



# Global IDs

A New Approach to Managing Complex Data Environments

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**Global IDs**

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# Topics



- 1 Company Overview**
- 2 The Context**
- 3 Our Solution**
- 4 Our Approach**
- 5 Use Cases**



# Global IDs: What we do

We help the Fortune 500 utilize their information assets using a whole new paradigm ...

## *Increase Transparency and Trust*

Global IDs helps companies measure the reliability and trust of their information data landscapes.



## *Manage Global Data*

Global IDs provides software and services for data integration across complex data landscapes.



## *Centralize Master Data*

Global IDs helps centralize shared data across all business units.





# Global IDs : Company

## Context

1. Data Governance Software Company
2. Based in New York City
3. Founded in 2001
4. About 60 employees + consultants
5. Focus on Enterprise Data Governance

## Customers

1. Large, global companies
2. Market or industry leaders
3. Financial Services
4. Healthcare and Pharma
5. Publishing and Education



# Global IDs : Analyst Coverage

**Gartner**

**John Radcliffe**

Master Data Management (Customer)

**Andrew White**

Master Data Management (Product)

**Ted Friedman**

Data Integration and Data Quality

**Debra Logan**

Enterprise Information Management

**Mark Beyer**

Metadata Management

**Bloor**

**Philip Howard**

Data Discovery  
Data Profiling  
Data Quality  
Data Governance

the **451** group

**Krishna Roy**

Data Governance

**The MDM Institute**

*Independent. Authoritative. Relevant.*

**Aaron Zornes**

Master Data Management

**information**  
management  
*How Your Business Works*

**Jim Ericson**

Data Management

**Eric Kavanagh**

Data Management

**FORRESTER**

**Rob Karel**

Data Integration  
MDM  
Metadata Management

**Information Difference**

**Andy Haylor**

MDM



# Gartner 2010 Cool Vendor

## Excerpts

- “...this vendor has technology than can help organizations integrate global information assets at very low cost.”

\*Cool Vendor Disclaimer

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.



# Global IDs: Integrated Product Stack

## IS

Broad Data Governance Framework

Supports many Data Management Projects

Disruptive Technology

Essential tool for Data Architects

New Capability Creation





# The Context

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# The Real Barrier to Enterprise Data Management

In our opinion

Complexity

Change



**Unidirectional**  
**Always goes up**

**Our conclusion:**

Costs will not be constrained without addressing complexity and change.



## Our Belief

- 1. You need to innovate**
- 2. You need to augment your existing approach with newer approaches to managing**
  - ❖ **Data with high complexity**
  - ❖ **Data with high volumes**
  - ❖ **Data that is rapidly changing**
  - ❖ **Data from heterogeneous sources**
  - ❖ **Data that is geographically dispersed.**



# Global IDs offers a new approach

<b>Complexity</b>		<b>Change</b>		<b>Cost</b>
Massively Parallel	Tiered	Distributed	Agent-Based	Cloud Enabled
Dynamic	Information Scanners	Reverse Engineering	Autonomous	
Structured	Unstructured	Semi-Structured	Web Content	
Java	XML	JMS	Swing	Web-Portal
Transparency	Accountability	Quality	Simplexity	Metrics
Rapid-deployment	Self-Service	Customizable		



## For the Explicit Purpose of

- 1. Creating Transparency into Enterprise Information Landscapes**
- 2. Reducing Complexity of Enterprise Information environments by identification of redundancy**
- 3. Reducing the cost of Data Management through large-scale automation.**



# The Global IDs Solution

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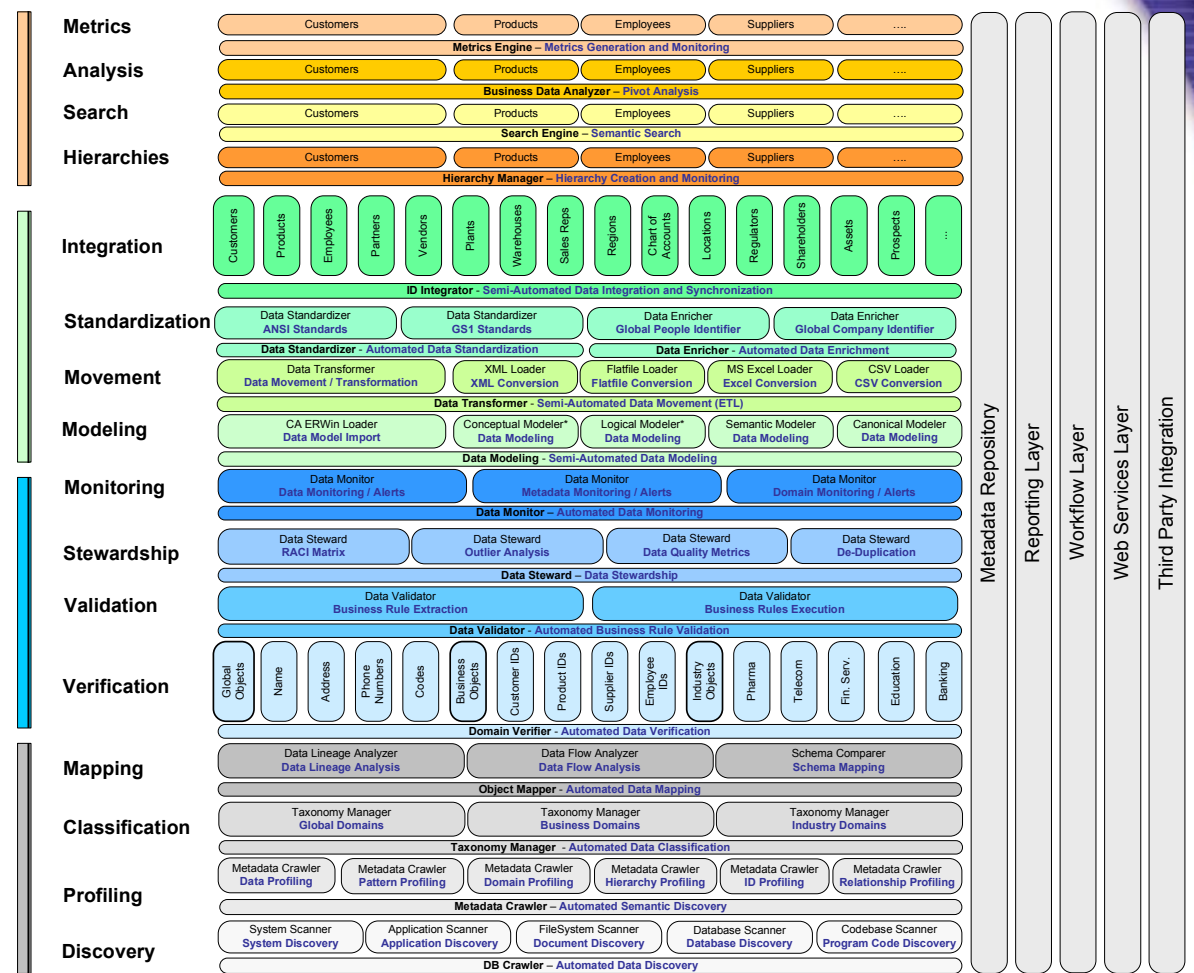
# Global IDs: Product Suite



Create Business Value

- 4 Measure and Optimize
- 3 Integrate and Simplify
- 2 Improve Quality
- 1 Create Transparency

## Global IDs Data Governance Product Suite



Metadata Repository  
 Reporting Layer  
 Workflow Layer  
 Web Services Layer  
 Third Party Integration

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\* Functionality Under Development



# Data Management Vendor Ecosystem

**Many applications were built in 1990's when the context was different.**

- **Historical Context has changed**
  - Cost, Complexity, Scale
  - Limitations of Approach
- **Technology Context has changed**
  - Technology evolution
  - Dynamic Nature
- **Business Context has changed**
  - Efficiency, Speed, Adaptation
  - External Pressures
- **Scientific Context has changed**
  - Hierarchies, Taxonomies, Ontologies
  - Systems Thinking, Holistic approach

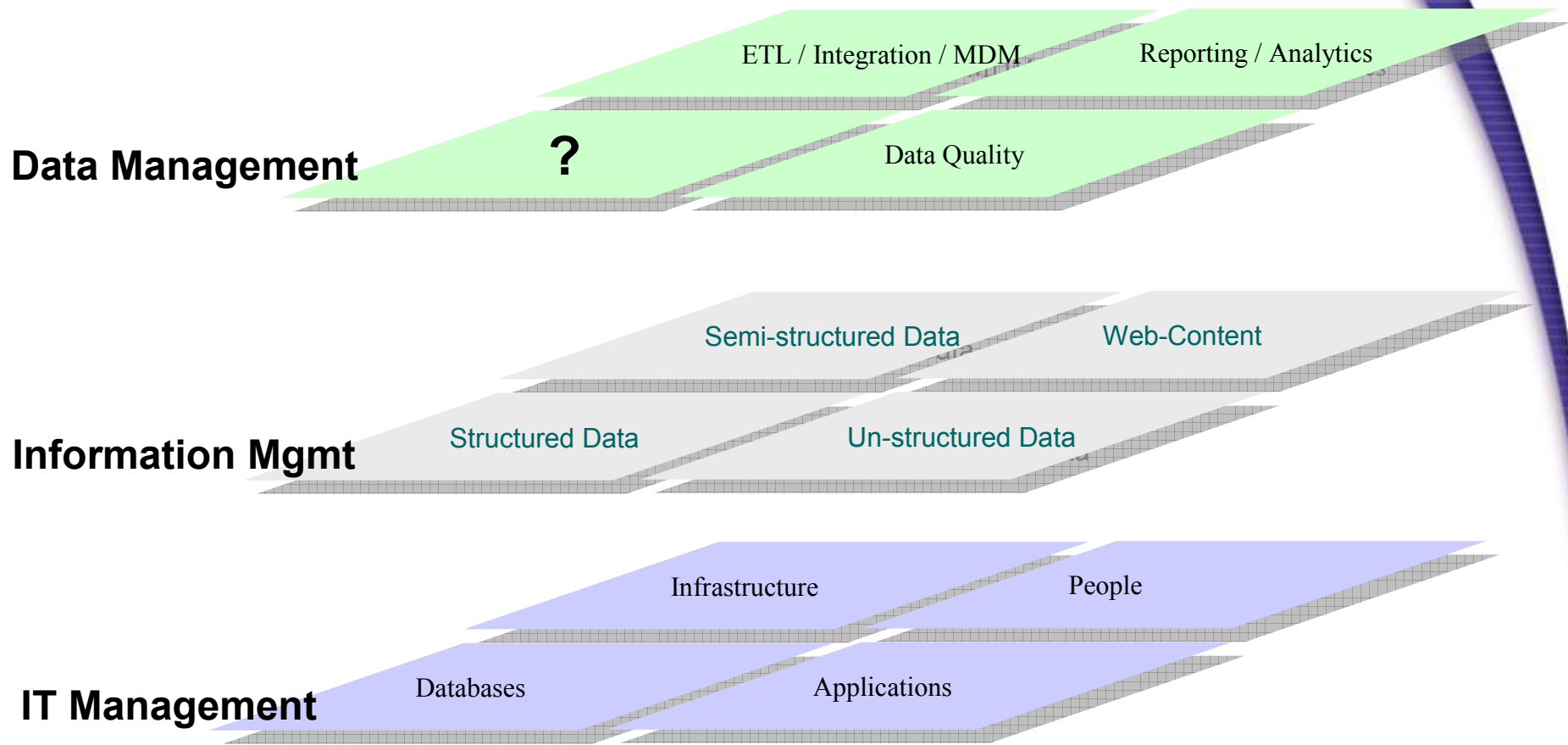
## **Our observation:**

There are gaps in the vendor ecosystem.

Newer applications must augment existing functionality.



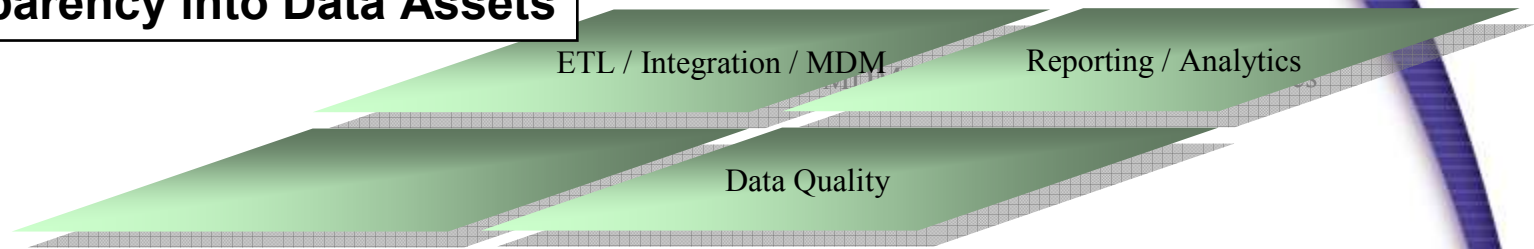
# Global IDs fills 3 gaps in the ecosystem



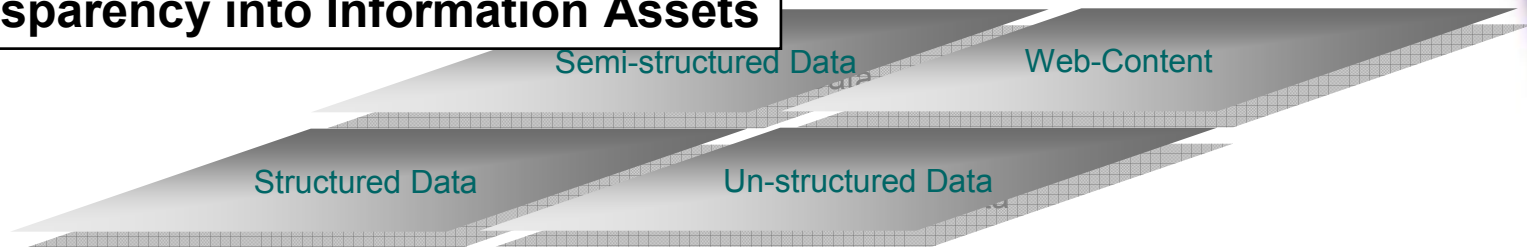


# Gap # 1: Full Transparency

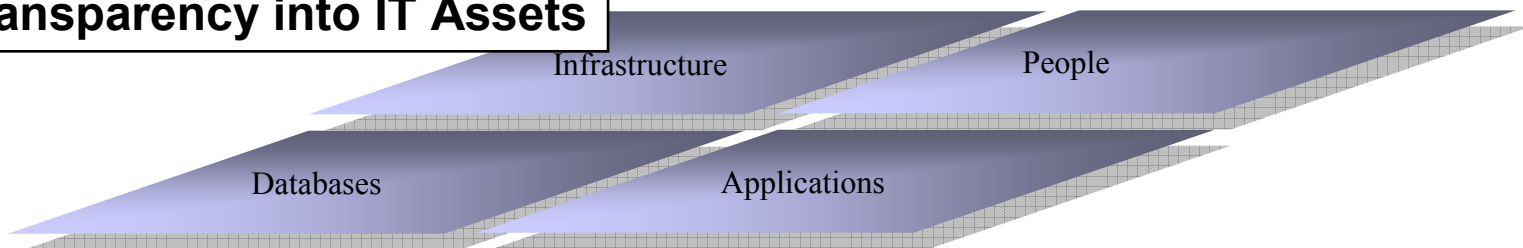
## Full Transparency into Data Assets



## Full Transparency into Information Assets



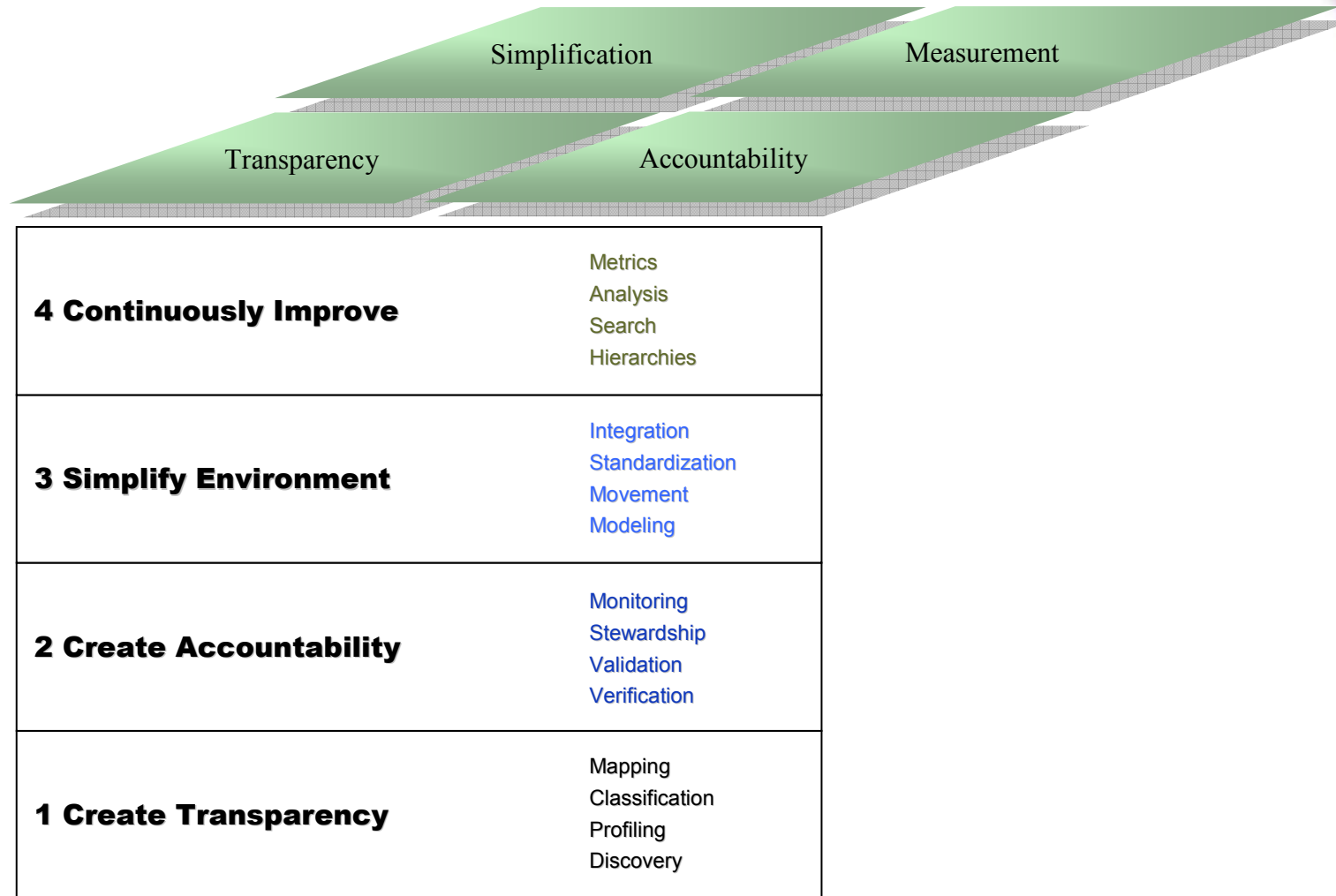
## Full Transparency into IT Assets





# Gap # 2: Broad Integrated Functionality

For Enterprise-Level Data Governance





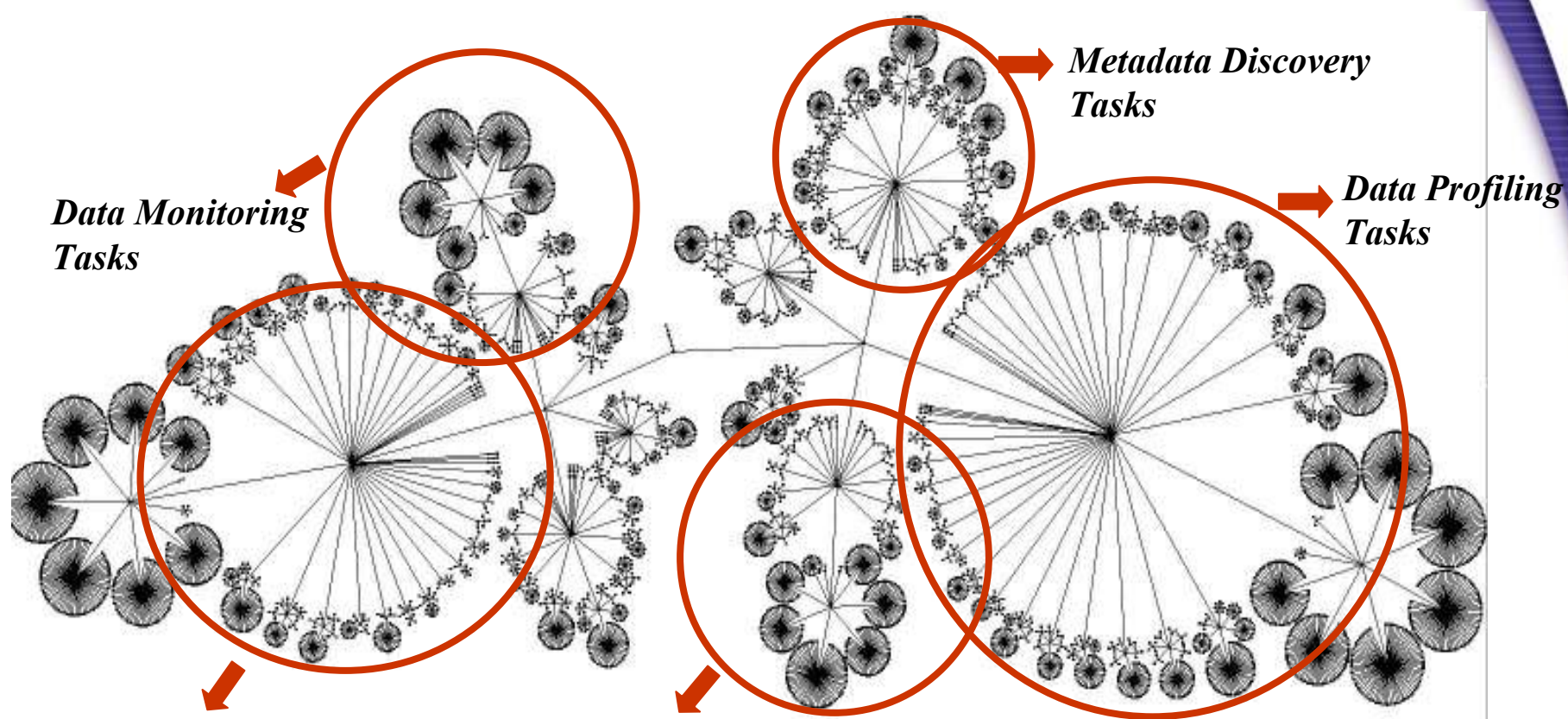
# Gap # 3: Large Scale Automation

Bring Automation, Scalability, Systems Thinking into Data Management

		<b>Automation Goal</b>
<b>4 Measure &amp; Optimize</b>	Metrics Analysis Search Hierarchies	Limited automation
<b>3 Integrate &amp; Simplify</b>	Integration Standardization Movement Modeling	> 50% automation
<b>2 Improve Quality</b>	Monitoring Stewardship Validation Verification	> 60% automation
<b>1 Create Transparency</b>	Mapping Classification Profiling Discovery	>80% automation >75% automation >95% automation >95% automation

# Example of Complex Information Workflows: Automation of Information Management Tasks

*Automation of thousands of manual tasks associated with the management of enterprise data environments.*



**Data Mapping Tasks**  
Business Confidential

**Data Quality Tasks**



# Global IDs Product Suite

## Competitive Positioning versus Market Leaders

Data Governance Core Capability	Functionality	Global IDs Function Points	Complementary Vendor Ecosystem Market Leader
4 Data Optimization	Data Metrics	●	
	Data Search	●	
	Data Analysis	●	IBM Cognos, SAP Business Objects, MicroStrategy
	Data Hierarchies	●	
3 Data Integration	Data Integration (MDM)	●	IBM (Initiate, DWL), Informatica (Siperian), DnB (Purisma), SAP MDM, Kalido
	Data Standardization	●	
	Data Movement (ETL)	●	IBM Ascential, Informatica, Ab-Initio
	Data Modeling	●	CA ERWin, Embarcadero, Sybase PowerDesigner
2 Data Quality	Data Monitoring	●	
	Data Stewardship	●	
	Data Validation	●	
	Data Verification	●	Trillium, SAS DataFlux
1 Data Transparency	Data Mapping	●	<b>STRENGTH</b>
	Data Classification	●	
	Data Profiling	●	
	Data Discovery	●	
0 Foundation Layer	Metadata Management	●	ASG Rochade
	Web Services (data oriented)	●	
	Workflow Automation	●	
	Web Portal Generation	●	



# The Global IDs Approach

~~Systematic, Automated,~~  
Repeatable



# A Systematic Approach

To Data Transparency

- 1 Do you have an detailed inventory of your data sources?
- 2 Do you have a detailed understanding / analysis of your source data?
- 3 Have you classified all the common business domains in your data sources?
- 4 Have you mapped the common business objects in your data sources?



# Data Transparency

## Approach Details

Functional Area	Functional Detail	Questions	Opportunity for Automation
1 Data Transparency	Data Mapping	Have you mapped the common business objects in your data sources?	High
	Data Classification	Have you classified all the common business domains in your data sources?	High
	Data Profiling	Do you have a detailed understanding / analysis of your source data?	High
	Data Discovery	Do you have an detailed inventory of your data sources?	High

## Approach

- 1. Point Scanners to Enterprise Data Sources**
- 2. Reverse Engineer Source Data Environment**
- 3. Auto-profile Data Content**
- 4. Auto-classify Data Domains**
- 5. Auto-generate Data Object Maps**



# A Systematic Approach

To Data Quality

- 1 Have you verified the quality of your source data?
- 2 Do you have a comprehensive understanding of the business rules?
- 3 Have Data Stewards been assigned for core Business Objects?
- 4 Are you continuously monitoring your sources for changes?



# Data Quality & Accountability

## Approach Details

Functional Area	Functional Detail	Questions	Opportunity for Automation
2 Data Quality	Data Monitoring	Are you continuously monitoring your sources for changes?	Medium
	Data Stewardship	Have Data Stewards been assigned for core Business Objects?	Medium
	Data Validation	Do you have a comprehensive understanding of the business rules?	Medium
	Data Verification	Have you verified the quality of your source data?	Medium

## Approach

1. Auto-discover Data Verification Rules
2. Augment Rules Database (manually)
3. Auto-verify Data Quality
4. Auto-validate Data Relationships
5. Auto-generate Alerts for Data Stewards
6. Auto-monitor Core Data Domains and Objects



# A Systematic Approach

## To Data Integration

- 1 Do you have a conceptual, logical and physical data model for integration?
- 2 Can you transform and move your source data?
- 3 Has your source data gone through data standardization and enrichment?
- 4 Can you integrate your core business objects?



# Data Integration and Simplification

## Approach Details

Functional Area	Functional Detail	Questions	Opportunity for Automation
3 Data Integration	Data Integration (MDM)	Can you integrate your core business objects?	Medium
	Data Standardization	Has your source data gone through data standardization and enrichment?	Medium
	Data Movement (ETL)	Can you transform and move your source data?	Medium
	Data Modeling	Do you have a conceptual, logical and physical data model for integration?	Medium

## Approach

1. Support creation of data models
2. Support creation of Source to Target maps
3. Standardize Data
4. Enrich Data (using external Web-Services)
5. Auto-generate Integration Strategies
6. Execute Integration Strategies



# A Systematic Approach

To Data Measurement

- 1 Can you analyze and manage hierarchies?
- 2 Can you provide reports, ad-hoc analysis capabilities to support business questions?
- 3 Can you search for data in your data landscape?
- 4 Can you generate metrics and dashboards to support business analysis?



# Data Measurement and Optimization

## Approach Details

Functional Area	Functional Detail	Questions	Opportunity for Automation
4 Data Optimization	Data Metrics	Can you generate metrics and dashboards to support business analysis	Medium
	Data Search	Can you search for data in your data landscape?	High
	Data Analysis	Can you provide reports, ad-hoc analysis capabilities to support business questions?	Low
	Data Hierarchies	Can you analyze and manage hierarchies?	Low

## Approach

1. Analyze Hierarchies for Core Data Objects
2. Support Ad-hoc Analysis of Data
3. Support Enterprise Search
4. Auto-generate Data Metrics and Dashboards



# Use Cases

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# Additional Use Cases

## Data Governance Areas

### Metadata Management

Data Asset Inventory Creation

Auto-generated Metadata Repository

Reverse Engineering Information Assets

Large Scale Scanning of Enterprise

### Data Mapping

Semantic Data Mapping

Data Integrity Checking (Enterprise Level)

Data Model Validation

Master Data Mapping

### Data Profiling

Automated Data Analysis

Auto-documentation of Data Landscape

Data Domain Recognition

### Data Stewardship

Data Landscape Monitoring

RACI Matrix Generation

Data Quality Control Generation

Control Violation Workflows

### Data Quality Management

Data Quality Metrics Generation

Data Quality Outlier Analysis

Data Quality Rule Generation

Data Validation and Standardization

### Data Compliance

PCI Compliance

Data Privacy Analysis

PHR / HIPAA Compliance



# Q&A

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