



**Rhapsody Technologies Inc.,
Presents**

Master Data Management Boot Camp 101 Webinar Series

A series of 7 webinars starting from 13th October 2010

Sponsored by OAUG & CDM SIG

(Presented as OAUG eLearning sessions)

Topics include

- Master Data Management
- Trading Community Architecture
- MDM Best Practices
- Data Governance
- Oracle Customer Data Hub
- Oracle Supplier Data Hub
- Oracle Product Data Hub
- Oracle Site Hub

Session Presentations by

- Mani Kumar Manda from Rhapsody
- Madhavi Adivi from Rhapsody
- Dan Power from Hub Designs

Guest Speakers Include

- Jim Ericson from SourceMedia
- Jason Busch from Spendmatters.com
- Haidong Song, Hardeep Gulati, and
Dhiman Bhattacharjee from Oracle
- Sally Gerber



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“Mastering” Master Data Solutions



What is “Master Data”?

What does Master Data Management (MDM) mean?

What challenges are addressed by MDM applications?

Why is Data Governance is essential for all MDM implementations?

If you ever pondered over questions such as the ones above, this is your opportunity to obtain answers to these and many more questions by attending the MDM Boot Camp 101 Webinar series sponsored by OAUG.

Not only will you learn what MDM means, but you will also learn about many of the Oracle’s MDM products, Best Practices in implementing MDM solutions, and most importantly the Data Governance and why it is important to begin all MDM programs with Data Governance.

The Webinar series is free. Registration is required for all OAUG eLearning sessions. Use the links provided for each session for Registration. Seats may be limited. On the day of the session, you will receive a reminder along with a dial-in number and any further information for the session.

Date, Time & URL	Session Information
13th October 2010 http://tinyurl.com/2frosux	Master Data Management (MDM) Primer and Oracle’s MDM Foot Print * Mani Kumar Manda, Rhapsody Technologies, Inc. Introduction by Jim Ericson from SourceMedia (also Editorial Director of Information Management magazine)
20th October 2010 http://tinyurl.com/26tq78g	Oracle Customer Data Hub and Trading Community Architecture 101 * Mani Kumar Manda, Rhapsody Technologies, Inc. * Guest Speaker for Q&A, Haidong Song, Oracle
3rd November 2010 http://tinyurl.com/24z6ch3	Oracle Supplier Data Hub and Supplier Life Cycle Management 101 * Madhavi Adivi, Rhapsody Technologies, Inc. * Mani Kumar Manda, Rhapsody Technologies, Inc. Introduction by Jason Busch from SpendMatters.com
17th November 2010 http://tinyurl.com/2cwrn8m	Oracle Product Hub (Product Information Management) 101 * Mani Kumar Manda, Rhapsody Technologies, Inc. Introduction by Hardeep Gulati, Oracle
1st December 2010 http://tinyurl.com/34t5kg4	Oracle Site Hub 101 * Mani Kumar Manda, Rhapsody Technologies, Inc. Introduction and Use Cases by Dhiman Bhattacharjee, Oracle
8th December 2010 http://tinyurl.com/37g49es	Master Data Management (MDM) Best Practices * Mani Kumar Manda, Rhapsody Technologies, Inc. Introduction by Sally Gerber
15th December 2010 http://tinyurl.com/32vnqfd	To Be Successful with MDM, Start with Data Governance * Dan Power, Hub Solution Designs, Inc.

All Sessions are of 90 minute duration and start at 2:00 PM Eastern Time. Check Rhapsody’s blog at <http://rhaptech.wordpress.com> for updates before every session.



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Session# 1
Title Master Data Management (MDM) Primer and Oracle's MDM Foot Print

Abstract

What exactly is Master Data? How does it differ from Transactional and Analytical Data? There seems to be some confusion around this. Well not anymore! This session begins with the definition of Master Data and where it fits in the data continuum. This is followed by a discussion about the Master Data Domains that are important for an Enterprise and why Organizations need to manage Master Data at an Enterprise level. A key lesson one must learn is to understand the challenges of Master Data and the drivers for implementing Master Data Management (MDM) solutions and how these solutions benefit the organization. With that the focus shifts to the discussion of Oracle's foot print in MDM space and all of their MDM product offerings and basic information about them. The details of four of the Oracle's key MDM products (Customer Data Hub, Supplier Data Hub, Product Data Hub, and Site Hub) will be discussed in later sessions of the MDM boot camp series.

Session# 2
Title Oracle Customer Data Hub and Trading Community Architecture (TCA) 101

Abstract

As a flagship product of Oracle, Oracle Customer Data Hub (CDH) has been around for a long time and has most customer base among all MDM products. Customer Data Hub has been built using Trading community Architecture (TCA) framework which also forms the foundation for Oracle Supplier Hub and Oracle Site Hub products. This session will focus on the basics of TCA and the key features and functionality of Oracle Customer Data Hub such as Data Quality Management (DQM), Extensibility, Data Sharing and Security (DSS) etc.

Session# 3
Title Oracle Supplier Data Hub (SDH) and Supplier Life Cycle Management (SLM) 101

Abstract

Oracle Supplier Data Hub (SDH) and Supplier Life Cycle Management (SLM) are the most recent additions to the Oracle's expanding Applications repository. Oracle SDH belongs to MDM suite of applications from Oracle and is built on top of Oracle's flagship Trading Community Architecture (TCA). This session will try to answer questions such as why do we need both SLM and SDH? How do these two products complement each other as well as key features and functionality of both these products?

Session# 4
Title Oracle Product Hub (Product Information Management) 101

Abstract

Managing a good quality product data in Supply Chain is challenging and the traditional ERP applications fall short when it comes to achieving high quality product data. When it comes to Product data, there is buy side data to be managed as well as sell side. Some industries have more challenges in managing good quality product data than others. The objective to achieve good product data quality is also challenged by multiple sources of truth for Product data. This is where Oracle Product Hub (aka Product Information Management HUB) tries to solve the product data problems to establish a single source of truth for Product Data at an Enterprise level and can be used to solve both buy side and sell side product challenges. With the tighter integration of Oracle Product Data Quality Server (A product of Oracle's recent acquisition – Silver Creek Systems) Product data quality can be easily managed in Product Data Hub.

This session would cover basic features and functionality of Product Hub such as Item Catalog, Alternate Catalogs, Extensible attributes, Product Data Quality, etc. This session would also answer a common question in terms of how does PIM differ from Product Life Cycle Management (PLM) and why we would need both solutions.



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Session# 5
Title Oracle Site Hub 101

Abstract

Site is a master data domain that exists in the context of something else such as site of a customer, supplier, store, etc. Oracle Site Hub tries to address challenges associated with mastering sites as well as additional information that is of interest to business in this Hub. Site Hub can be used in many industries. Some of examples covered in this session are for industries such as Utilities, Public Sector, and Telecom. Site Hub is a popular application for Retail and Real Estate industries. The session focuses on the key features and functionality of Site Hub such as Sites, Trade Areas, Clusters, as well as its ability to capture extensible attributes at all of these levels and its integration with Google Maps.

Session# 6
Title Master Data Management (MDM) Best Practices

Abstract

As MDM applications mature to the level of suitability for enterprises, many companies want to differentiate themselves with implementation of MDM solutions with an objective to provide single source of truth for various domains of the Master Data, for example Customer, Product, Site, Asset, etc. However, they are often stuck at making a business case or lost in data politics. This session focuses on best practices for making a business case as well as implementation of MDM solutions. Unlike many IT projects, MDM initiatives are programs (not projects) that need to be managed on an ongoing basis and this session covers some aspects of this too.

Session# 7
Title To Be Successful with MDM, Start with Data Governance

Abstract

MDM experts agree that in order to be successful, MDM initiatives need to start by creating an MDM strategy that aligns with the overall business vision, and then create a metric-driven business case. An effective governance structure must be created at an early stage, in order to overcome the politics and organizational resistance to change that will otherwise threaten to disrupt your MDM initiative.

Hear from Dan Power of Hub Designs, a well known author and speaker on these topics, as he addresses the definition of data governance, different maturity models, the importance of including regular data profiling in your governance program, and how to convince management of the need for a data governance team. We'll also discuss the difference between proactive and reactive data governance.



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