

Golden Approach to

# Enterprise Data Model

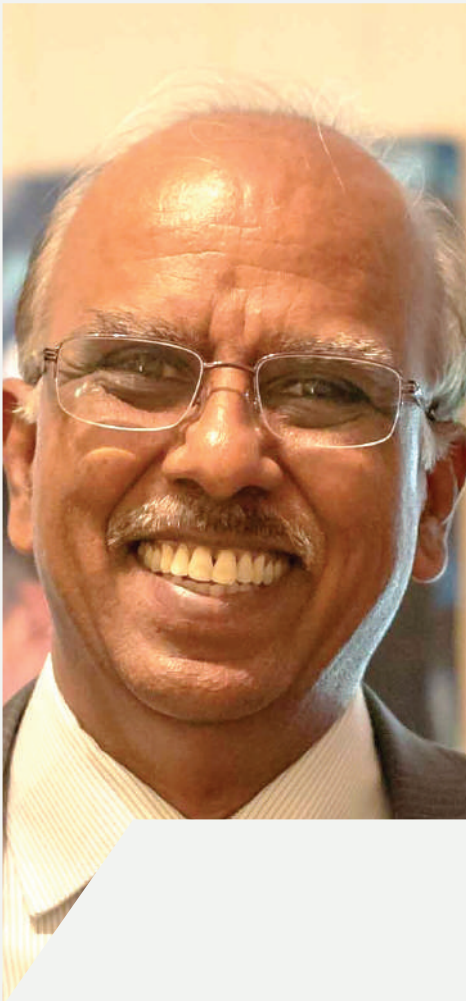


# Objective



Empower the organization to be data-driven. EDM enables the business to achieve this critical need.

1. Data-Driven Meaningful Analytics / Insights
2. Robust Enterprise Data Model



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Rajendran has over thirty years of global experience in CRM & ERP in Implementation, Development and Consultation. He has worked with leading multinational companies including Unilever, PeopleSoft, Oracle & TCS. He is a product of IIT Kanpur and APICS certified.

# Golden Approach to Enterprise Data Model

## BUSINESS EXPECTATIONS

The business expects to centralize the data from multiple applications. The centralized data is used to drive the business more fact-driven.



Valuable data may be hidden or unknown.  
Need to "Profile All the data"

Non-standard, multiple and varied formats are likely.  
Need to "Assess Current Data"

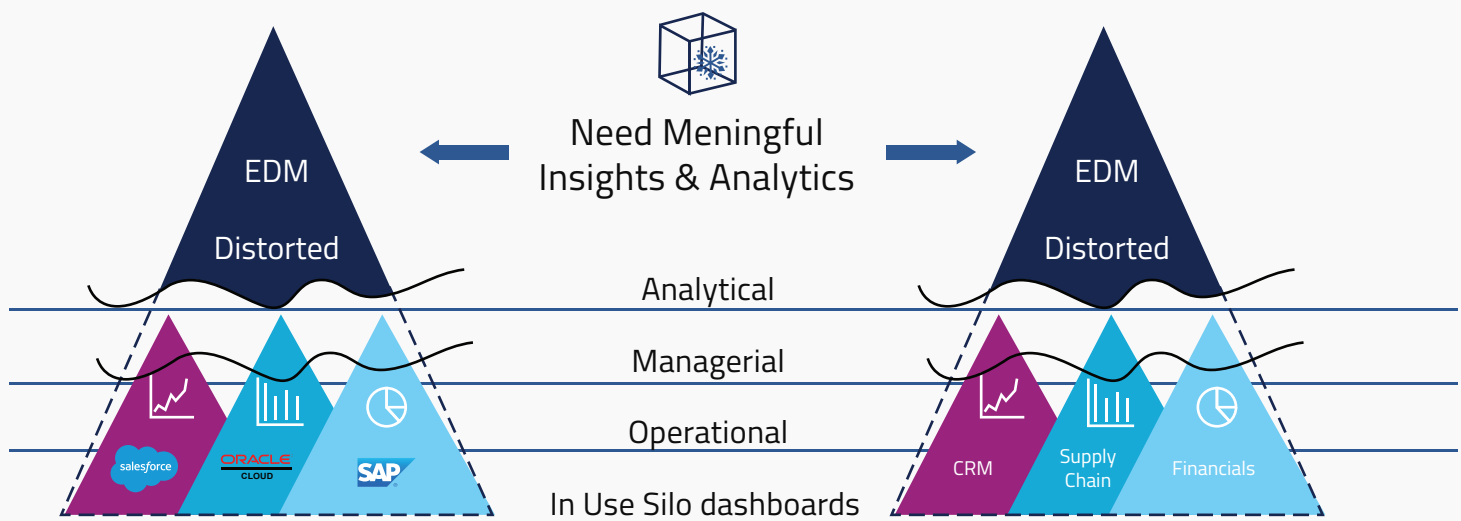
Difficulty in identifying the same data (customer, Product) between the applications. Need to "Improve Data Quality - cleanse and standardize"

Meaning of each data attribute, where used and how – will be of great help. Need to "Catalog the Enterprise data"

Quick wins and managing the interim Reports and Analytics. Need "Ready to use Analytics and 360 solutions"

With more and more emphasis on data driven meaningful analytics, companies are faced with the challenge of creating organization wide Enterprise Data Model (EDM). After decades of time and efforts, companies have successfully implemented enterprise applications, established business processes, trained users, and created dashboards for all functional needs. However, Data in each application invariably comes in different formats, same content have different attribute names and cater only to specific needs with quality problems of duplicates and partial information. These issues exist between major applications hosted by single and multiple vendors.

Data management complexity increases as organizations handle multi-structured data spread across multiple cloud vendors leading to greater data governance challenges. This is fueled by progressive cloud deployments, mergers & acquisitions, and digital transformation initiatives.



## Building an Enterprise Data Model

### What is the fastest way to establish the Enterprise Data Model?

The answer is a proficient method to manage all underlying data with proper tools and techniques.

The following is a field proven sequence:

Data Assessment,  
Data Quality Management,  
Data Streams Harmonization,  
Data Enrichment / Transformation & Load into EDM,  
Data Catalog Maintenance.

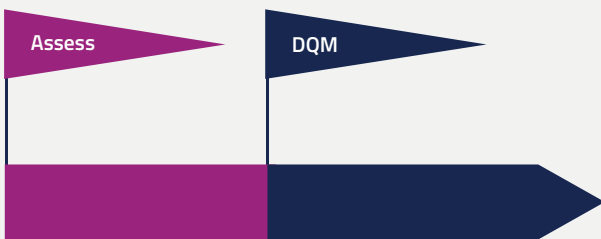


## Data Assessment:



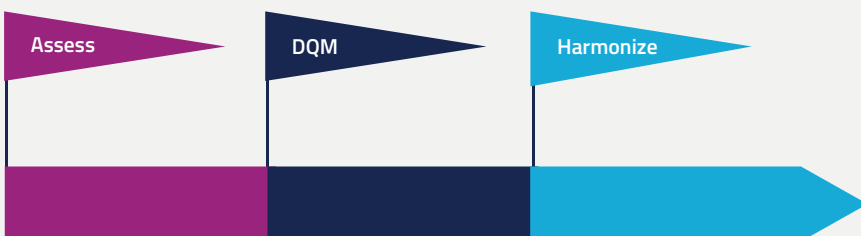
Identify the data streams that will take part in the EDM. For each data stream, profile the data set. Data profiling can be done for a table or group of tables within or across the applications. Data profiling is of immense help in unstructured data and across applications. By this process, the fill rate of data in each table, attribute level patterns and missing and incomplete values that are to be enriched can be identified.

## Data Quality Management



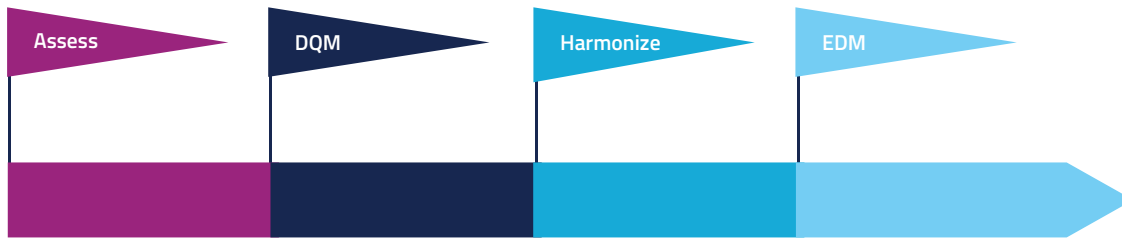
Through data management tools, identify duplicates within and across applications. Do dependency checks on multiple business rules. Conduct pre-validation checks. Eliminate duplicates or map & merge them based on business rules. Resolve exceptions through manual intervention. Enrich the data stream with standards, cross-referenced values, and user-provided corrections.

## Harmonize the data streams:



Depending on the data management strategy, identify the data streams that are to be either harmonized or directly carried to EDM. For successful harmonization, mappings and cross-referenced values are basic prerequisites.

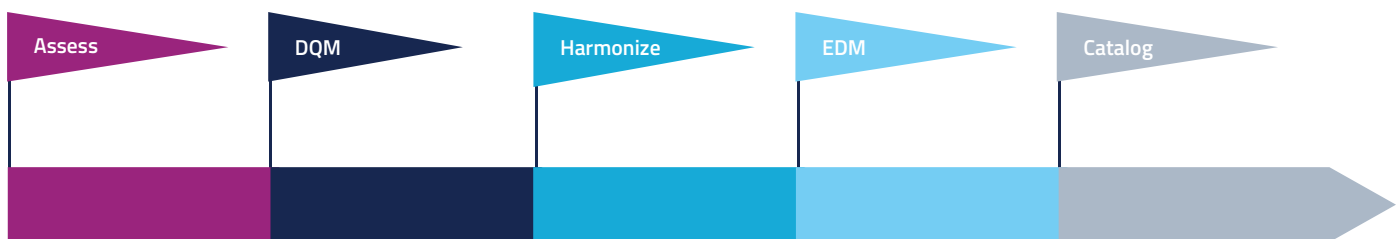
## Enterprise Data Model:



Enterprise data model is established by data streams from multiple sources – CRM, ERP, Legacy Applications, etc. This could include IoT devices.

With the data quality improved and all cross-reference values created, write transformation rules for conversion of the data to be mapped into the Enterprise data model. Execute a pre-validation check before loading the data. In addition, carry out data reconciliations to ensure that data loading is successfully complete.

## Data Catalog:



Maintain the data about the meta data, the lineage of all attributes, and the data dictionary by creating a data catalog from EDM. Add comments and maintain the data catalog to be used across the organization as a single source of truth about the enterprise business data.

## What does ChainSys offer?

- ChainSys offers all the above data management tools and much more. For this solution, ChainSys uses dataZap™, dataZen™, dataZense™ and Smart App Builder™.
- ChainSys data management products are field proven and has pre-built templates for all major vendor applications – Oracle, SAP, Salesforce, MS Dynamics.
- ChainSys tools are easy to configure. Once configured, they can be repeatedly used. This is a critical requirement when the EDM data streams come from multiple vendors.
- ChainSys offers algorithms and engines to improve the data quality and cleanse your data with low to no human involvement.
- ChainSys data profiling works well with both non-standard and unstructured data. Management of duplicates is easy across applications.
- ChainSys data catalog is an integral derivative when creating the EDM.

Without any business interruption, establish your EDM and pave the way for constructing all your meaningful data driven analytics!

## Support Endpoints

Oracle Sales Cloud, Oracle Marketing Cloud, Oracle Engagement Cloud, Oracle CRM On Demand, SAP C/4HANA, SAP S/4HANA, SAP BW, SAP Concur, SAP SuccessFactors, Salesforce, Microsoft Dynamics 365, Workday, Infor Cloud, Procore, Planview Enterprise One

Cloud Applications

Oracle E-Business Suite, Oracle ERP Cloud, Oracle JD Edwards, Oracle PeopleSoft, SAP S/4HANA, SAP ECC, IBM Maximo, Workday, Microsoft Dynamics, Microsoft Dynamics GP, Microsoft Dynamics Nav, Microsoft Dynamics Ax, Smart ERP, Infor, BaaN, Mapics, BPICS

Enterprise Applications

Windchill PTC, Oracle Agile PLM, Oracle PLM Cloud, Teamcenter, SAP PLM, SAP Hybris, SAP C/4HANA, Enovia, Proficy, Honeywell OptiVision, Salesforce Sales, Salesforce Marketing, Salesforce CPQ, Salesforce Service, Oracle Engagement Cloud, Oracle Sales Cloud, Oracle CPQ Cloud, Oracle Service Cloud, Oracle Marketing Cloud, Microsoft Dynamics CRM

PLM, MES & CRM

Oracle HCM Cloud, SAP SuccessFactors, Workday, ICON, SAP APO and IBP, Oracle Taleo, Oracle Demantra, Oracle ASCP, Steelwedge

HCM & Supply Chain Planning

Oracle Primavera, Oracle Unifier, SAP PM, Procore, Ecosys, Oracle EAM Cloud, Oracle Maintenance Cloud, JD Edwards EAM, IBM Maximo

Project Management & EAM

OneDrive, Box, SharePoint, File Transfer Protocol (FTP), Oracle Webcenter, Amazon S3

Enterprise Storage Systems

HIVE, Apache Impala, Apache Hbase, Snowflake, mongoDB, Elasticsearch, SAP HANA, Hadoop, Teradata, Oracle Database, Redshift, BigQuery

Big Data

mangoDB, Solr, CouchDB, Elasticsearch

No SQL Databases

PostgreSQL, Oracle Database, SAP HANA, SYBASE, DB2, SQL Server, MySQL, memsql

Databases

IBM MQ, Active MQ

Message Broker

Java, .Net, Oracle PaaS, Force.com, IBM, ChainSys Platform

Development Platform

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