



PRODUCT DATA SHEET

Spectrum® Master Data Management Hub

THE WORLD'S FIRST GRAPH DATABASE
MASTER DATA MANAGEMENT HUB FOR THE
NEW DEMANDS OF TODAY'S CUSTOMER DATA

Product overview

The dynamics of your customer information have changed dramatically in recent years, including exponentially greater volume, variety, velocity, and complexity of your data. Meanwhile, the approaches used to address it have not kept pace. Simply put, the relational database approaches offered by the mainstream MDM vendors simply can't keep up with the needs of today's data—because they were never designed for this new problem.

Meanwhile, your customer expectations have changed as well, placing greater pressure upon the business. Your customers are expecting greater relevance, greater value from their relationship, greater immediacy and a more seamless experience as they move across interactions. How will your business keep up?

Pitney Bowes Spectrum® technology platform is the world's first solution specifically designed to meet these changing needs.

Benefit

Take on today's new customer data challenge with next generation technology

Using powerful new NoSQL technology at its foundation, the Spectrum® MDM Hub provides a first-ever intuitive approach that allows for rapid modelling of real-world entities and their complex relationships across roles, processes and interactions.

The powerful package combines predictive analytics with social and spatial analytics to better understand your current customers along with their network—and their network's networks. This insight gives you an edge in decision making and using customer data. Moreover, the MDM Hub makes it possible to centralize control and improve performance on your terms—improving the quality, integration, accessibility and value of your information.

- No need for pre-defined schema
- Uncover hidden relationships across data
- Understand influencers and brand ambassadors
- Detect non-obvious relationships
- Deploy intelligence across the enterprise

The Spectrum® technology platform delivers these powerful next generation MDM capabilities along with data quality and data integration capabilities in a single solution which supports high-performance queries on complex, connected data with support for multiple domains.

NEW TECHNOLOGY

The Spectrum® MDM Hub incorporates social, spatial and predictive capabilities, which allow you to develop a panoramic view of fragmented customer data.

- Establish a significant competitive advantage in managing and leveraging customer information and interactions
- Develop relationship-centric master data views of critical data assets
- Receive insights through visual analysis, web-services or event triggers to support your operational and analytical needs
- Spectrum®'s MDM Hub is built using a future-proof approach to grow and adapt with your business

“THE GROUNDBREAKING NEW NoSQL-BASED APPROACH ALLOWS COMPANIES TO DELIVER THE FASTEST AND MOST AGILE WAY TO JUMP-START THEIR MDM NEEDS, UNLIKE THE OTHER PLAYERS THAT REQUIRE MORE OF A WATERFALL METHODOLOGY IN ROLLING OUT MDM.”

— EMC, INFORMATION MANAGEMENT PRACTICE LEADER, MAY 2012



Using analysis provided by the Spectrum® MDM Hub, you can quickly find out information such as:

- Which customers are of highest value—across all divisions of my business?
- What do the location characteristics tell me?
- Which person is both influential in their community and a high spender?
- What products would my customers like that they don't have yet, but others with shared interests do?



In the past, organizations valued their customers only in terms of their net worth. Now, organizations need to view how their customers are connected to other people, places and things because the true value is in identifying their customer's network's net worth.

Model, manage and govern your data

With its unique graph based approach, the Spectrum® MDM Hub empowers businesses with the ability to model, manage and govern their data with confidence.

Next generation data modelling

Traditional data modelling is often the most time-consuming part of a master data deployment. The Spectrum® MDM Hub is built on intuitive graph-based modelling, which enables it to be deployed faster and more cost-effectively. The Spectrum® MDM Hub:

- Does not require a pre-defined schema, making it easier to capture changing business environments and requirements, as well as ad-hoc relationships;
- Allows for modelling of complex hierarchies and many-to-many relationships as easily as simple relationships or hierarchies;
- Allows for high performance queries on complex, connected data; and
- Supports a relationship-centric view across entities and domains, eliminating domain-specific silos and delivering true 360-degree views of entities such as customers, supplier and vendors.

Powerful business services and workflow

Built on Pitney Bowes Software's flagship Spectrum® technology platform, the MDM Hub uses SOA principles, which enable all of its capabilities to act as services on the platform.

- Access out-of-the-box services and solutions or compose custom dataflows through the Spectrum® MDM Hub's intuitive user-interface
- Compose batch jobs and real-time services that can be published via a "one-click" process for use and integration with external systems
- Create event triggers based on rules with the Spectrum® MDM Hub to proactively push insight and intelligence throughout your enterprise.

Performance, scalability and availability

- Map-Reduce based implementation for large batch processing
- Horizontal and vertical scaling run-time instance configuration across functions
- Hot Back-Up support
- Full ACID-compliance
- In-memory caching of large reference datasets

Information governance

The Spectrum® MDM Hub integrates human decisions directly into the automation process for closed-loop processing and provides business stewards with direct ownership and oversight over their data assets to ensure compliance with data governance policies. Some stewardship features include:

- Business rules-driven monitoring
- Browser-based access
- Dashboard-view of issues, tasks and quality
- View, edit, comment, and approve records

Reap the power of the Spectrum® technology platform

Greater speed:

Deploy 80% faster

- 1000 times faster than SQL lookups
- No pre-defined schema

Greater size:

Handle big data with ease

- Up to 30 billion entities
- 64 billion properties
- Optimal for 50m + entities

Greater scope:

Widest variety of data and domain types

- Spatial and predictive
- Network analysis of social data

Improve results with unsurpassed information quality and custom data modelling

Data degrades quickly and new data is generated at a staggering rate. This means that you need to ensure accuracy and completeness before using any of your data for analysis. You also need to ensure that your data modelling is flexible enough to respond to the ever-changing context of real-world data.

The Spectrum® MDM Hub builds on Pitney Bowes Software's extensive experience delivering information quality management capabilities to enterprise customers. You can feel confident in the veracity of your data because, like all Spectrum® solutions, the MDM Hub provides thorough data reviews before that data is applied for insights.

Some of the information-quality features of the Spectrum® MDM Hub include:

- Rules and algorithm-based matching strategies
- Match-rule analysis
- Best-of-breed record creation
- Open parser, allowing grammar definition by domain, country and language
- Identity matching algorithms with global name variation data
- Transliteration
- CASS, SERP, AMAS, SNA, UPU standards-based global address verification
- Extensive data enrichment: Targusinfo, D-U-N-S® Number Append, Experian® Truvue, Oracle® Watchlist Screening, tax jurisdiction, and location-based services

Because the Spectrum® MDM Hub is built on a unique, NoSQL database technology, it enables rapid modelling of entities and relationships just as you would describe them on a white-board. The MDM Hub does not require pre-defined schemas, which enables agile data model development and MDM roll-out.

Some of the data modelling features include:

- Relationship-centric multi-domain model creation
- Modelling of real-world, complex relationships and hierarchies
- Metadata viewer
- Industry templates

With confidence in the quality of your information and the responsiveness of your data modelling, you can make better use of your resources and deliver better, faster results.

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PRODUCT UPDATES

Proven technology, flexible deployment

The Spectrum® technology platform is built on the principles of Services Oriented Architecture. The technology Platform is self-contained with no dependencies to third-party software. The integration-friendly, Unicode-compliant platform offers:

- Flexible MDM deployment use: consolidated, centralized or co-existence
- Support for either analytical or operational use
- On-demand, hybrid or local deployment of data management functions

Specifications

- The Spectrum® MDM Hub supports both analytical and operational requirements and can be used for consolidated, registry, co-existence, or centralised implementations.
- Various APIs and web services support integration with the most popular ESBs or Middleware technologies as well as connectors for popular CRM and ERP systems, such as SAP® technology and Oracle®.

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