

Master Data Management

Global Master Data Management Practice

ennVee's Master Data Management (MDM) solutions consist of a set of applications (or MDM Hubs) designed to consolidate, cleanse, govern, and share these key business data objects across the enterprise and time. Included are pre-defined extensible data models and access methods, along with powerful applications to centrally manage the quality and lifecycle of master business data.

We understand the significance of Master Data and challenges of providing data management in enterprises as well as the capabilities and limitations of the various MDM tools currently available. Our consultants have extensive business process expertise, particularly with Oracle Siebel Universal Customer Master and Oracle Customer Data Hub; Product Hub and Oracle PIM, as well as Supplier Hub. We provide a full spectrum of professional services, addressing diversified client projects, and spanning the entire Master Data Management lifecycle.

An imperative asset of any diverse and dynamic organization

Higher complexity and importance of master data increases the need to manage it effectively. Only when this data is effectively managed, will it be possible for the organization to clearly identify and understand their clients thereby ensuring the organization's sustainability, growth, and expansion. To have a truly stable and comprehensive Master Data Management system, it is imperative that:

- master data is properly understood and managed during mergers and acquisitions
- complex data hierarchies are simplified and restructured to align to the business needs
- information overload is reduced and a 360° view of the master data can be easily obtained
- a synergistic approach is applied across business workflows and IT solutions to boost data quality
- implementation leverages the technology, tools, and processes required to create and manage consistent and accurate master data

MDM Solutions

- Data Strategy and Data Governance
- Business Process Analysis
- Data Quality, Architecture, Profiling
- MDM Integration (Canonical, Business Process Orchestration, and BAM)

MDM Implementation

- Oracle Universal Customer Master (UCM)
 - Oracle Customer Hub (OCH)
- Oracle Customer Data Hub (CDH)
- Hyperion DRM
- Oracle Product Hub (PIM) and Product Data Quality
- Data Quality Tools (Informatica IIR, Trillium, and Oracle Data Quality (ODQ))

MDM Applications

- Customer Hub
- Product Hub
- Supplier Hub
- Site Hub
- Data Relationship Management

Additional Competencies

- BI Planning and Execution (OBIEE, Hyperion, ETL resources)
- Project Portfolio Management
- Fusion Middleware and Applications
- Enterprise Content Management

You've implemented a new sales system. Was it integrated properly?

Familiar territory

It was clear that your sales team needed to move their CRM system into the Cloud. Since you were already running Oracle E-Business Suite ERP, Sales Cloud emerged as the front-runner. You had an aggressive timeline to meet and decided to hire an implementor specializing in "rapid" implementations.

Fast forward 1-2 months—you have successfully implemented Sales Cloud, Oracle EBS is up and running, but now your customer data is in a state of disorder. The bottom line is that the implementor does not understand trading architecture or Oracle E-Business Suite.



Disparate systems creates chaos

- Duplicate customer data that does not fully synchronize and causes blowback for the billing department.
- Duplicate new records in Sales Cloud created by the sales team—validation was never enabled, so there is no active mechanism to check if an account already exists or is set up in Oracle EBS.
- Improper synchronization of customer data, which creates faulty quotes, invoices, and orders. Multiple account numbers are assigned to the same customer, and now there are complications when approving new accounts to other departments.

Why organizations partner with ennVee for data unification

- Domain experience in practice areas spanning from Business Consulting, to Implementation and Support
- Customer references across varied industry verticals
 - Complex MDM Projects
 - BI Roadmap and Implementations
 - E-Business Suite to Process Automation
 - Oracle Fusion Middleware-SOA Integration
 - Project Portfolio Management Implementations
- MDM resource availability and consistency
 - Dedicated pool of on-shore resources
 - Hybrid "on-shore/off-shore" pool
- Ability to support on-shore, off-shore, and/or hybrid delivery model (on-site, off-shore, fixed price)



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ennVee is a professional services firm that provides systems integration, enterprise application management services, and industry-specific IT solutions. Since 2003, our team has grown to over 200 technology experts delivering results across industry verticals including Hi-Tech Manufacturing, Logistics and Transportation, Construction and Engineering, Retail, Public Sector, and Financial Services. We help our clients address complex business requirements by translating technology into solutions that impact, scale, and align both business and IT.