



Driving digital success.

Client

One of the Top Five Global Auto Manufacturers

Project

Data Integration and Standardization

Highlights

- Provided overall strategy and delivery of an MDM solution to help the client gain a holistic view of existing and prospective consumers
- Worked with the client over several years and phases, engaging in solution architecture and design, and ensuring quality data integration and adherence to client standards

Providing full project leadership to help generate a holistic picture of the customer ecosystem.

Client Challenge

The client vision was to build and maintain a complete 360° view of its consumers and prospects, to provide them a better experience and to drive new and repeat sales. Owned and championed by its marketing division, an MDM program needed to be designed to replace an in-house-developed legacy consumer data system built on DB2 on z/OS, along with a collection of ETL and COBOL programs.

Mastech InfoTrellis Solution

The Mastech InfoTrellis team was engaged from an early phase of the program, and has led many aspects of the program, ranging from thought leadership on one side, to development and testing on the other. Mastech InfoTrellis responsibilities included not just the MDM Server work, but also the overall solution, including in-bound and out-bound ETL modules, as well as the integration layer. Due to its high-quality delivery, the client kept engaging our work over a multi-year project. Mastech InfoTrellis has played a vital role in the on-going success of the MDM Program.

The overall architecture was to integrate several source systems to feed the consumer and related data to MDM, through ETL and integration layers.

The integration layer and MDM exposed a collection of reusable services to be consumed by batch, real-time, and near real-time consumers. Some of the external-facing websites connect these services, including consumer-facing websites. MDM implemented the core master data logic for the consumer data, which included data validation, standardization, de-duplication, enrichment, and persistence. Core MDM data model and services were extended to account for custom entities and logic for the consumer attributes. Trillium Software provided the name and address standardization, as well as the probabilistic matching rules, which were carried over from the legacy system. Given the marketing focus of the data, no manual data stewardship was required. Data was also extracted from MDM and sent to the data warehouse, as well as the CRM application.

Mastech InfoTrellis' role was overall strategy and delivery of the multi-phase MDM Program. In the initial phase of the program, we provided thought leadership and helped refine the requirements which led to the architecture and design of the overall solution.

We helped the client determine the best approach to MDM, based on overall corporate and program goals, which included...

- Helping determine how MDM would fit with existing systems and processes
- Working with business owners on the client side to derive functional requirements from the business requirements
- Working with the client's Data Modeling team to model all data structures within the solution, including MDM entities. We made sure the models conform to client standards and are consistent with MDM Server out-of-the-box models.
- Designing and developing multiple MDM composite transactions, data extensions, data additions, business rules and data validations
- Helping the client team during performance testing and diagnosis
- Designing and developing multiple ETL jobs for both in-bound and out-bound data integration with MDM, using DataStage

Outcomes

The MDM program is a multi-year and multi-phase ongoing program. The first release went live into production during the summer of 2010, and the work continues for subsequent releases. After helping the client execute performance tests, capture results, identify issues, and provide fixes, and by developing and maintaining an automated build and deployment mechanism, the client had quality data at the tips of their fingers to help reduce time and error in business activities. This helped them provide a better experience to their customers, thus helping drive new and repeat sales.