

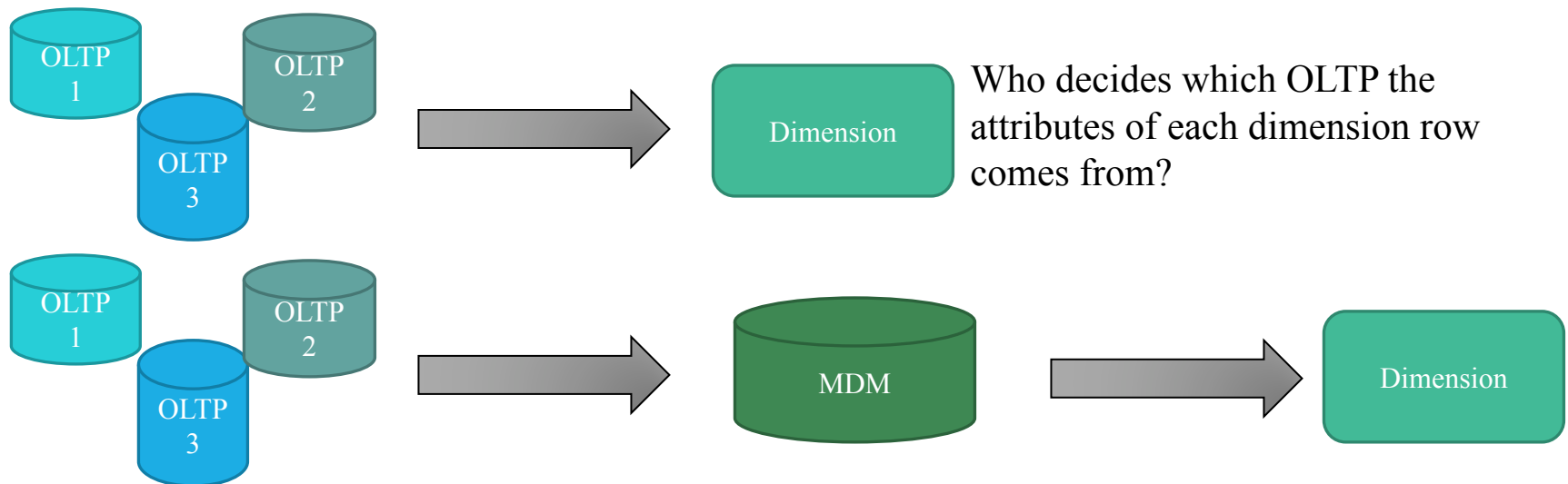


Why Do We Need MDM?

School of Information Studies
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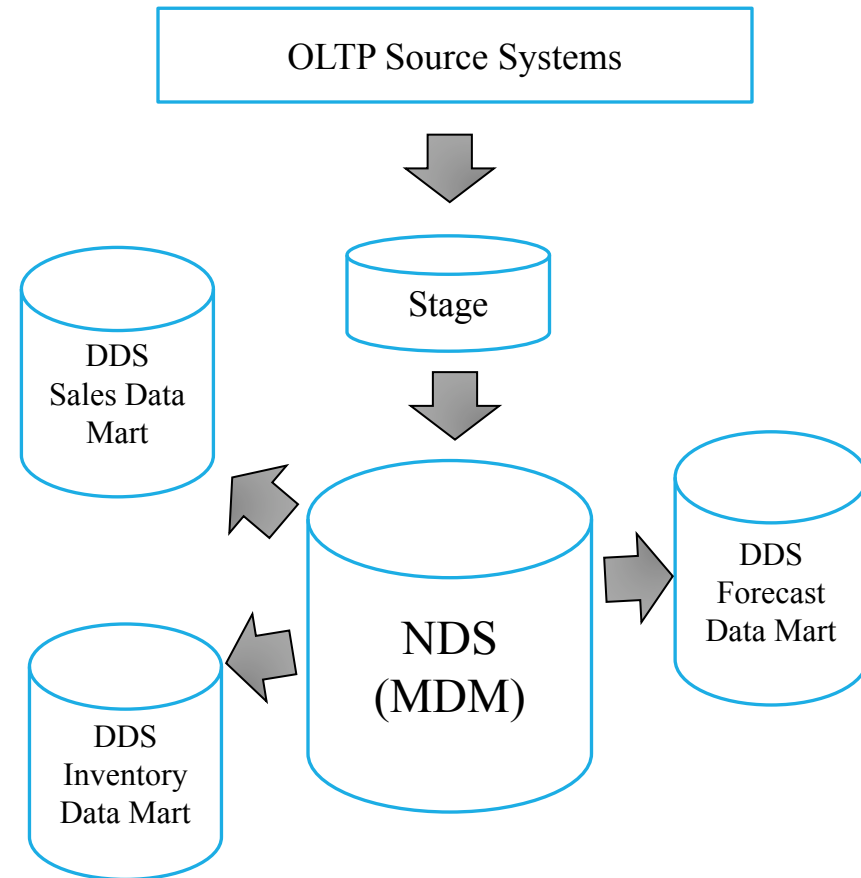
How Does This Relate to Data Warehousing?

MDM initiatives will help us create **conformed dimensions** in our data warehouse, specifically when the dimensional data is sourced from multiple systems.



The Data-Centric DW Is Made for MDM

- The Inmon technical architecture of:
 - Hub and spoke
 - Normalized data stores (NDS)
 - data-centric approach
- Makes the process of MDM much easier.
- The tables in the NDS are the organizations' "single version of the truth!"
- The data are there; all that is left are the processes to manage them!



Using Master Data to Update OLTP

- Helps organizations maintain consistent records throughout the enterprise.

