Kalido MDM and DIW: Business Information Modeler

Business-Model-Driven Solutions

A core design principle of Magnitude Kalido MDM is that it is model-driven. Most other MDM solutions have a relatively fixed focus on a specific data domain or purpose, while Kalido MDM has no such constraints. Kalido MDM is a foundation on which widely different MDM solutions can be built with the focus and purpose being directed by the customer and your specific requirements. It is the Magnitude Business Information Modeler (BIM) that enables this flexibility.

Fast & Flexible Data Modeling

Working within BIM, you can quickly build a data model covering the data you wish to 'master'. This exercise will generally take from a couple hours to a couple days, at which point – with the push of a button – the basic MDM application model can be created. The MDM model can be comprised of any data domain, whether traditional (product, customer, supplier, hierarchies, financial, etc.) or more specific and unusual (vehicles, risk assets, rig locations, subscribers, etc.), or any combination. This gives you enormous flexibility to build your MDM environment to reflect anything you need to manage in your business, according to whatever rules you need, and with whatever exception or remediation handling procedures are desired for your business.

When a BIM model is deployed, it will automatically create data structures, reference data tables, import and export routines, exception management logs and basic reporting among others – in other words, a complete MDM solution. Since MDM is often used to govern transactional data for aggregate reporting, BIM can also optionally deploy a data warehouse structure to precisely match the MDM environment; this can be used to capture and aggregate the transactional data and publish for reporting or any other purpose. For most companies, this is by far the fastest and most efficient way to deploy a data warehouse – especially a data warehouse synced to MDM (see Magnitude Kalido Dynamic Information Warehouse).

Flexibility – Even After Deployment

It is also important to note that the flexibility of the model-driven approach does not stop with initial deployment. Whereas with traditional software development, changes can be very expensive to implement after initial deployment, with Magnitude BIM, ongoing refinements can simply be incorporated into the model and – again, with the push of a button – the changes incorporated in the MDM application.

In this manner, BIM is a design environment that enables the rapid deployment of a complete, customized MDM solution as well as a transactional data warehouse with maximum flexibility and lowest total cost, maintaining that flexibility after initial deployment as business requirements continue to evolve.

Fewer resources to deploy and maintain, faster response to urgent business change, and a complete, up-to-date and historical documentation of the entire data warehouse and MDM infrastructure.

The Traditional Design Challenge

BIM provides a common language between business and IT that eases and accelerates capturing requirements, documenting the solution, and managing change over time. The model-driven solution enables effective communication with your business users and dramatically reduces the time it takes to design, model, deploy and maintain the foundation behind data warehouse and master data management solutions.

In a traditional implementation, IT designs a logical model of the necessary infrastructure based on requirements it receives from the business. Next, IT manually designs the physical schema, and then builds the environment. For a data warehouse, this could mean the staging/landing zone, 3NF warehouse and reporting schema (star/ snowflake) to the BI tool semantic layers. For MDM, it could mean staging/landing and the master data categories along with any extensions required. Once the physical model is built, the logical model is not always updated due to the disconnect between the logical model and how the system was physically implemented and tuned by the database administrators. When the business needs reports requiring new data from new sources, there is often no current model or documentation of the existing structure. This makes it difficult or impossible to easily and fully track and understand the changed physical data model, and there's no time or resources to convert the data model to a language the business understands. How will you deliver updated data views on time?

Magnitude: An Automated Solution

Magnitude BIM is a rich, interactive environment with user-appropriate graphical interfaces that enable the business and IT to collaborate on collecting requirements and documenting information relationships that meet the needs for data warehousing, BI and master data management.

The Magnitude solution automatically generates all physical schema (including staging and the semantic layer) from the business
models built in BIM.

When the business needs new views or data sources — or reorganizes — simply change the business model and BIM automates
managing the underlying physical infrastructure.

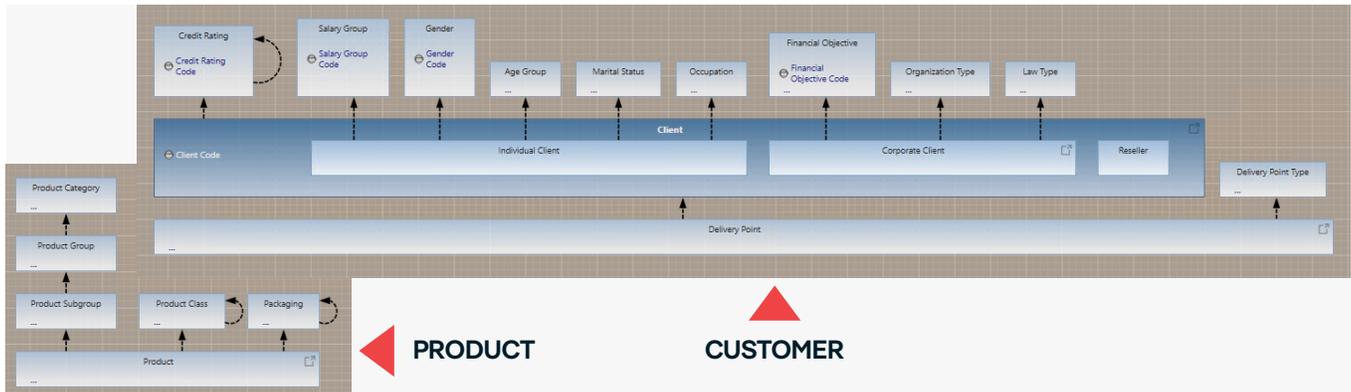### User-Appropriate Visual Interface

BIM presents views of the business model that fit the needs of BI directors and data architects. Graphical representations make the model understandable for the business, while tabular views with property listings and other relevant technical variables are available for bulk editing and viewing by IT staff.

Modeling the MDM Repository

Magnitude BIM can be used to graphically and rapidly create the master data model, or import master data models from other sources for refactoring and enriching. Modeling concepts such as balanced and unbalanced hierarchies, recursive relationships and cross-
dimensional relationships can be visually depicted in a model that business users can understand. The relationships in the model
define the initial business rules that will test whether incoming master data is valid.

Magnitude Business Information Modeler enables the business and IT to collaborate on information relationships for data warehousing, BI and MDM.

Magnitude™

Magnitude Business Information Modeler (BIM): Cutaway views

Automation in All Phases for Fast Time-to-Value

Automated, end-to-end design and delivery reduce manual effort, minimizing costs and accelerating time-to-value.

Embraces Change with Easy Change Management

Easily update models and automation tasks to rapidly reflect new BI requirements, reorganizations and M&A activity to keep the warehouse up to date.

Self-Documenting

With Magnitude you always know what data is in your data warehouse.

Corporate Memory

Enables views as of any point in time for easy time variant comparison and analysis.

Magnitude™