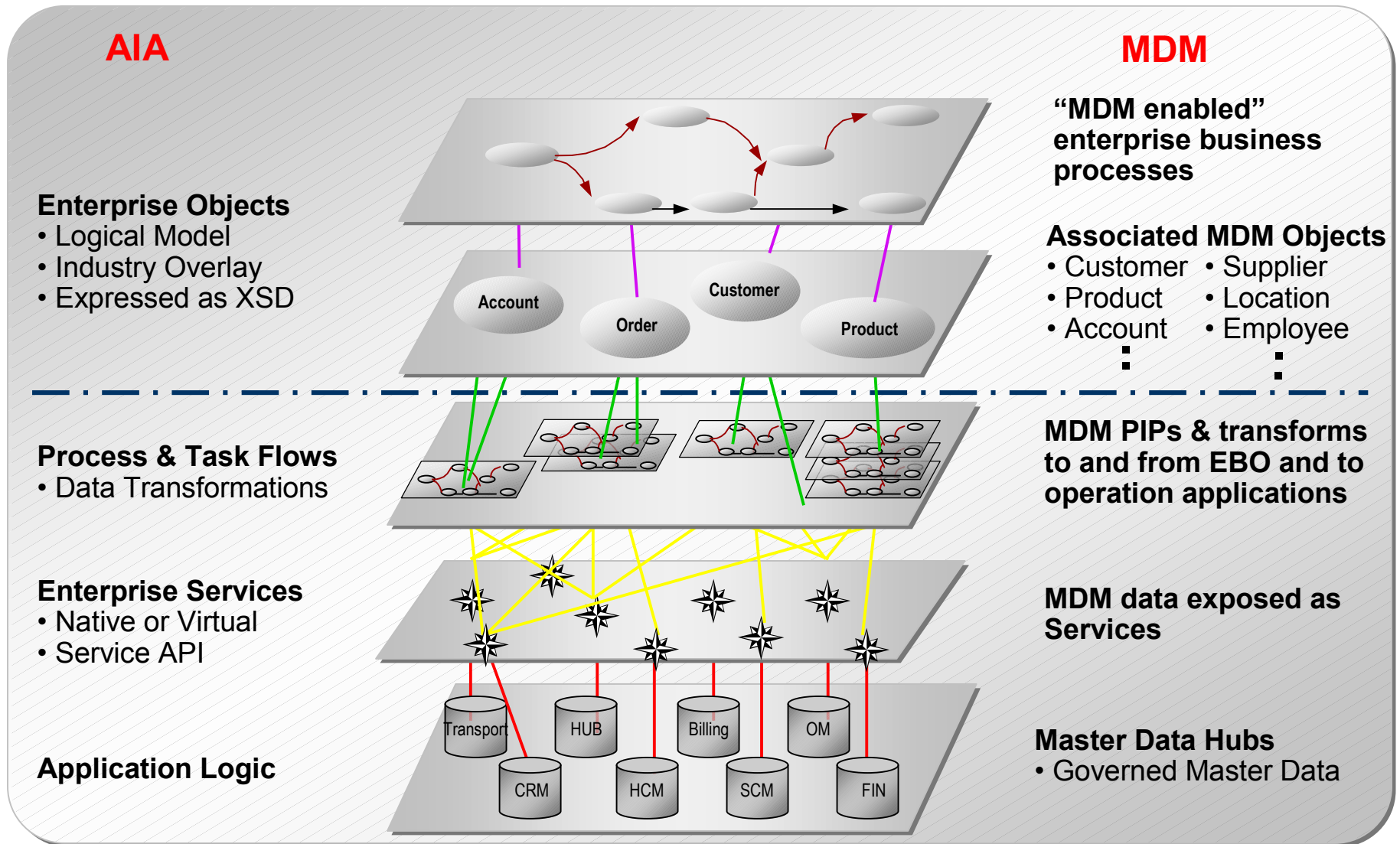
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The combination can transform IT as we know it

- Align Business and IT & close the “Business Execution Gap”
- Transform IT from a “Cost Center” to a “Center of Innovation”

Pre-Built SOA

AIA and the MDM Connection





MDM Foundation for SOA Conclusion

- MDM is providing clean data services in a Services Oriented Architecture
 - Fusion Middleware is a central component of the Oracle SOA solution
 - Oracle is leveraging **MDM as a Foundation for SOA** in developing pre-built SOA via AIA
- **Using MDM to consolidate, cleanse, govern, and share the MDM objects throughout the Enterprise with SOA, creates tremendous business value.**

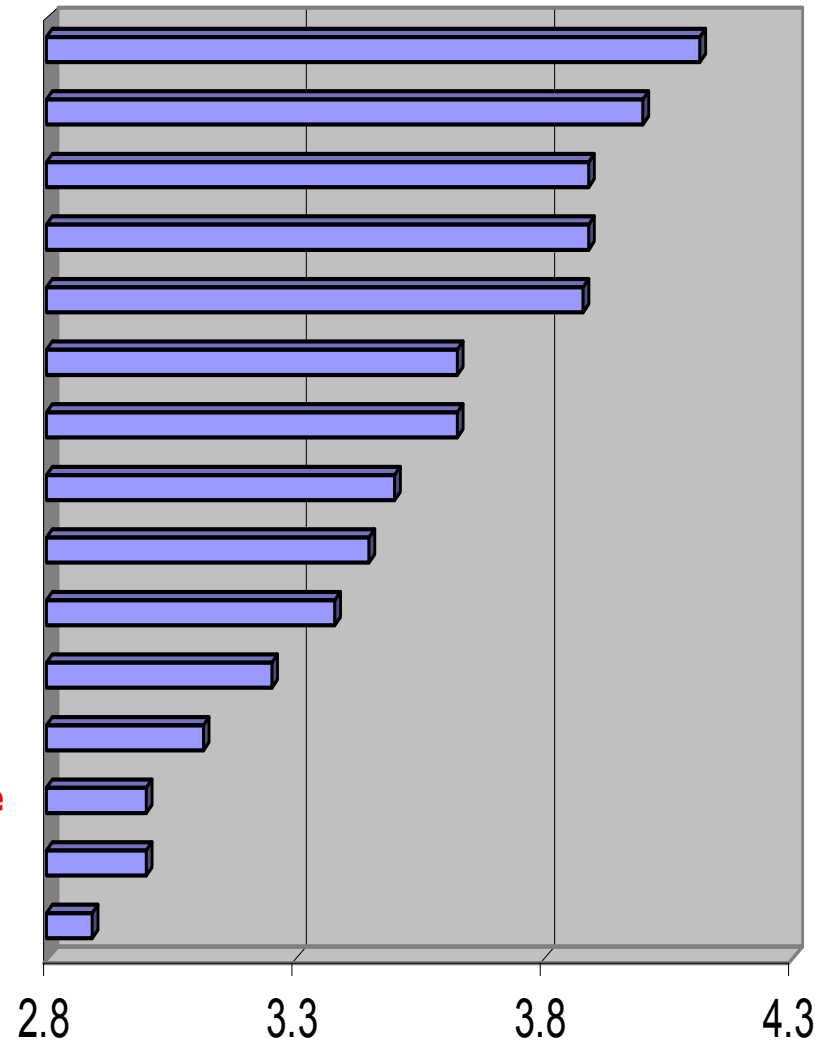


Oracle MDM Innovation Tracks

Key MDM implementation challenges

Scale from 1 (easiest) – 5 (hardest)

1. **Procuring Skilled Resources**
2. **Measuring actual ROI achieved**
3. **Definition & acceptance of data standard**
4. **Breaking down organizational silos**
5. **Integration with Operational Applications**
6. **Obtaining Data Quality Improvements**
7. **Setting-up data stewards function**
8. **Managing the data governance process**
9. **Controlling Cost of the implementation**
10. **Achieve high level run time performance**
11. **Audit master data**
12. **Scope Creep in Master Attributes**
13. **Demonstrating Incremental Business Value**
14. **Building the Business Case**
15. **Extensibility of MDM Schema**



1 - Procuring Skilled Resources

TATA CONSULTANCY SERVICES

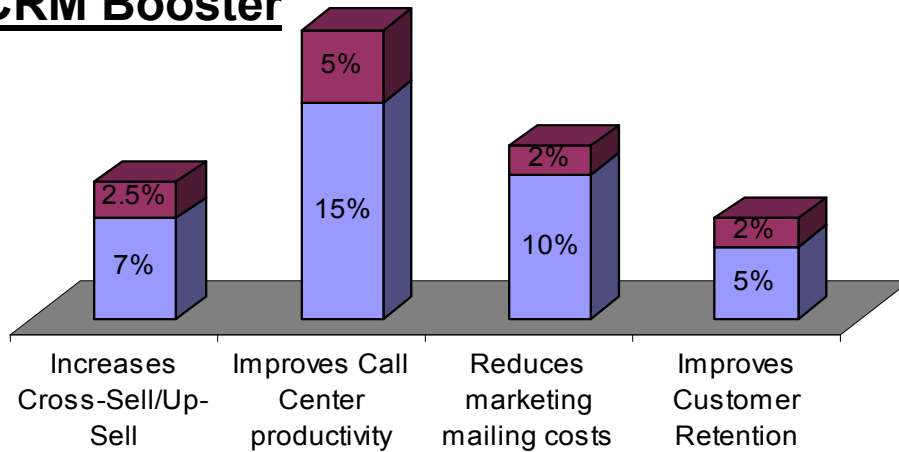
- Evangelization
- Enablement
- Joint go to market
- Co-development



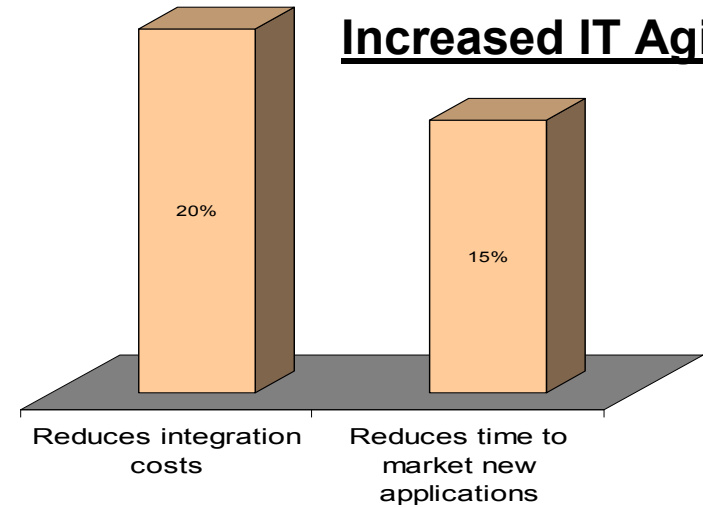
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2. Measuring actual ROI achieved (work in progress)

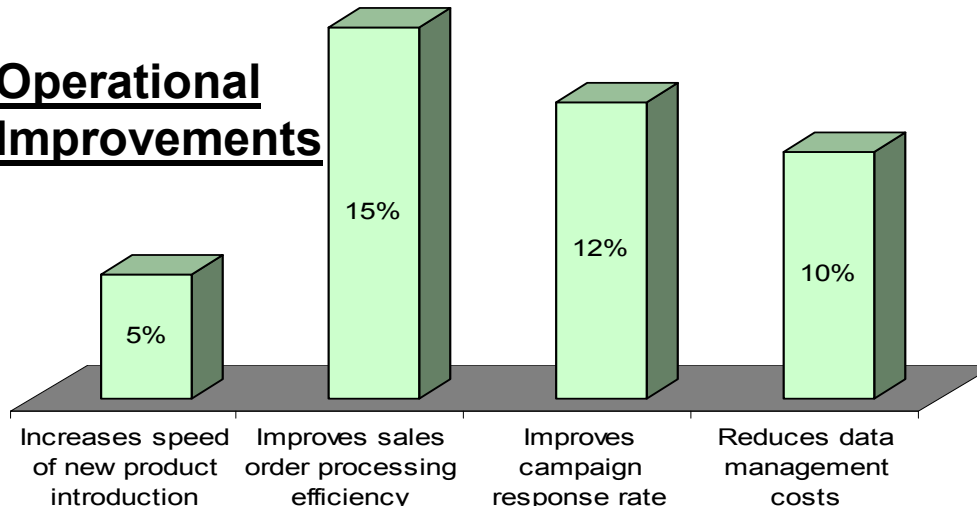
CRM Booster



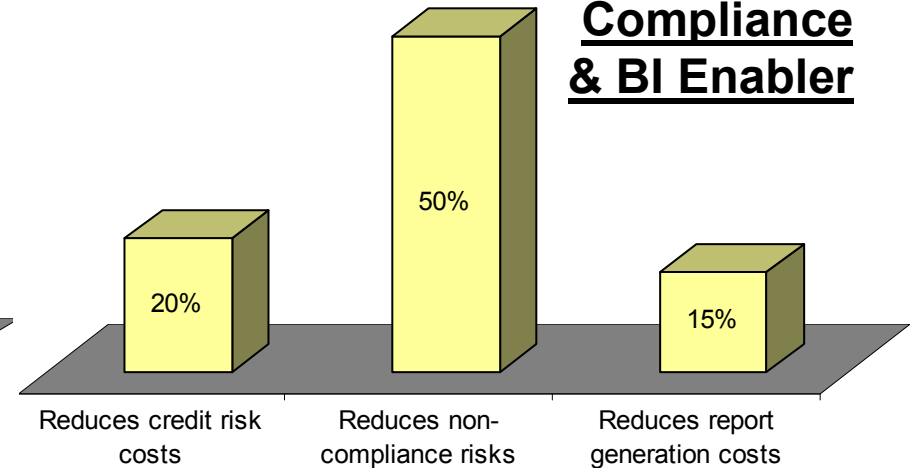
Increased IT Agility



Operational Improvements



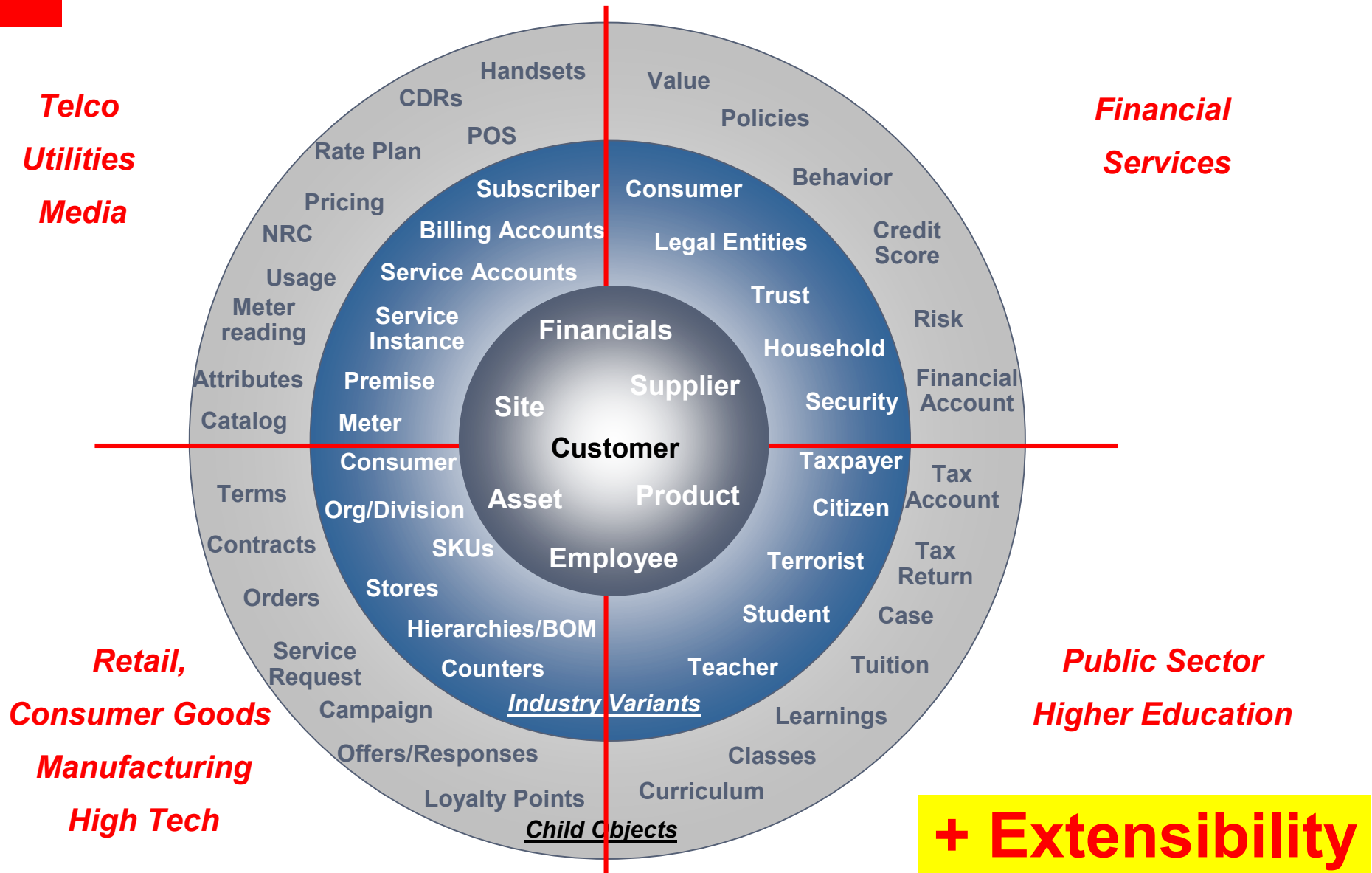
Risk, Compliance & BI Enabler



Source: Oracle

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3 - Definition & acceptance of data standard



+ Extensibility

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MDM in Retail & Distribution

Announcing PIM for Retail: Single source of truth for product data

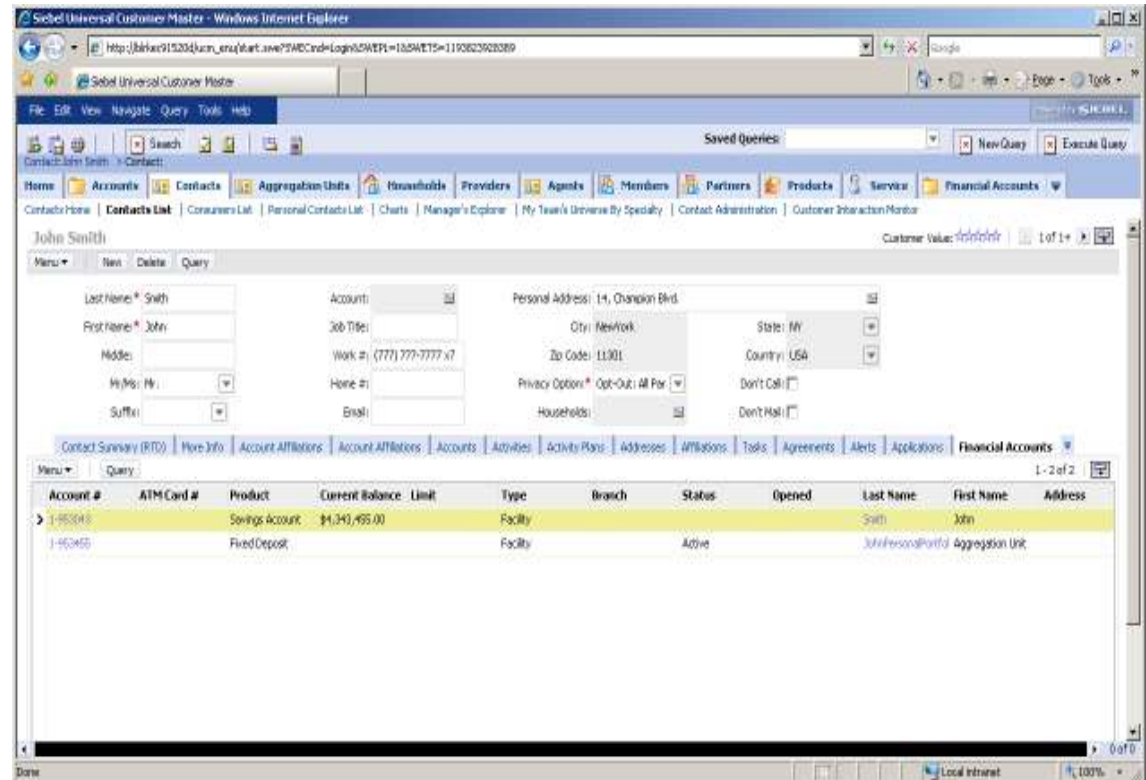
- Master clean & trusted Item and Supplier/Location Relationships
- Automate Product Introduction and changes from Suppliers via Data Pools, Portal/Direct Access or Product File Load
- Stage, Approve and Enrich product data with Retailer/Internal
- Publish Trusted Product Information across Sales Channels, and Back Office Systems

The screenshot displays the Oracle Item Catalog interface for item 061000. The interface includes a navigation menu on the left with options like 'Classification and Categories', 'Department Information', and 'Item Location/Org Details'. The main content area shows 'Overview' and 'Detailed Description' for 'Del Monte Diced Peeled Tomatoes'. A product image of a can is visible. Red callout boxes highlight specific features: 'Alternate Hierarchies' points to the left navigation menu; 'Operational, Custom, and GDS Attributes' points to the 'Descriptive Attributes' section; 'Pack Configurations' points to the 'Configuration' tab; 'Item-Supplier Relationships' points to the 'Associations' tab; and 'Item-Location Relationships' points to the 'Organizations' tab.

MDM in Financial Services

Solution tailored to wealth management & banking needs

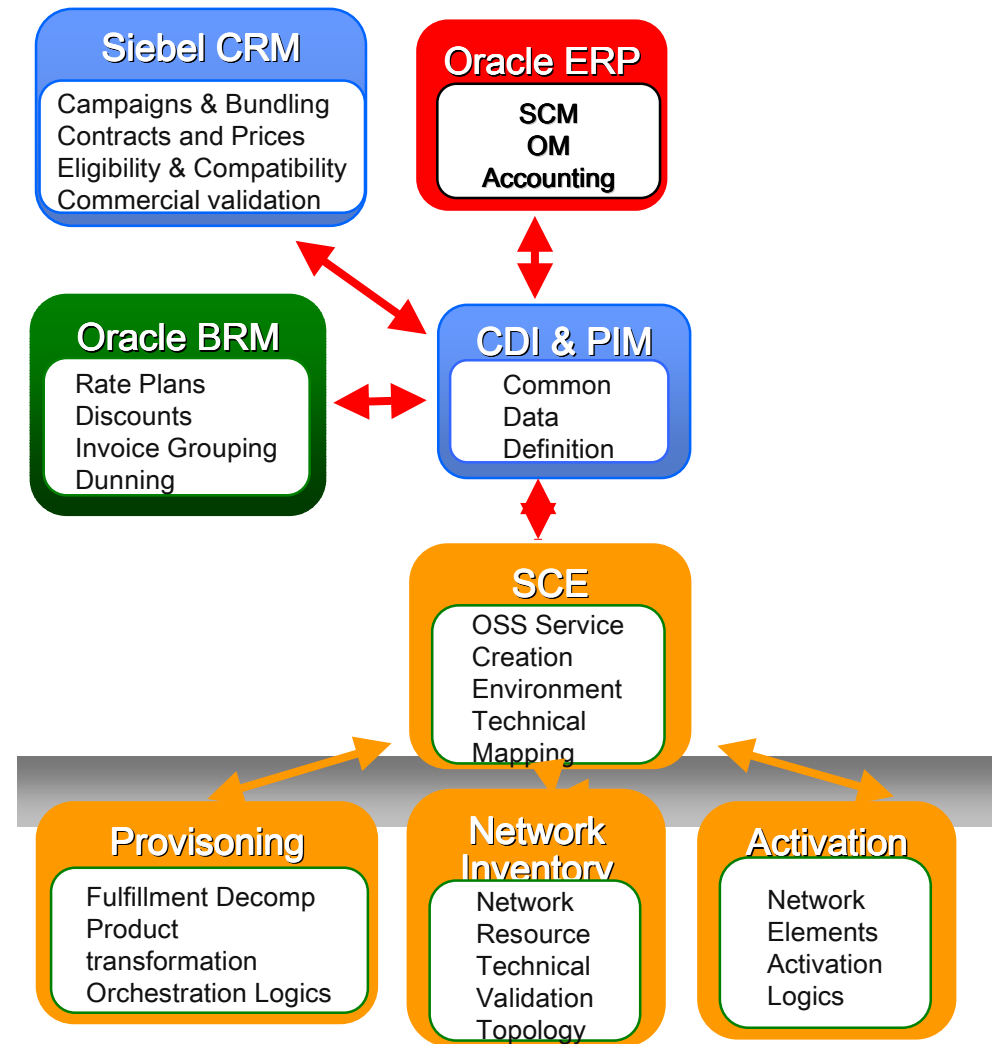
- Key gains
 - Superior client experience
 - Front end efficiency
 - Business & revenue growth
 - Effective compliance with regulation
- Extended solution
 - Extended schema (e.g. Investment groups)
 - Web UI to demonstrate easy integration



MDM in Telco

Customer & Product hubs for Telco: *True business impact through the big picture*

- End-to-end customer mastering solution
- Centralized product & services administration & streamlined end-to-end product flow
- Enables cross product bundling/convergent services
- Improves Time to Market
- Reduces Total Cost of Ownership

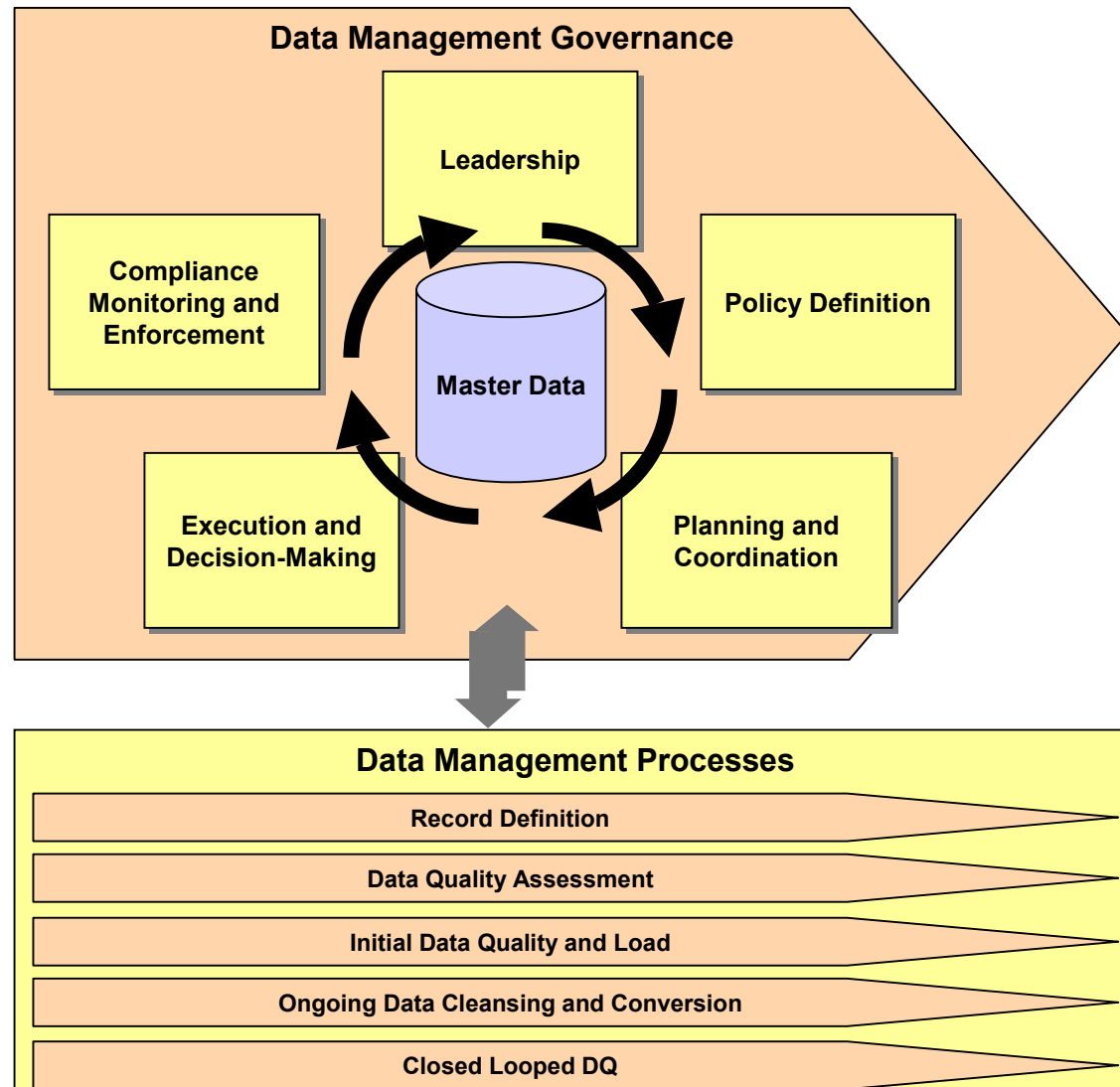


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4 - Breaking down organizational silos & 8 - Managing the data governance process

- Critical MDM project success factor

- People
- Process
- Organization
- Politics
- Tools



5 - Integration with Operational Applications

Oracle Application Integration Architecture

- **Best Practice Processes:**

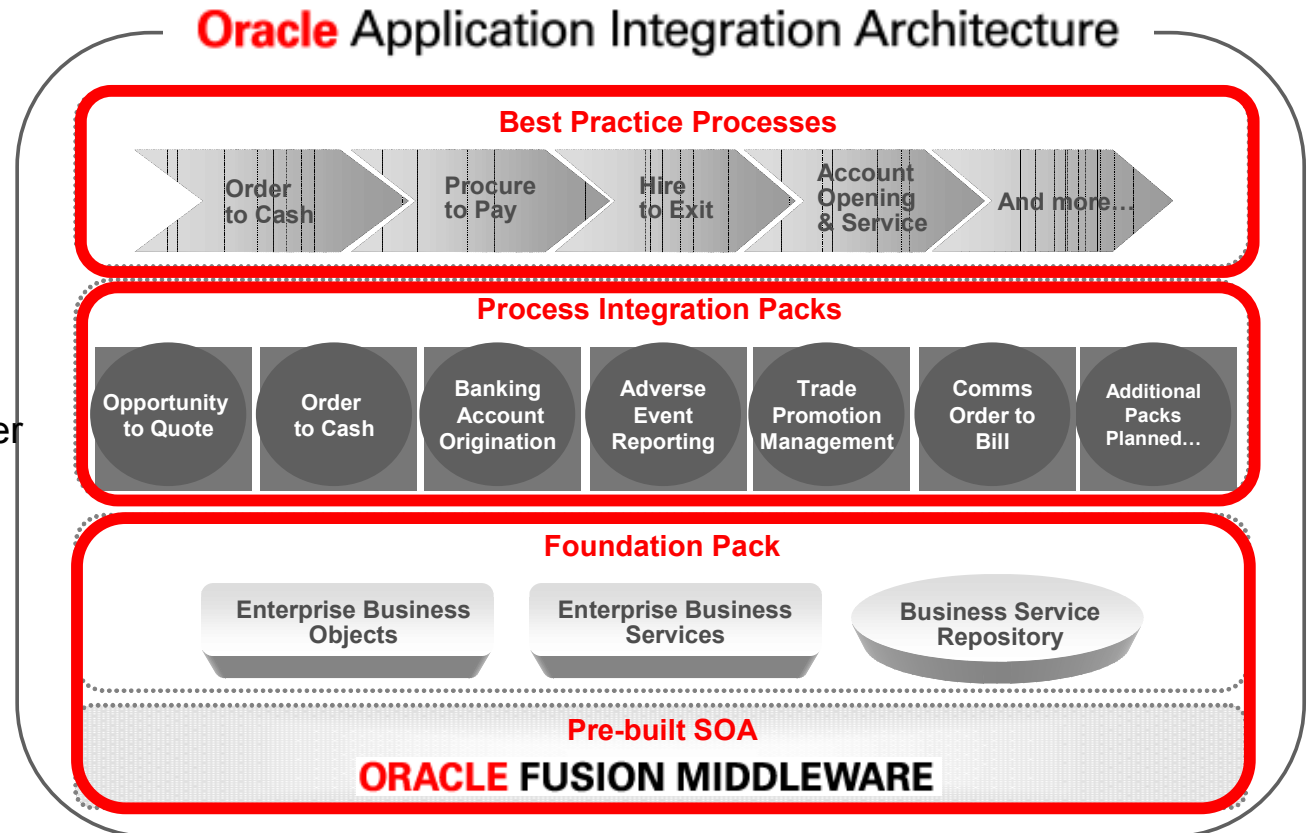
Conceptual models decomposed to activity/ task to automate end to end process

- **Process Integration Packs:**

Pre-Built, out of box integration content to automate data transfer and transaction management

- **Foundation Pack:**

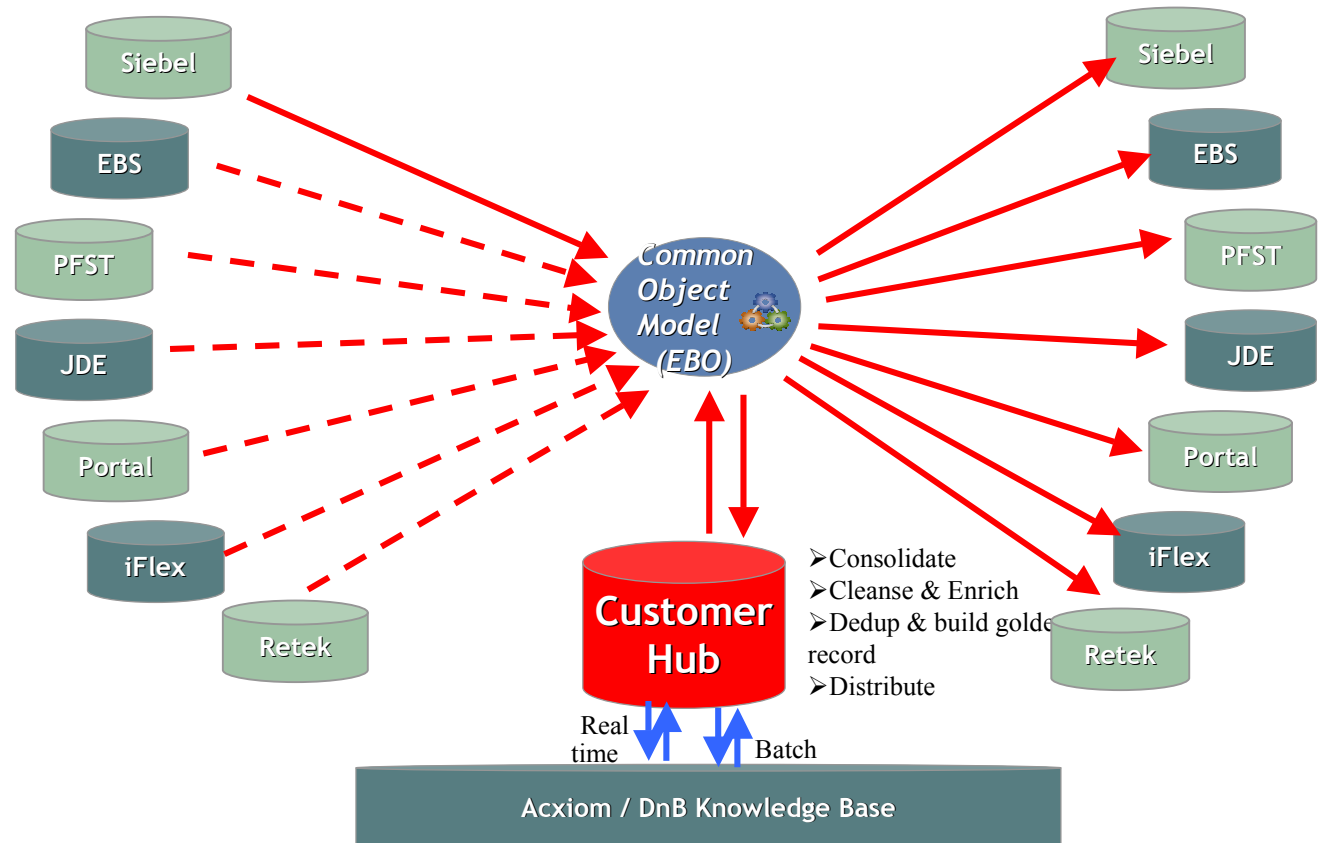
Application independent object and service definitions that can be leveraged to integrate any application to another



5 - Integration with Operational Applications

MDM Customer Master Sync process or Push Mode

- Bring consistency in disparate environment
- Provide an end-to-end MDM integrated solution
- Reduce the cost and risk of integrating applications

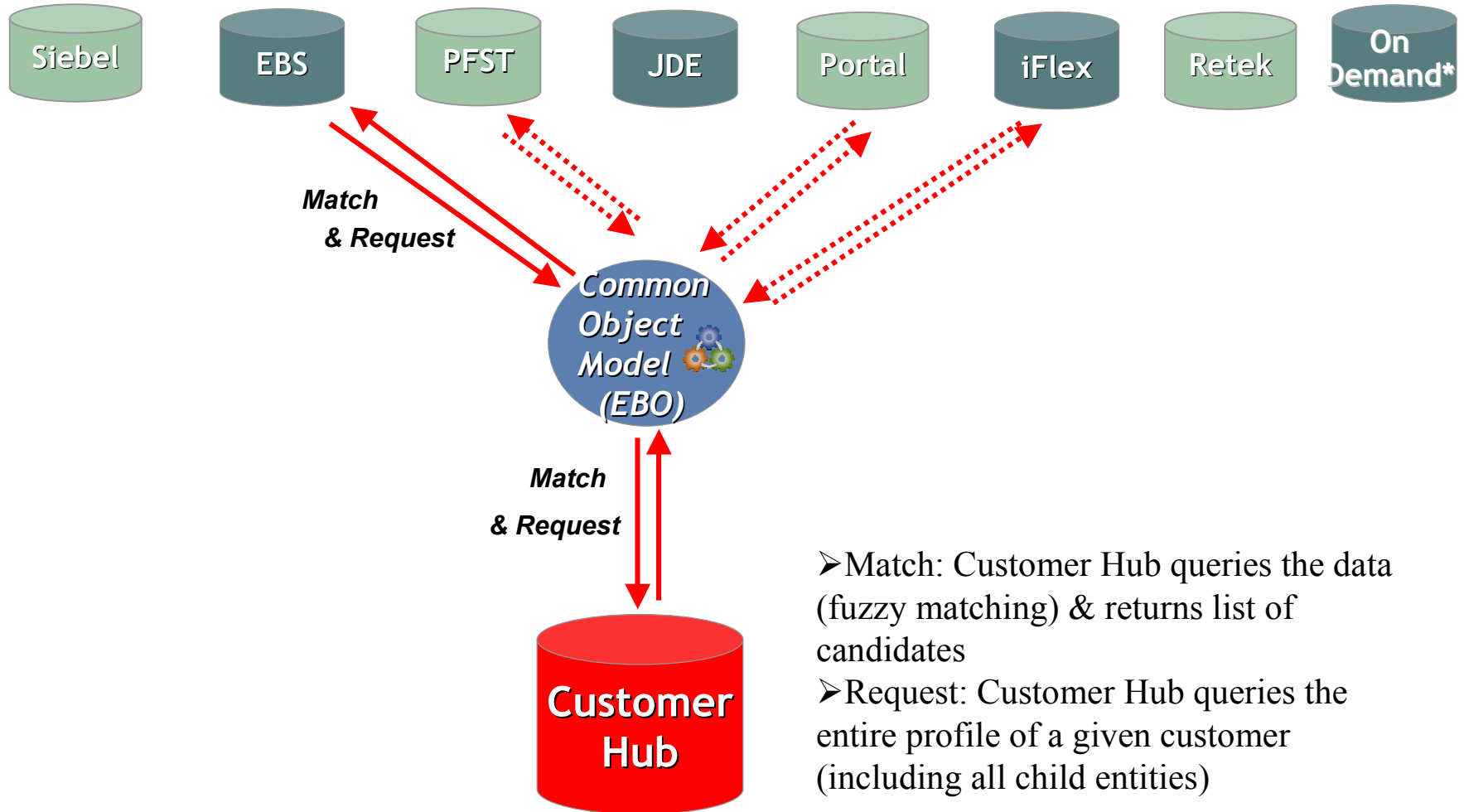


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5 - Integration with Operational Applications

MDM Customer Master match/request processes or Pull Mode

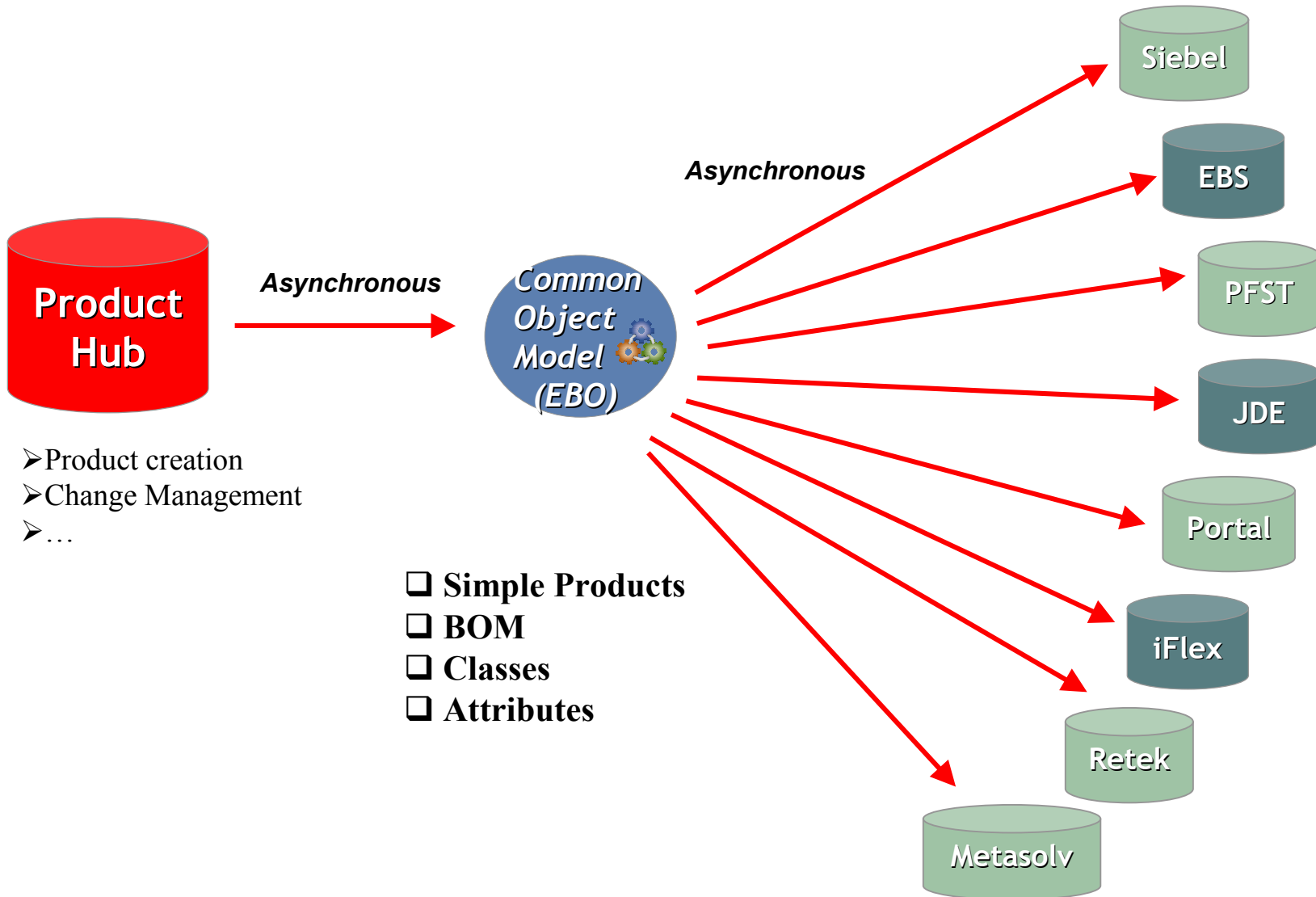
*Flow exist today with CDH



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5 - Integration with Operational Applications

MDM Product Master Sync process or Push Mode



3rd Party PIP Integration Benchmark

*Custom Integration vs. AIA Opportunity to Quote PIP**

Source: OCS Japan, Hitachi Consulting Japan and IBM Business Consulting Services Japan, Jan. 2008

	Custom Integration Project	Process Integration Pack (PIP)	PIP Impact
PIP license	\$ 0	\$ 60,000 (\$ 30K@CPU × 2 CPU)	
Implementation	\$ 518,000 (\$ 1K@day** × 518 man-day)	\$ 10,400 (\$ 1K@day** × 10.4 man-day)	
Workload	518 man-day	10.4 man-day	50x Faster!
Total costs	\$ 518,000	\$ 70,400	86% Cheaper!

*Above comparison is estimated by standard processes. Excludes installation of SOA suite and set-up for EBS Quoting

**Rate provided based on OCSJ estimate. Update rate as needed.

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6. Obtaining Data Quality Improvements



Focus:

- Acxiom CDI is focused solely on providing **effective data** for it's clients

Breadth of Information:

- 35+ years of building robust customer information domestically and internationally
- 14.3 billion enhancement data elements under management
- Over 4.4 Petabytes of customer data

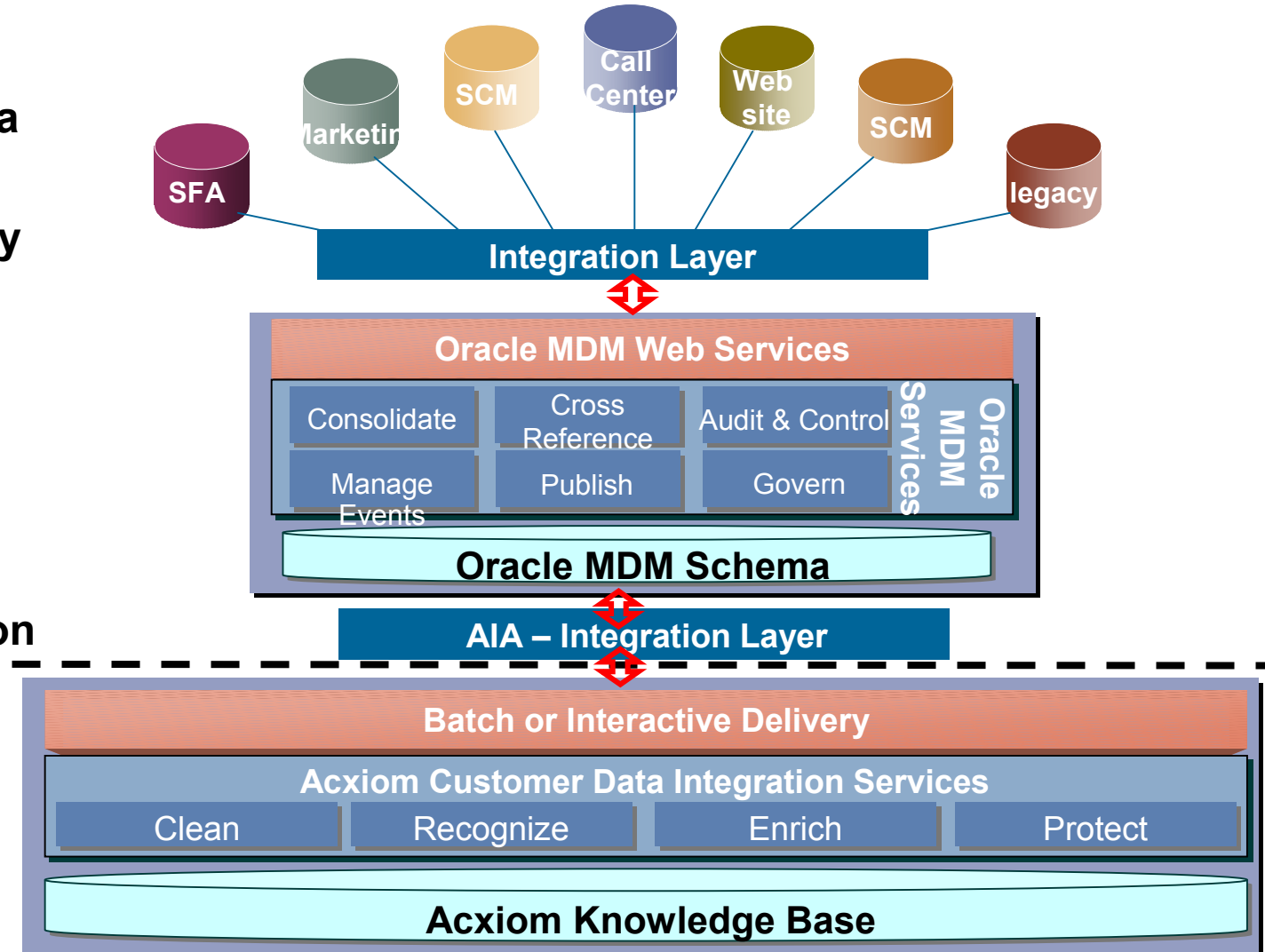
Market Leader in Hosted CDI:

- Over 3 billion records integrated each day
- Over 15,000 Consumer & Household links per second
- 59% of all NCOA^{Link}™ processing
- Correct/Improve 48% of customer records received

6. Obtaining Data Quality Improvements

Announcing "Knowledge Based MDM"

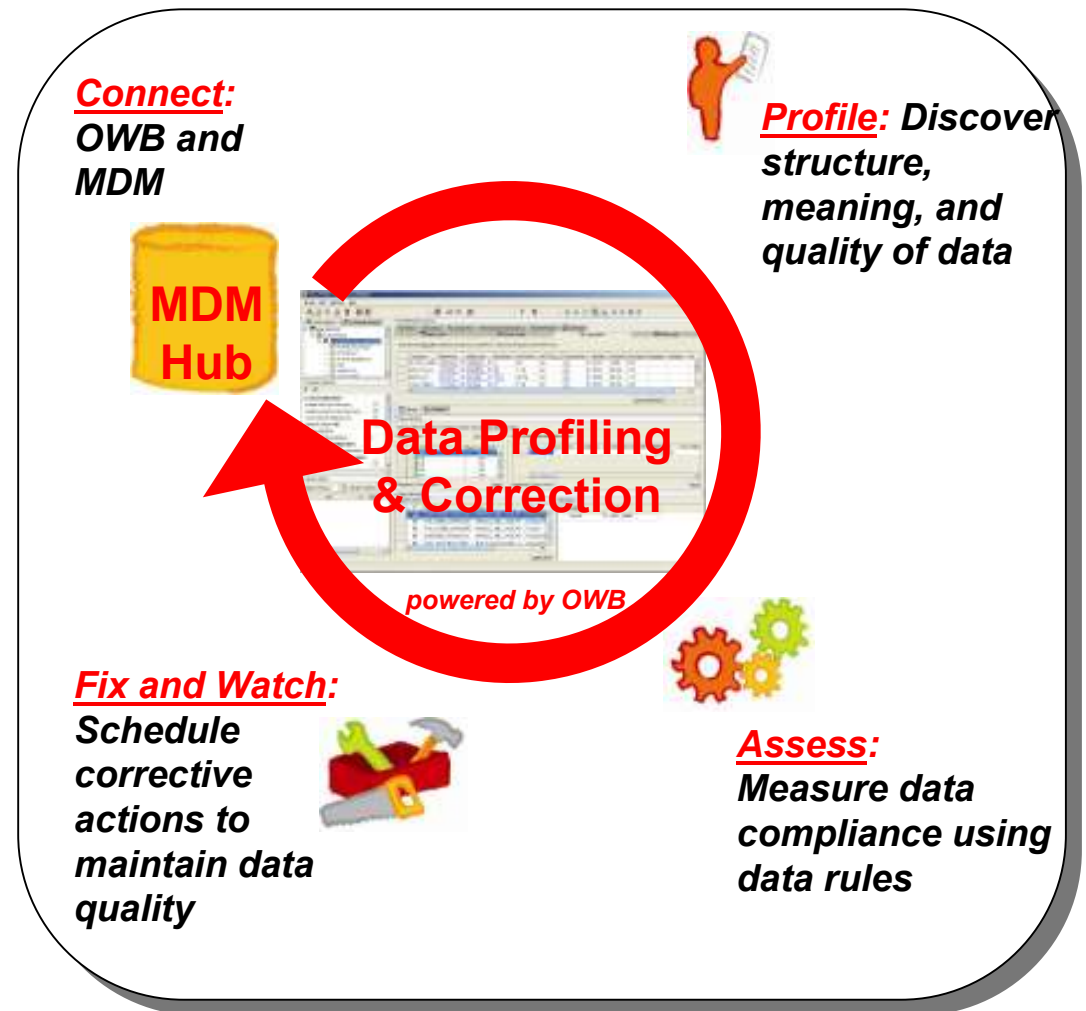
- Enterprise MDM with effective data
- Improved Security & Privacy
- Reduced time for implementation
- Reduced cost of content integration



7 - Setting-up data stewards function

Announcing “Data Watch & Repair” new module, the day-to-day data steward tool

- Key tool for the data steward
 - to monitor the data quality in the MDM hub
 - & run corrective action
- Non-intrusive
- Effective and efficient
- Flexible and customizable

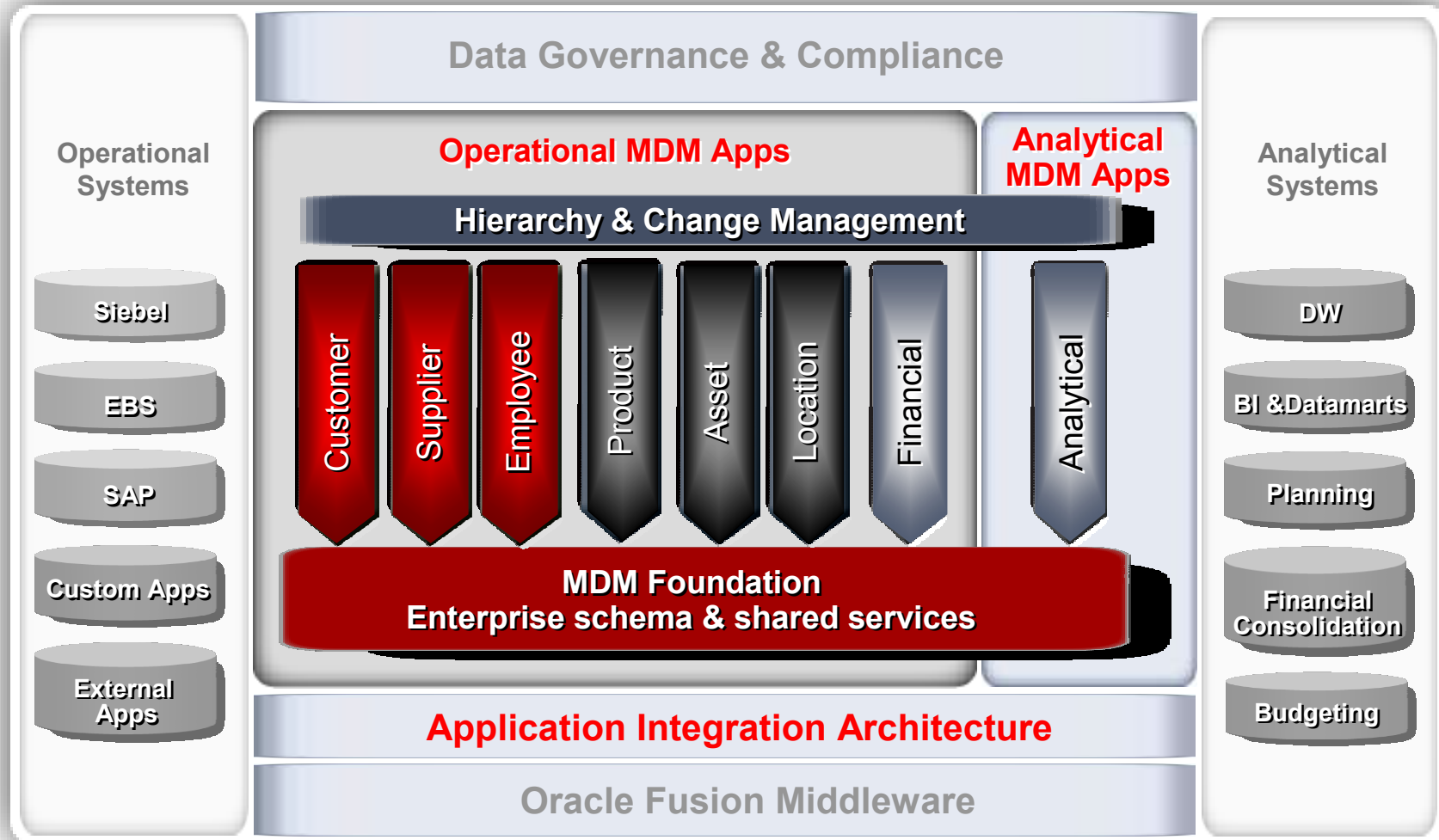


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The path to Fusion Application

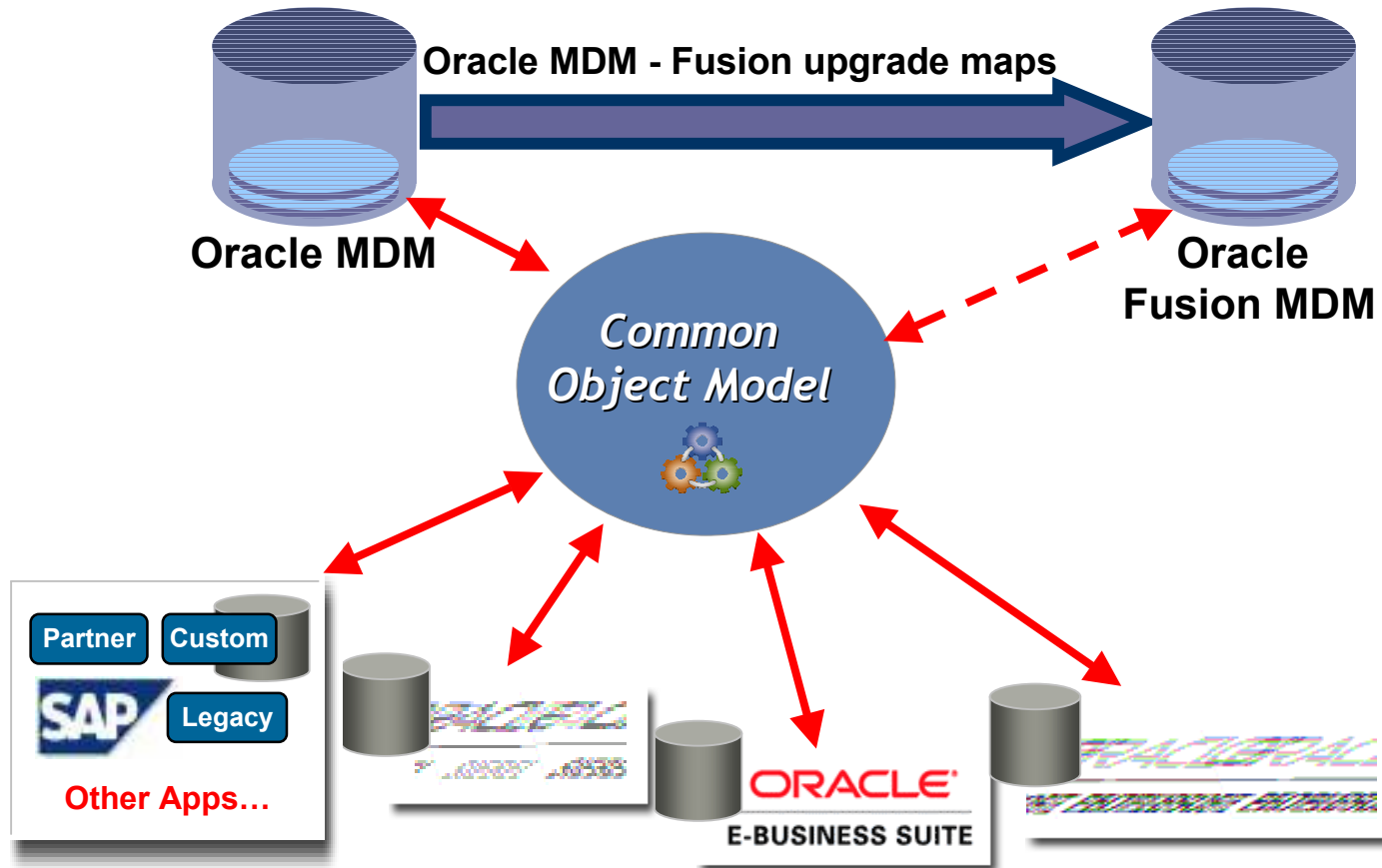
Oracle Enterprise Master Data Management Fusion Vision



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Path to Fusion: Consolidate your Master Data

How does this all fit together?





Selected Customer Success Stories

Time to Market



“Oracle Master Data Management is providing the basis of convergence between LG Group’s affiliated Mobile, fixed line and broadband companies. “

LG Telecom Executive

COMPANY OVERVIEW

- World’s first mobile telco service provider of CDMA technology
- Employees: 2,000+, \$ 3.6 Billion Revenue
- Customers: 6.5 Million

CHALLENGES/OPPORTUNITIES

- **Sales and marketing campaigns** were suffering due to limited customer and product data
- **Time to Market Agility** for product introduction was taking too long (3 months)
- **Need for a foundation** for eventual merger of the 3 LG Group Affiliated Companies

SOLUTIONS

- Oracle Customer & Product Hub
- Integration with AMDOCS Billing system, NCR CRM system, Customer Service system and a Credit Approval system

RESULTS

- **Customers, suppliers and products are all centrally managed** and made available to all users and partners
- **Better sales and marketing results** through access to real-time, complete and trusted data
- **Reduced new product introduction lead time**
- **Infrastructure agility** introduced for future merger of the LG Group companies

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Royal Caribbean Cruise Lines (RCCL)

Use case – Common Customer View across Channels



COMPANY OVERVIEW

- One of the largest Cruise Lines company
- Industry: Travel & Transportation
- Employees -30,000
- Revenue: US\$ 5.8 Billion
- Customers: 20MM B2C customers

CHALLENGES

- Lack of customer identification across channels
- Limited access to existing common customer view (that has Data Quality issues)
- Minimal guest contact until on-boarding
- Inability to integrate with operational systems/web

SOLUTIONS

- Oracle Customer Hub
- Siebel DQ/Trillium

RESULTS

- Established appropriate “guest” recognition across all customer touch points
- Created centralized view of customer (prospect, guest, employee, travel agency, travel agent etc.)
- Improved data quality and added survivorship, house holding capability to enterprise. De-duplication occurs in real-time
- Distributed customer data to CRM systems
- Established data governance organization

COMPANY OVERVIEW

- Nokia is the world's #1 mobility company
- Industry: High-Tech Manufacturing
- Employees -112,000
- Revenue: US\$ 50 Billion
- Customers: 50,000 B2B in APAC + contacts –going up to 200,000 B2B customers

CHALLENGES

- Multiple interactions with the same B2B customer through various channels (Logistics, Sales, Care, Marketing etc.)
- No unified way of identifying the customer
- Expand into consumer internet services

SOLUTIONS

- Oracle Customer Hub
- Siebel DQ
- Siebel CRM

RESULTS

- An understanding of “who bought what” (Customer-Product), “from where” (Channel Interaction) and “what can be sold next” (Product Offer)
- Live in APAC instance
- 50% duplicates, wrong or inaccurate customers removed
- Improved channel and customer structure understanding and system mobility enabling better decision making and field force efficiency



Getting Started

- If you have an apps deployment project
- If you have a BI initiative
- If you are going to start a business process optimization program
- If IT simplification is essential
- If you are preparing for Fusion Apps

Start with the Data