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# The Key to Successful Business Transformation

Enterprise Data Management

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# Agenda

- What do We Mean by “Transformation?”
- Traditional Ways of Managing Change
- Taking an Innovative Approach
- Oracle Enterprise Data Management



# Safe Harbor Statement

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# Oracle Enterprise Data Management

Foundational Transformation Enabler for Structural Change

- Business Transformation
- Financial Transformation
- Digital Transformation
- Trustworthy Analytics

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Mergers. Acquisitions. Divestitures. Reorganizations. Spin-offs.



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Outdated business model. Need to modernize.  
Cost control and efficiency focus. No time for value-added analysis.  
No time for value-added analysis. Need a forward-looking focus.  
Compliance is burdensome. Changes must be governed & auditable.

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Cloud-first? Coexist legacy apps.  
Modernize & redesign? Multi-ERP rationalization.  
Multi-vendor clouds? Data silos.



# Oracle Enterprise Data Management

Foundational Transformation Enabler for Structural Change

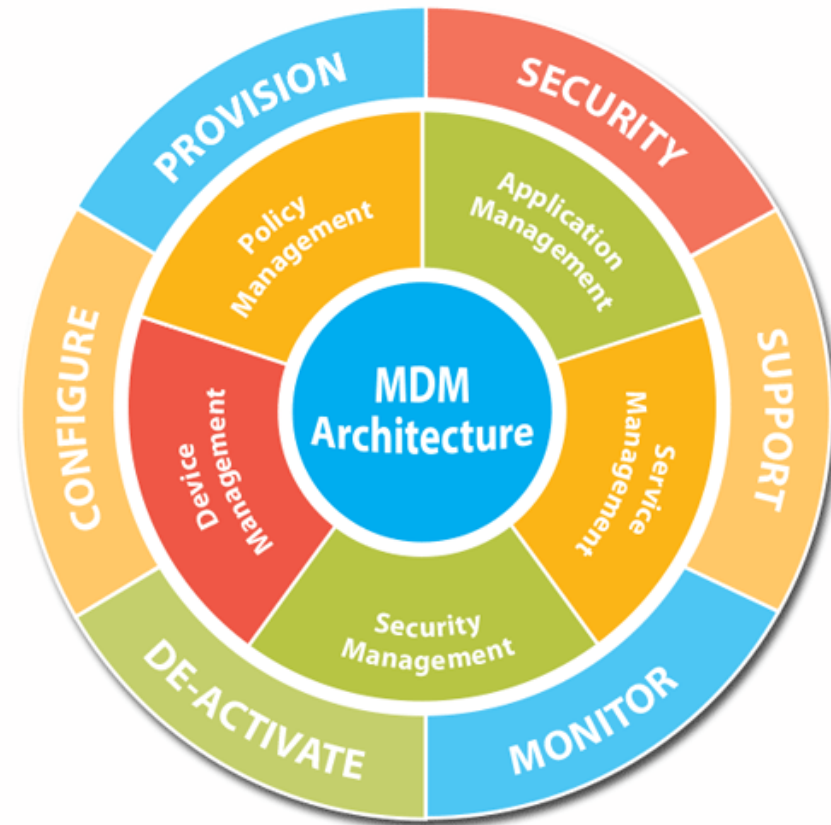
- Business Transformation
- Financial Transformation
- Digital Transformation
- Trustworthy Analytics



Reporting reconciliation. Data hygiene. Shared terms & definitions.  
Business rules and policies. System constraints.

## Where all paths led – Master Data Management (MDM)

*Create a common master reference for all critical business data*



## Traditional MDM approach

### The Walled Garden

Transaction Data

ERP, CRM, PLM, sales force  
automation, service desk, etc.

*What is the golden record for  
customer or product data?*

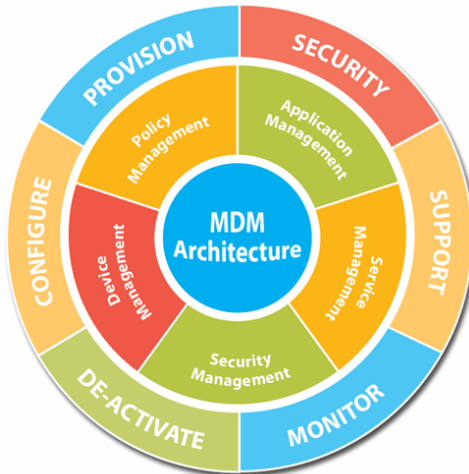




# MDM – The plan

## Build it, and...

- Everybody speaks the same language
- All systems use common, canonical data definitions
- Data models stay in sync
- Data is trustworthy, consistent & complete



*Everyone knows  
what the  
“customer” or  
“product” is*



## MDM – The reality

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Enterprise Process

**Master Data Hub**  
**Master Data Repository**  
**Business Rules**  
**Metadata Management**  
**Master Reference Data**  
**Master Data Models**

Enterprise Reality

**Self-Service BI**  
**Data Extracts**



## MDM – The reality

### Enterprise Process

- Rigid, static rules-based
- Complex processes for hub/spoke architecture
- Can't accommodate today's diverse data sources
- Hard to accommodate major org. changes/M&A
- Vertical/domain dependencies
  - **Chart of Accounts** for product vs. service businesses
  - **Customer** for aerospace vs. CPG
  - **Product** for automotive vs. life sciences
- Vertical/domain dependencies dictate more app-centric approach
- ROI?

**Master Data Hub**  
**Master Data Repository**  
**Business Rules**  
**Metadata Management**  
**Master Reference Data**  
**Master Data Models**

**Self-Service BI**  
**Data Extracts**

### Enterprise Reality

- Self-service BI visualization
- Shadow IT
- Rapid time-to-value
- Multiple versions of the truth



# From MDM... to Enterprise Data Management

- Agility – solution that evolves
- Relies on crowdsourcing & discovery to understand your data
- Harvests the metadata in your applications
- Gets the Context – Application-aware, supports the right business views
- Bridges master data with reference data, business glossary, data mappings, application metadata, user views
- Goes where your data and apps are... on premises and any cloud
- Incremental... Avoids the “big bang”

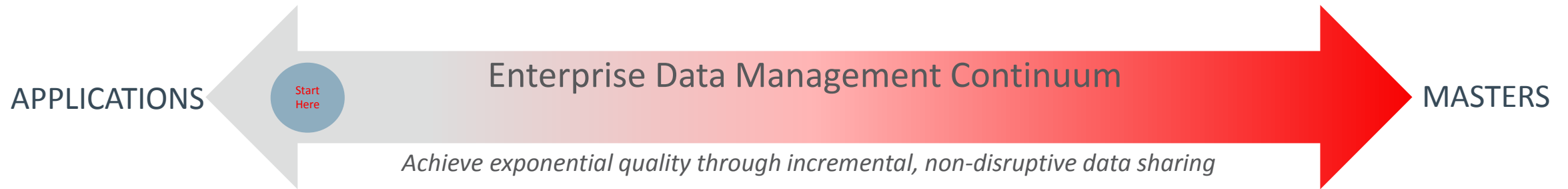


# What's New & Innovative?

Oracle Enterprise Data Management Cloud

# Vision: Addressing Enterprise Data Management Challenge

## Master At Your Own Pace



- **Masters & Applications:** Two-tier model that allows true application views that are linked to masters -- application views are not just filtered views of the master
- **Elastic Data Rationalization:** Organically evolve data sharing policies to power rationalization efforts ranging from centralized application maintenance to dimension sharing to data mastering
- **Just-in-time Data Governance:** Inference-based, data-driven human workflows that naturally pairs data quality issues with the participants on an as-needed basis
- **Scalable Across Domains:** Support for 10s and even 100s of millions of members in a dimension via high and low availability options



# How to get the best of both worlds?

## Enterprise Process



**Consistent App. Views**  
**Consistent Data Sharing**  
**"Just-right" data governance**  
**Scalability across multiple domains**



## Enterprise Agility

**Inclusive collaboration**  
**Go where your data & apps live**  
**Freedom to innovate**



# The Enterprise Data Management Continuum:

Evolve at your own pace: Begin with varying levels of Enterprise Data Sharing

**Applications**

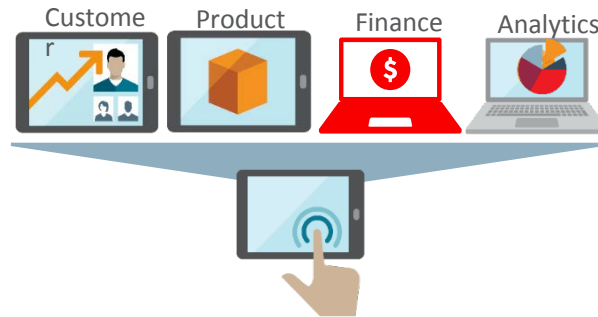
**Masters**

Fully Integrated, Self-Service  
Application Data Management



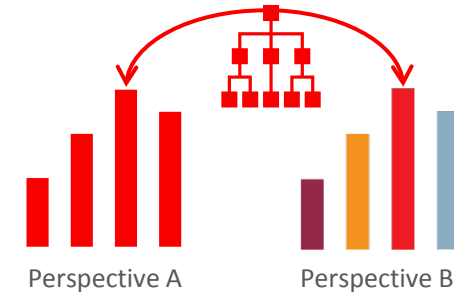
Consistent experience to maintain  
enterprise data within applications

Request-Driven, Visual  
Change Management



Single pane of glass to manage enterprise  
data across multiple application silos

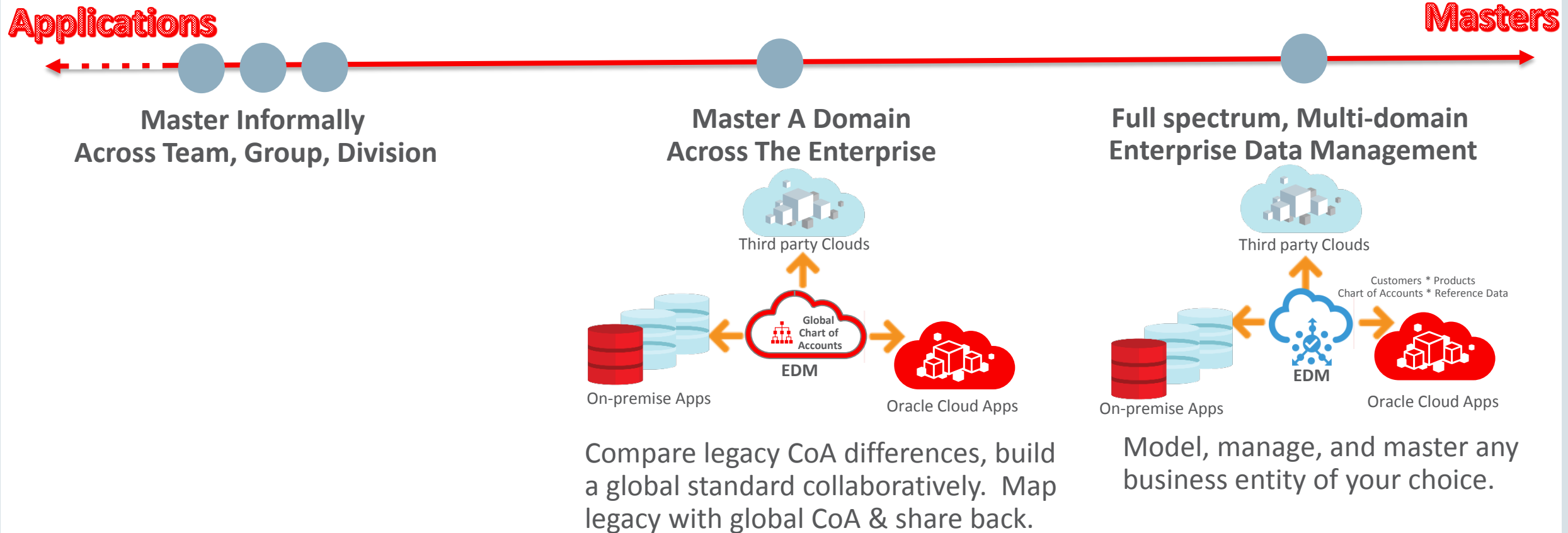
Right-grain, Secure  
Enterprise Data Sharing



Share dimensions, conform alternate  
rollups, and build accurate data maps

# The Enterprise Data Management Continuum:

## Evolve to full-blown Enterprise Data Management





# Polling Q3

- **Polling:** How well do you trust the data and insights from your systems?
  - Not well. We spend hours rationalizing data and argue over the numbers in meetings
  - Reasonably well.
  - Very well. We have invested in an MDM or data governance project/solution that helps

# The Solution

**Oracle Enterprise Data Management Cloud**

# Business Transformations: Model Tomorrow, Today!



Think Evolution, Not Revolution.

## Change Business Events

- Requests
- Visualize the future
- Analyze change impact
- Secure approvals
- Commit



# Financial Transformations: Modernize Financial Processes

Don't Rip & Replace. Embrace & Extend with Cloud.



## Business Model Changes

- Register ERP/GL applications
- Ingest from legacy ERP/GL apps
- Collaborate on New Corporate CoA
- Compare & Analyze Differences
- Map Legacy with Corporate CoA
- Sync across Finance & Analytical Apps





# Digital Transformation: Coexist Private, Public, Multi-Clouds



## Apps IT Architecture Changes

- Manage old & new app perspectives side-by-side
- Share right-grain enterprise data to accelerate cloud deployment
- Collaborate to construct new cloud application metadata
- Build transparent data maps to migrate transaction bases
- Maintain on-going changes





# Trustworthy Analytics: Build trust w/ conformed dimensions



## Analytical Alignment Issues

- Conform similar dimensions across applications to build integrity
- Reconcile alternate rollup reporting hierarchies for trustworthy analysis
- Construct data maps to align record-to-report processes
- Rationalize across application perspectives to optimize response to changes



# Polling Q4

- **Do you have data management issues and fragmentation as you move to a cloud or hybrid environment?**
  - Yes, and this is slowing our move to the cloud
  - Not yet, as we are not very far along on our journey to the cloud
  - No, we have an enterprise data management strategy to alleviate this

# Q&A



# Appendix

# Key Capabilities

**Oracle Enterprise Data Management Cloud**

# Oracle Enterprise Data Management Cloud

## Key Capabilities



Application AND  
**Master** Perspectives



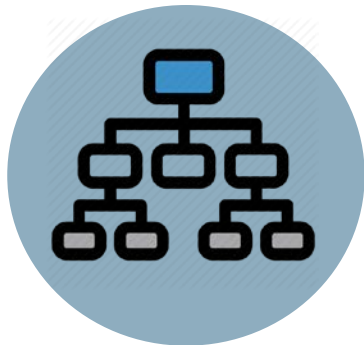
Simplified, Rich  
User Interface



Request-driven,  
recorded actions



Change  
visualization



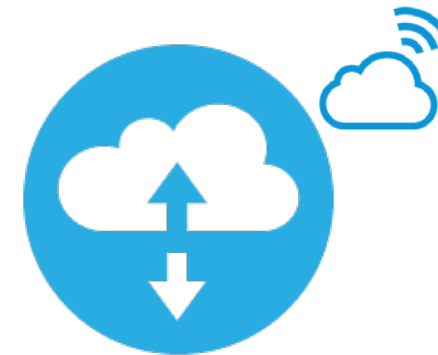
Hierarchy  
Management



Compare &  
Rationalize



Change  
Audit



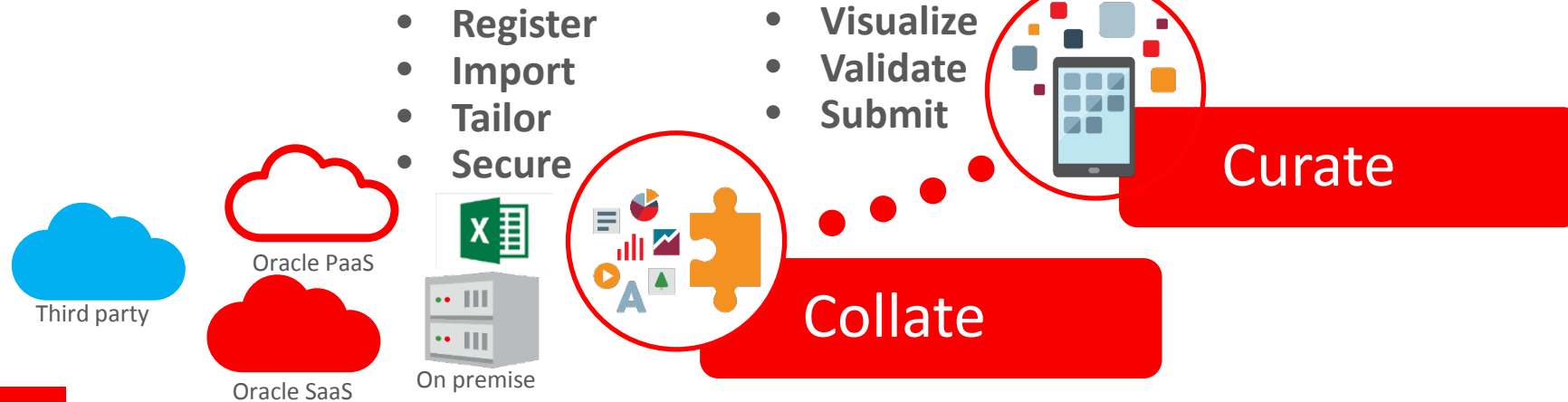
Packaged cloud  
app integration



Complex  
data types

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# Integrated Cloud

## Applications & Platform Services

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