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At a Glance:
TIBCO® MDM is an event-driven, multi-domain master data management solution designed specifically for fast-paced, multi-party, and multi-tier distribution environments. TIBCO MDM provides a platform to build and maintain a single, comprehensive, and trusted version of data about your customers, suppliers, physical assets, organization, partners, products, materials, employees, and other resources.

By consolidating, de-duplicating, and cleansing information located in multiple application silos scattered across the enterprise, TIBCO MDM allows you to build a trusted source of critical master data and access it in real time to make more informed business decisions. Business management can derive huge value on a variety of initiatives such as:

1. Plan and support new product offerings
2. Increase the profitability of new product launches
3. Enable proactive customer marketing
4. Identify customer upsell/cross-sell opportunities
5. Deliver a higher quality of service that is tailored to customer’s specific needs
6. Reduce and manage risks when acquiring new businesses

How TIBCO Master Data Management can help your business
Data is an organization’s most important asset. When consolidated and matched in an accurate way, it can reveal opportunities, risks, and areas where the business can be improved.

With the emergence of the Nexus of Forces: social, mobile, cloud, and information, companies are faced with an increasing number of data sources and fragmented information. With this comes the challenge of building and maintaining a trusted source of critical data assets related to products, customers, suppliers, vendors, employees, and so on.

With TIBCO MDM, organizations can control and manage key master data entities scattered across different applications and databases. TIBCO MDM provides an added advantage by delivering multi-domain capabilities within a single MDM platform, making it easy to support broad functional data requirements. As customers expand their MDM initiatives, TIBCO’s platform does more than just solve a known set of use cases; it empowers customers with the flexibility to address a wide variety of future use cases in multiple data domains.
TIBCO MDM provides unique value to business users with its visualization feature, Visual MDM, which allows business users to analyze business metrics and trends, and perform root-cause analysis on master data without the need for technical experts.

Combining a scalable master data repository and real-time data synchronization with a robust, rules-based, workflow engine, this solution can quickly comply with ever-changing requirements, while automating existing manual business processes involved with managing master data.

A comprehensive, singular source of truth

TIBCO MDM can be used to quickly comply with evolving data quality, management, and governance requirements, while automating current manual business processes around the management of master data. With such flexibility, you can trust that data provided by TIBCO MDM is accurate. Since TIBCO MDM comes with out-of-the-box functionalities specifically designed for multi-party, multi-tier collaboration in the creation, management, and synchronization of master data, implementation is quicker as well. This allows you to quickly achieve business value and return on investment.

“The consolidation and customer-centric categorization of product information helps sales and management identify the right products and match customer demand in the shortest amount of time.”

— Rudiger Spies, Analyst, IDC Central Europe GmbH

“Predefined interfaces and modules mean that business processes can be mapped using TIBCO software in a third of the time previously required.”

— Dr. Michael Schlosser, Head of Group Client Execution, Postbank AG
TIBCO MDM ensures that your master data is consistent, complete, and accurate throughout the entire organization and among your many trading partners by employing four key functionalities:

1. **Multi-domain MDM with Single, Scalable Master Data Repository**

TIBCO MDM drives the creation of a central data repository for all master data. By aggregating multiple data sources, whether internal or external, TIBCO MDM creates a single version of the truth that can be leveraged throughout your organization and across your value chain. Sample functionalities pertinent to your needs include:

- The ability to organize all master data content and publish it to any channel – print, digital advertising, online, mobile, social media – with support for any future technology needs
- Support for multiple master data domains (subject areas) including customers, suppliers, assets, organization, partners, products, materials, and employees
- Powerful user-focused capabilities to add, search, and update data (including mass edit and update)
- Strong auditing of all data and processes through versioning. Every change to every data element for every user or process is tracked
- Extensive, attribute-level, context specific data validation rules that can be changed when required
- Support for complex data relationships and multiple customer-specific hierarchies
- Ability to support both structured and non-structured data (including, add, copy, and compare)
2 | Real-Time MDM

TIBCO MDM ensures data is consistent throughout your organization across many systems and across your value chain. TIBCO MDM works in conjunction with multiple heterogeneous systems that affect or use master data. TIBCO has powerful yet flexible capabilities to integrate via push or pull to external or internal applications, including real-time integration via an EAI/ESB infrastructure and file-based integration using FTP or other mechanisms.

The system can also automate external data synchronization with vendors through a web-based interface or through direct communication with external parties via a variety of data formats and transport protocols (ASCII, XML, .CSV. Excel, etc. via FTP, HTTP, SMTP, etc.)

TIBCO MDM provides real-time visibility into the effectiveness of business processes and performance measures. The product maintains the status of all synchronizations, both with internal systems and external trading partners.
3 | Visual MDM

TIBCO MDM enables users to visually explore, interact, and analyze master data activities so organizations can have greater visibility into such business drivers as data acceptance rates, process effectiveness, and new data introduction success rates.

Putting control in the hands of front-line business users, it eliminates the need for technical experts to intervene – ensuring analysis does not interrupt or stall the decision-making process or product development cycle. Able to freely analyze master data records, users can answer questions and solve challenges faster – enhancing productivity, shortening product development cycles, and adding greater competitive business value.

Reports generated from information captured by the TIBCO MDM application provide real-time visibility into the effectiveness of business processes, performance measures, data quality, and data evolution.

Complete auditing of all changes to the data and events that have acted upon by both humans and systems are logged and can be reported through the UI or exported to reporting tools such as Cognos, Business Objects, etc. for process improvement, data lineage, quality audits, reporting, and compliance.

Using TIBCO Spotfire®, TIBCO MDM Analytics provides drilldown views on TIBCO MDM data and processes.
4 | Business Collaboration Management

TIBCO MDM is based on a flexible business process automation framework that employs user-configurable business rules and workflow to streamline the master data management processes required by complex enterprises. The workflow capabilities delivered by TIBCO MDM include:

• Service templates for customers, suppliers, assets, organization, partners, products, materials, and employees as well as data set-up, modification, and synchronization
• Rule-based complex workflow capabilities, including serial, parallel, and long standing conversations with external systems
• Role-based security with appropriate CREATE, READ, UPDATE, DELETE (CRUD) authorization. Note that TIBCO integrates with leading LDAP and single-sign-on products
• Strong system-to-system workflow capabilities
• Calendar-based workflows including dynamically recalculated reminders and notifications on launch date changes, etc. (Notifications are sent via email)

How TIBCO MDM is Different

TIBCO MDM offers a set of unique features and capabilities including:

Scalable Data Model

The structure and services of data models can be configured and scaled to meet your needs. This starts by importing an industry-standard model, such as a global data synchronization network (GDSN), an ACORD-based data model, and/or any existing metadata that is required. This can then be augmented from the general user interface (UI). Under the hood, TIBCO MDM automatically generates the necessary tables and columns to reflect the logical model created.

Multi-Repository Relationships

A unique capability of TIBCO MDM is that it not only supports relationships with a single repository, but also across multiple repositories. Thus, users can create customized and specific relationships between records located in the same repository or across multiple repositories.

Rules and inheritance can create associations between parent and child (e.g., product/category) or link peer-to-peer (e.g., product/vendor). This can also be both one-to-one and one-to-many. Not only can relationships be built between a vendor and organization, this can also be extended to include products.

“TIBCO MDM will enable us to replace our current workflow with a simplified process that’s faster, easier to manage, and more flexible, so our users can make changes to workflows themselves. They can see it works and what it’s going to do without having to employ programmers to work on it for months.”

— David Lucas, IT Architecture Manager, Lion Nathan
Multi-Domain
TIBCO offers a comprehensive platform for multi-entity master data management (MDM). Able to interlink with business process management (BPM) solutions, service-oriented architecture (SOA) capabilities, and analytics tools, our service-oriented approach delivers the capabilities organizations need to effectively manage master data across the enterprise.

Designed for Change
Today’s businesses require business process flexibility, and this need for agility will accelerate amid greater demand for more automated business processes. TIBCO’s open platform across data, process, and events not only meets the immediate needs of an organization, it has the capability to adapt and scale to support future change, even as new business process solutions are introduced.

Powerful Out-of-the-Box-Capabilities
TIBCO MDM delivers master and reference data features and capabilities that accommodate the unique requirements of a diverse range of stakeholders. These capabilities include the ability to define and manage cross entity relationships between brands, divisions, vendors, customers, and rules-based or free-text similarity search capabilities. With our event-based synchronization and process management capabilities, external users and systems can be alerted throughout the process choreography. Collectively, these capabilities clean master data and eliminate duplicate data entries throughout the information ecosystem.

Collaborative and Operational MDM
TIBCO MDM excels at both collaborative and operational architectures. In collaborative environments, a rich set of governance capabilities can facilitate the creation and maintenance of master data. In operational infrastructures, master data can be served to and consumed by multiple applications and users with very high throughput.

Deep Integration
As a leading provider of SOA solutions, TIBCO has based its technology on a distributed, open, real-time, and event-driven platform, an approach that is core to our DNA. When used on an SOA framework, our MDM solutions seamlessly leverage existing applications and data. They also provide IT with the ability to rapidly roll out new service-driven business processes.

Open Standards
TIBCO MDM adopts a leave, layer, and leverage approach – easily integrating with existing applications and both TIBCO and non-TIBCO infrastructure investments using standard technologies, such as Web services, XML, JMS, GDS and AS/2.

Proven Methodology
TIBCO’s teams have successful track records in implementing solutions that require a high degree of scalability in exceptionally complex environments. Having worked with all major service, application, and infrastructure providers, our teams bring the deep technology expertise and experience required to efficiently support multifarious and elaborate infrastructures.

Customizable Classification
If users prefer, they can customize classification hierarchy trees based on how they want to view the data via attribute values (i.e. by organization unit, brand, etc.). Thanks to dynamic updating, when the data changes, the hierarchy tree will automatically shift in parallel – which means users no longer need to manually move nodes.
Add, Customize, or Extend Services
As rules and processes are configurable either from the UI or by going directly against the XML, pre-packaged services will reflect this dynamically.

Hot Deployment Supported
Changes can be made on the fly and with minimal disruption to the business. Both functional and highly granular web services, including CRUD services, are provided out-of-the-box, delivering a greater degree of flexibility in accessing and controlling functions from outside the application.

This also yields a master data services platform to support SOA initiatives that need reliable access to accurate and consistent data. Furthermore, web services are stateless and lightweight for high performance, and support single sign-ons.

Unified Web Services
A key differentiator of TIBCO MDM is that the same web service can be used across all data entity repositories including a user’s unique attributes, relationships, and other characteristics created within repositories. While the web services definition stays the same, the response from the call is different based on the parameter values being sent.

MDM for Big Data
Behind the scenes, TIBCO MDM connects seamlessly to any standard integration bus to connect MDM to other enterprise systems. It is also used to decouple the components and provide guaranteed delivery of data to and from systems in an asynchronous manner.

This integration bus is also used to provide access to data in external systems for harmonizing the master data from multiple data sources. This harmonization process handles the messages and transforms the data into the required format to upstream and downstream customer’s systems.

TIBCO MDM can scale both horizontally and vertically to meet your future needs, supported by these capabilities and features:

Horizontal Scaling
Application performance can be boosted by adding more memory and/or more processing power. Our installed user base has continuously observed near-linear scaling of application performance by the addition of more processing power.

Vertical Scaling
Because TIBCO MDM is an integrated database, workflow, and integration application, additional applications, organizations, and data domains can be added without any impact on the production application.

Open Standards
TIBCO MDM is a standard J2EE application built on top of a relational database with a relational schema with no reliance on proprietary technology or schemas. Completely metadata-driven, standard app server and DB scaling techniques can be applied to the TIBCO MDM solution.

Scalable Cache
TIBCO MDM embeds a cache that can be distributed across app server instances to further boost querying and validation throughput.
Event-Based
TIBCO MDM architecture is event-based and supports calling out to external services and applications. The TIBCO MDM web service API also provides support for external apps to leverage TIBCO MDM data and functionality.

SOA Enabled
TIBCO MDM’s embedded JMS client can leverage ESBs for scalable bus-based integration and distribute data loads rather than relying on multiple point-to-point interfaces. TIBCO MDM provides various integration touch points for external applications like data quality tools to interact with the application in a scalable and standard way.

Summary
TIBCO MDM is an effective way to gain a single source of truth for all of your most critical data. It can help you improve your processes, identify opportunities, and address risk when action matters most. With the flexibility to handle multiple data sources, and the ability to scale with minimal impact on performance, it’s an excellent way to address all of your master data concerns.

“TIBCO has shown that it is able to address new customer requirements with its expanded product portfolio and its professional services, especially in industries where a diverse set of non-standard workflows, MDM capabilities, and integration are critical to the solution.”

— Rüdiger Spies Analyst, IDC Central Europe GmbH

TIBCO Software Inc. (NASDAQ: TIBX) is a global leader in infrastructure and business intelligence software. Whether it’s optimizing inventory, cross-selling products, or averting crisis before it happens, TIBCO uniquely delivers the Two-Second Advantage®— the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. With a broad mix of innovative products and services, customers around the world trust TIBCO as their strategic technology partner. Learn more about TIBCO at www.tibco.com.