CluedIn

CHANGING *The Game*

CluedIn

CHANGING THE GAME

Modern Master Data Management

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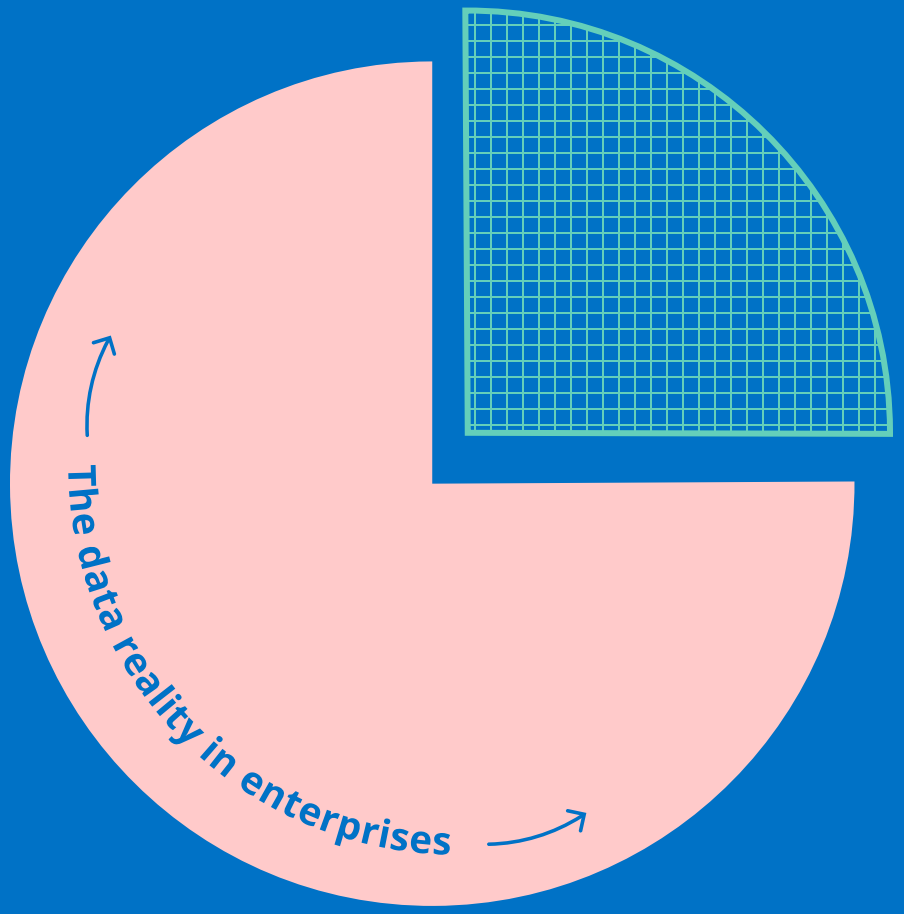
PreSales Solution Architect

2022 | cluedin.com

Agenda

- Introduction to CluedIn
- Product Demonstration
  - Data Collection with Ease
  - Merging of Data – Building Master Record
  - Export of Master Data
  - Data Cleansing and Enriching



According to Gartner,

up to 75% of MDM projects will fail to meet business expectations

because of a failure to connect MDM value to business value

Gartner (2021)

Why traditional MDM projects are failing?

Complex Modelling

- Upfront modelling
- Complex relationships
- Upfront transformations

IT Dependency

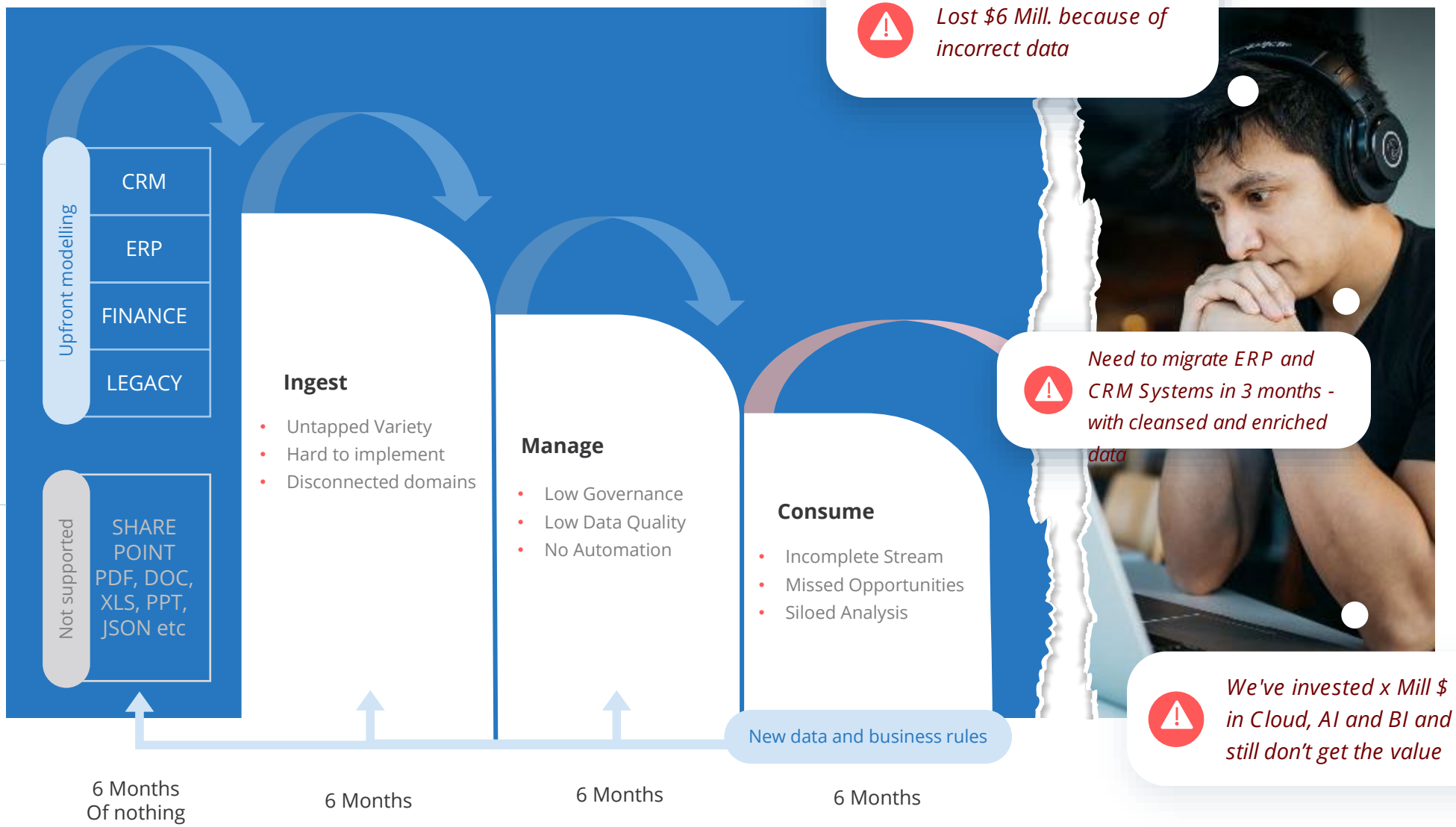
- Code business and quality rules
- Innovation/Motivation loss
- Model changes are avoided due to time and complexity

Data Sources Limitation

- Only structured data
- Only a handful of sources

Slow Time to Market

- Long request-to-value cycles
- Limited use cases due to inadaptability
- New rules or sources require manual work and/or coding



Lost $6 Mill. because of incorrect data

Need to migrate ERP and CRM Systems in 3 months - with cleansed and enriched data

We've invested x Mill $ in Cloud, AI and BI and I still don't get the value

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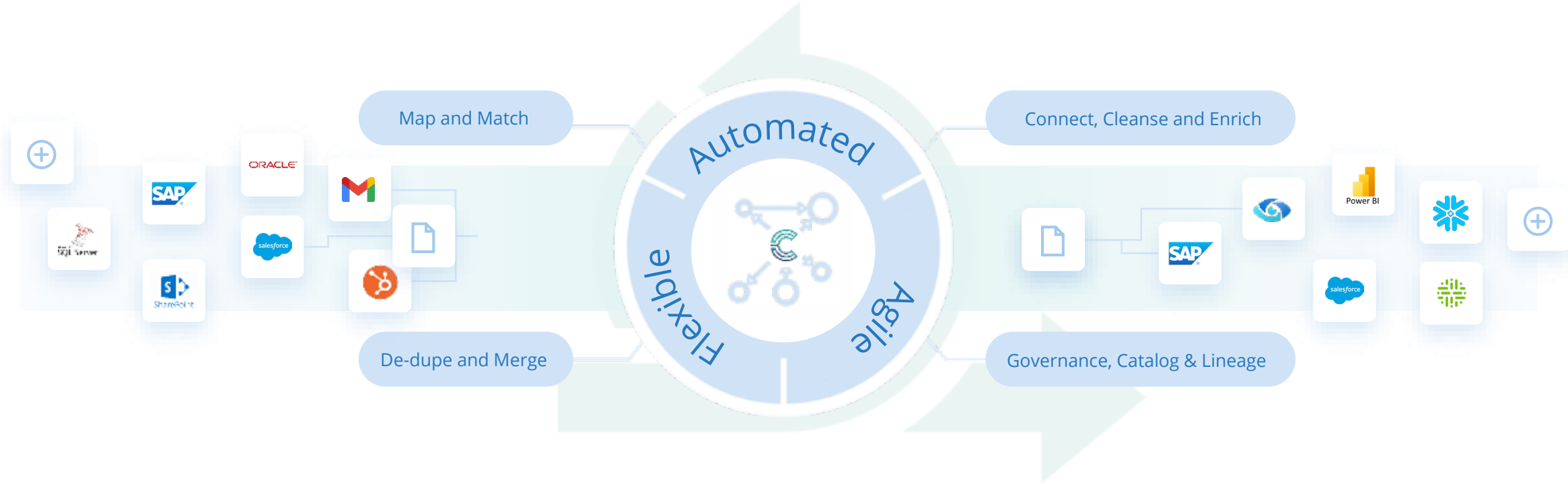
Automated End-to-End Modern MDM

On your Azure cloud in 15 minutes



Connect

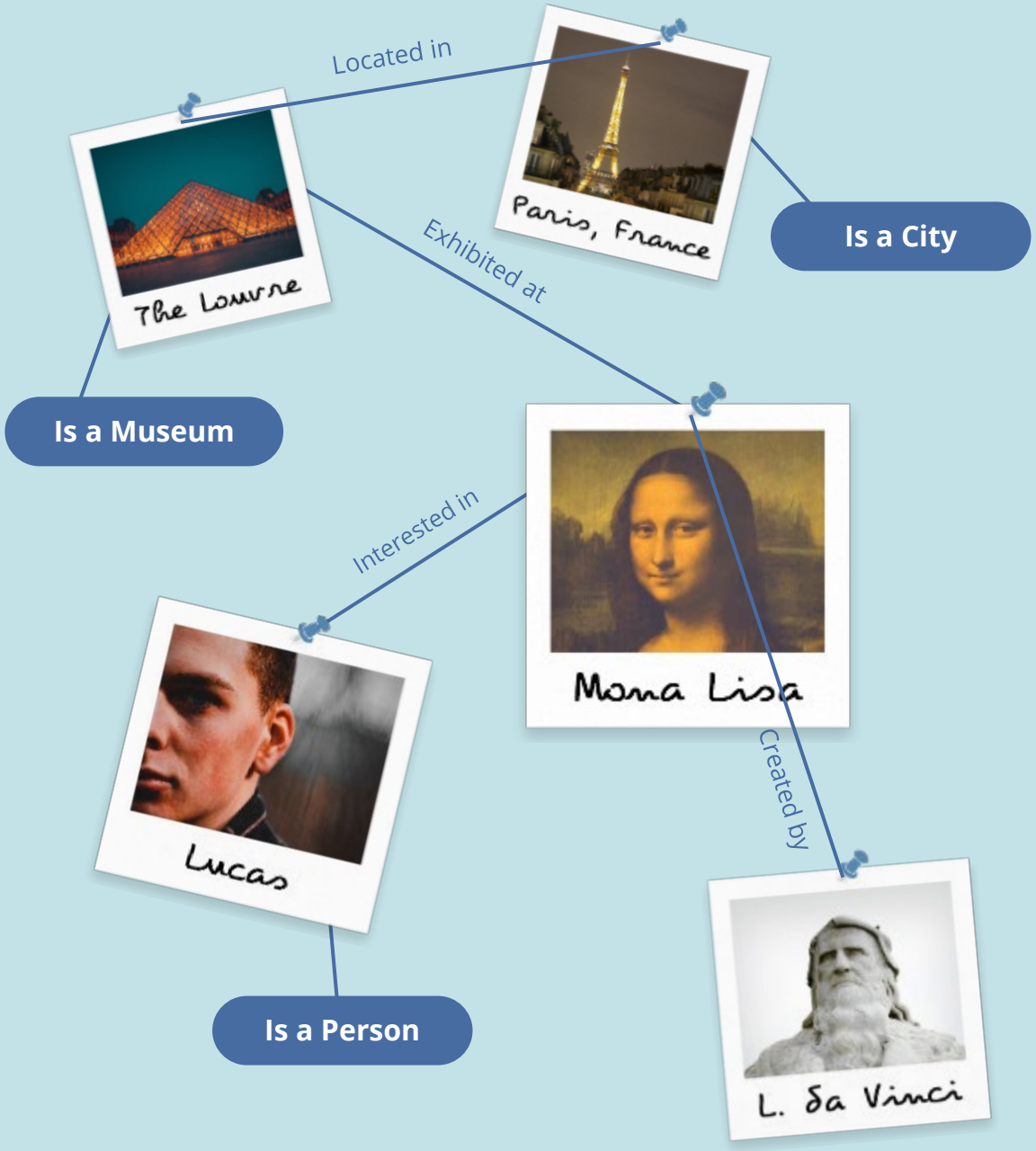
ALL types of data ingested. (Master, Meta, Reference, Transactional, Structured, Unstructured, Legacy)

Preparation

Decrease of manual workload through high CluedIn automation

Consume

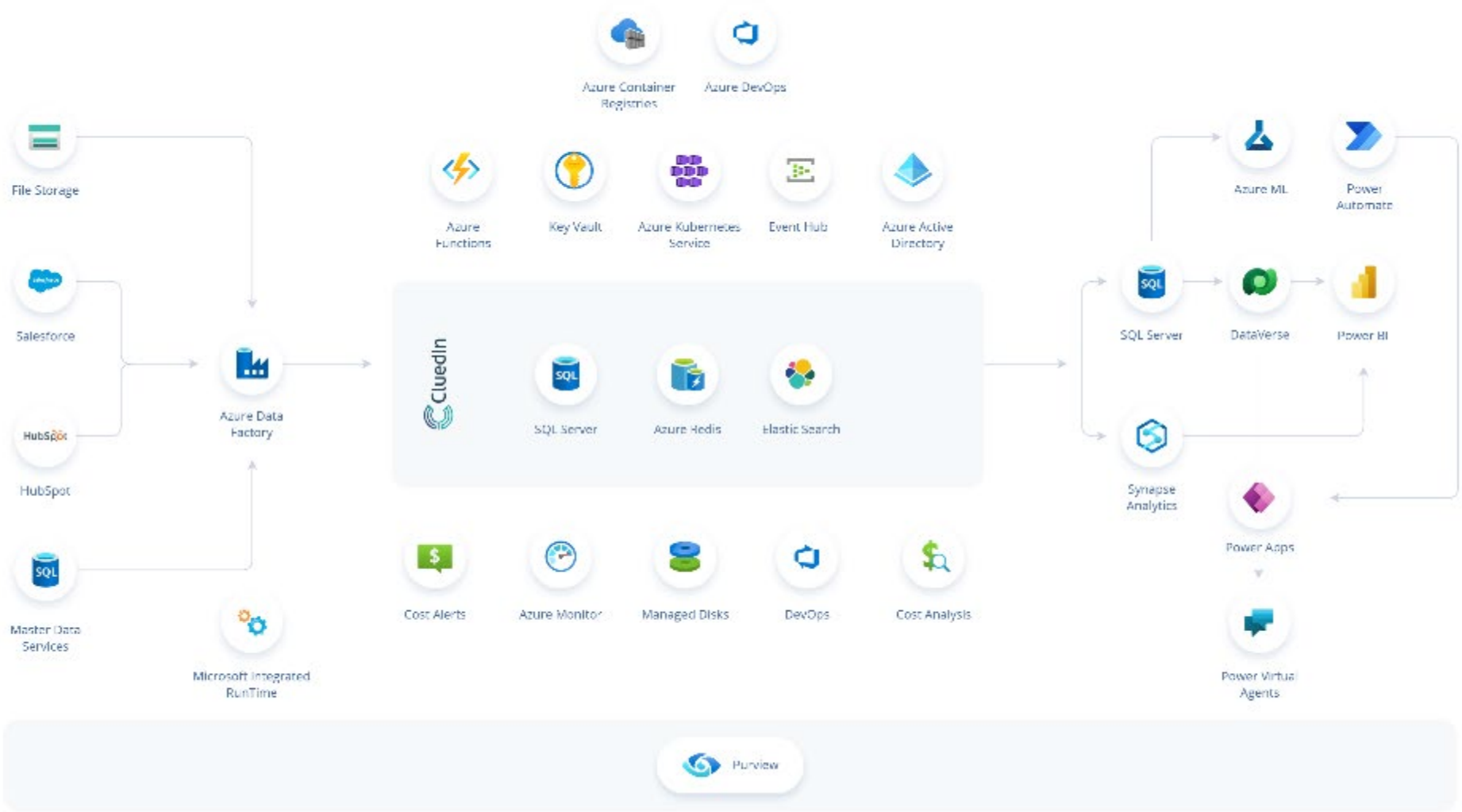
Stream data to ALL types of tools. No manual movement of data. (Metadata, Governance, analytical, operational)



World is a graph

Everything is connected

Azure Architecture



Data Collection with Ease

Challenge

Importing the **same record type** from diverse **systems with different metadata** is time-consuming and makes it impossible to create a **common data model upfront**

Solution

Data can be **automatically mapped** into a CluedIn Record using intelligent mapping. Our **Graph database** makes it easy to **compose records** without defining a common data model upfront.

Business Value

Quicker **Time to Value**, and **Reducing Cost** of implementing ETL processes to prepare data.

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Merging of Data - Building Master Record

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Challenge

The **process of merging duplicate data** from multiple systems **is tricky** and avoiding data loss requires **a lot of manual work** of data domain experts.

Solution

Automation of record merge based on identifiable keys. **Simple Deduplication Rules** can be built **by data stewards** to discover **real duplicates**.

Business Value

Quicker **Time to Value**, **Reducing Cost** of data analysis and manual work, **Mitigating Risk** of merging records that should not have merged.

Automatic Merging

Automatic Merging

Experian

First Name: Lorain
Last Name: Andrzej
CId: 202-31A-757-132
Job Title: Software Dev

entity code

CluedIn

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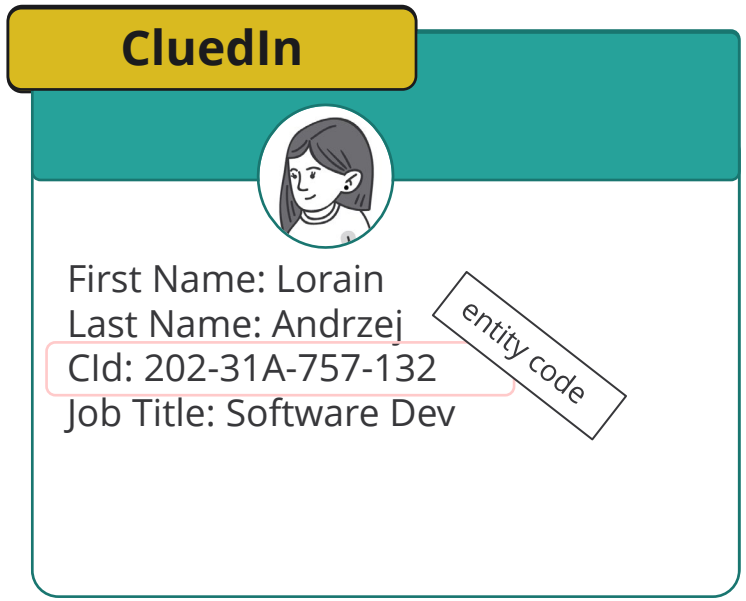
entity code

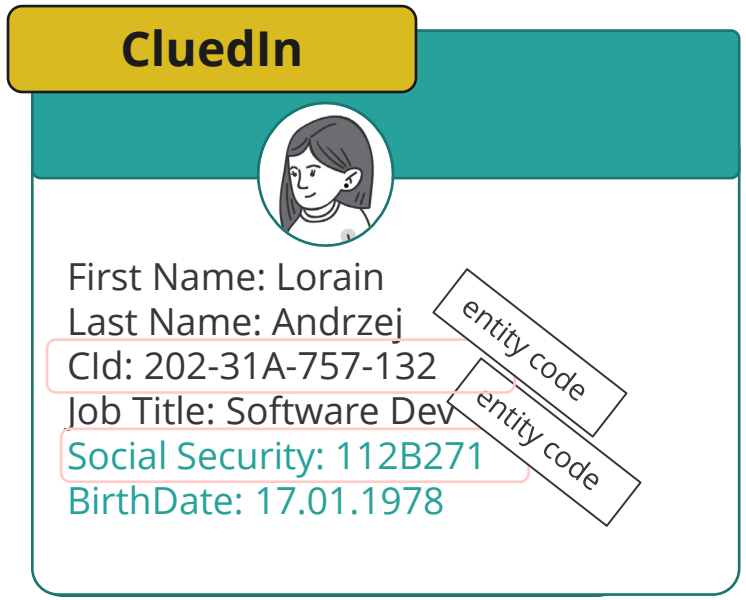
Loaded into CluedIn

Automatic Merging



New Record comes with the same **Cid**

Automatic Merging



- Merged Automatically By **Cid**
- Record gets “expanded” with new properties

Automatic Merging

CluedIn

First Name: Lorain
Last Name: Andrzej
CId: 202-31A-757-132
Job Title: Software Dev
Social Security: 112B271
BirthDate: 17.01.1978

entity code

entity code

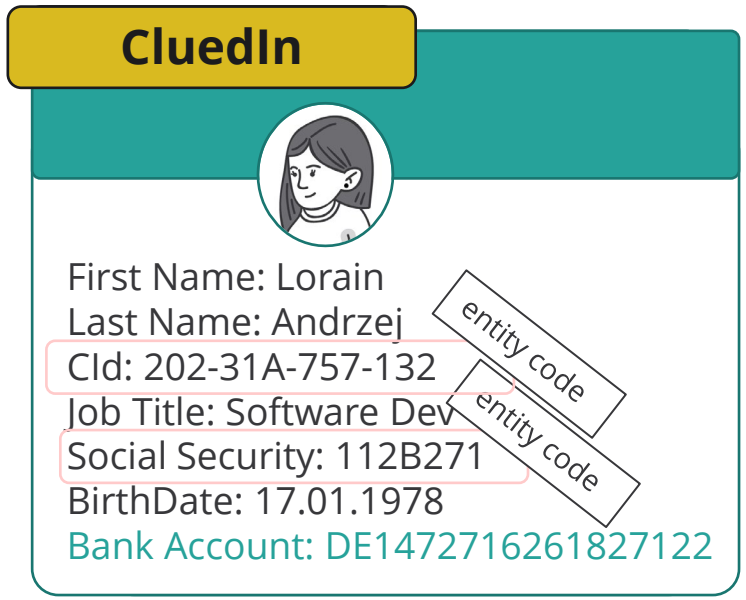
Xero

SSN: 112B271
First Name: Lorain
Last Name: Andrzej
Bank Account: DE14 7271 6261 8271 22

entity code

New Record with the same **Social Security Number**

Automatic Merging



- Merged Automatically By **Social Security Number**
- Record gets further “expanded” with new properties

Merging by Likelihood

Salesforce

Address: Bransom Rd. 23
First Name: Lorein
Last Name: Andrzeja

Merge By Similar
- First Name
- Last Name
- Address

Xero

Address: Bransom Road 23
First Name: Loraine
Last Name: Andrzej

Salesforce

Address: Bransom Rd. 25
First Name: Lorein
Last Name: Andrzej

Xero

Address: Bransom Road 23
First Name: Jessica
Last Name: Andrzej

Export of Master Data

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Challenge

We need to enable **Business User** to **easily share data** with other systems to generate insights such as Business Intelligence reports.

Solution

An **intuitive user interface** that enables **non-technical users** to **extract high-quality master data** to their favorite tools of choice

Business Value

Time To Value – Easy build live data streams
Risk Mitigation – Data gets fixed even after gets shared
Cost Reduction – Lowers the burden of IT

Data Cleansing and Enriching

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Challenge

We are unable to measure the overall **quality of data**. If there are quality issues, IT is required to be involved to fix.

Solution

No-code tools enable you to **automatically build rules** on discovered data quality issues, **without the involvement of IT**.

Business Value

Time to Value - Less time spent on identifying and fixing data values everywhere,

Cost Reduction – less burden on data engineering team

Summary

- Product Demonstration
  - Data Collection with Ease
    - Auto–mapping with no upfront modeling
  - Merging of Data – Building Master Record
    - Automatic Merge, Merge By Likelihood
  - Export of Master Data
    - Data Stream Live Feed
  - Data Cleansing and Enriching
    - Data Cleansing & Business Rules
    - Data Enriching
    - OpenAI

Thank you for your time

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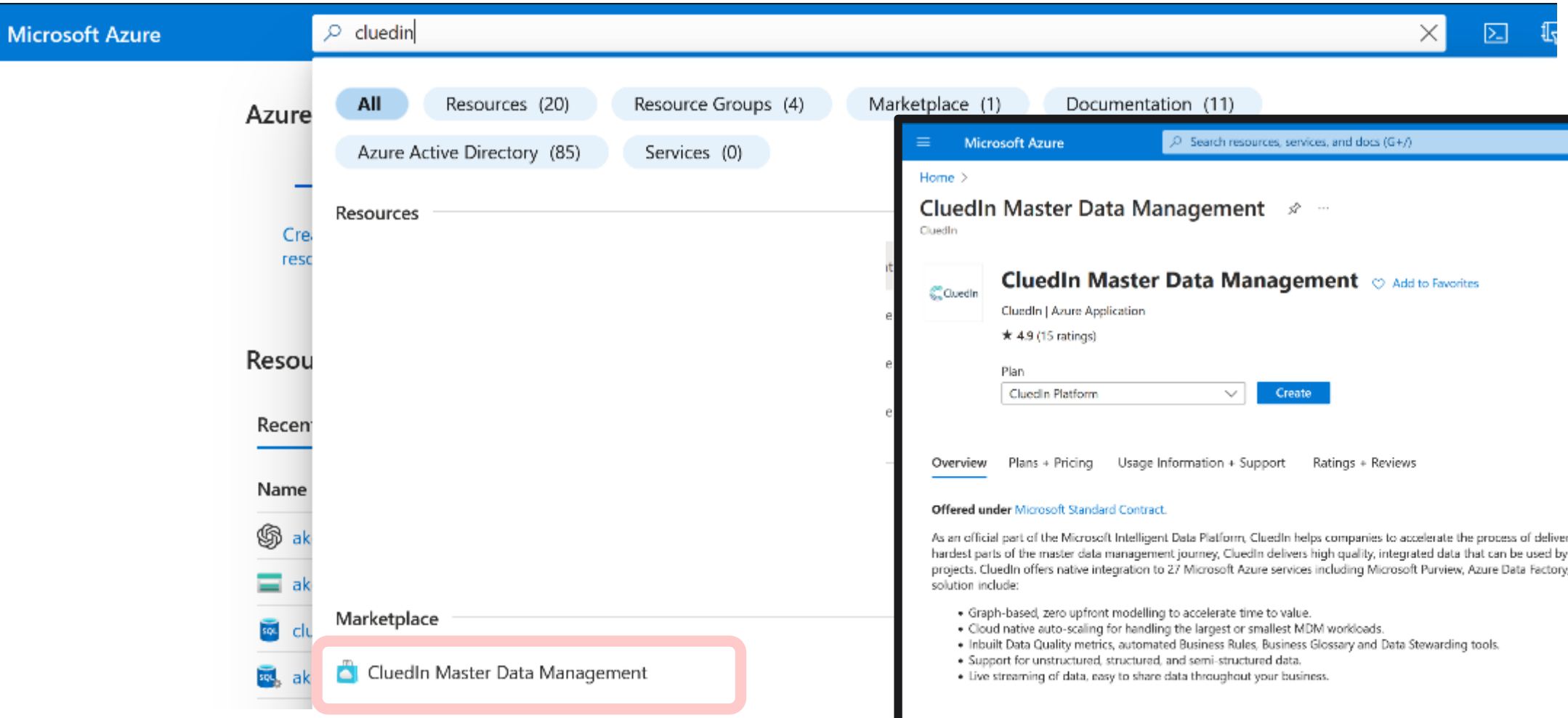
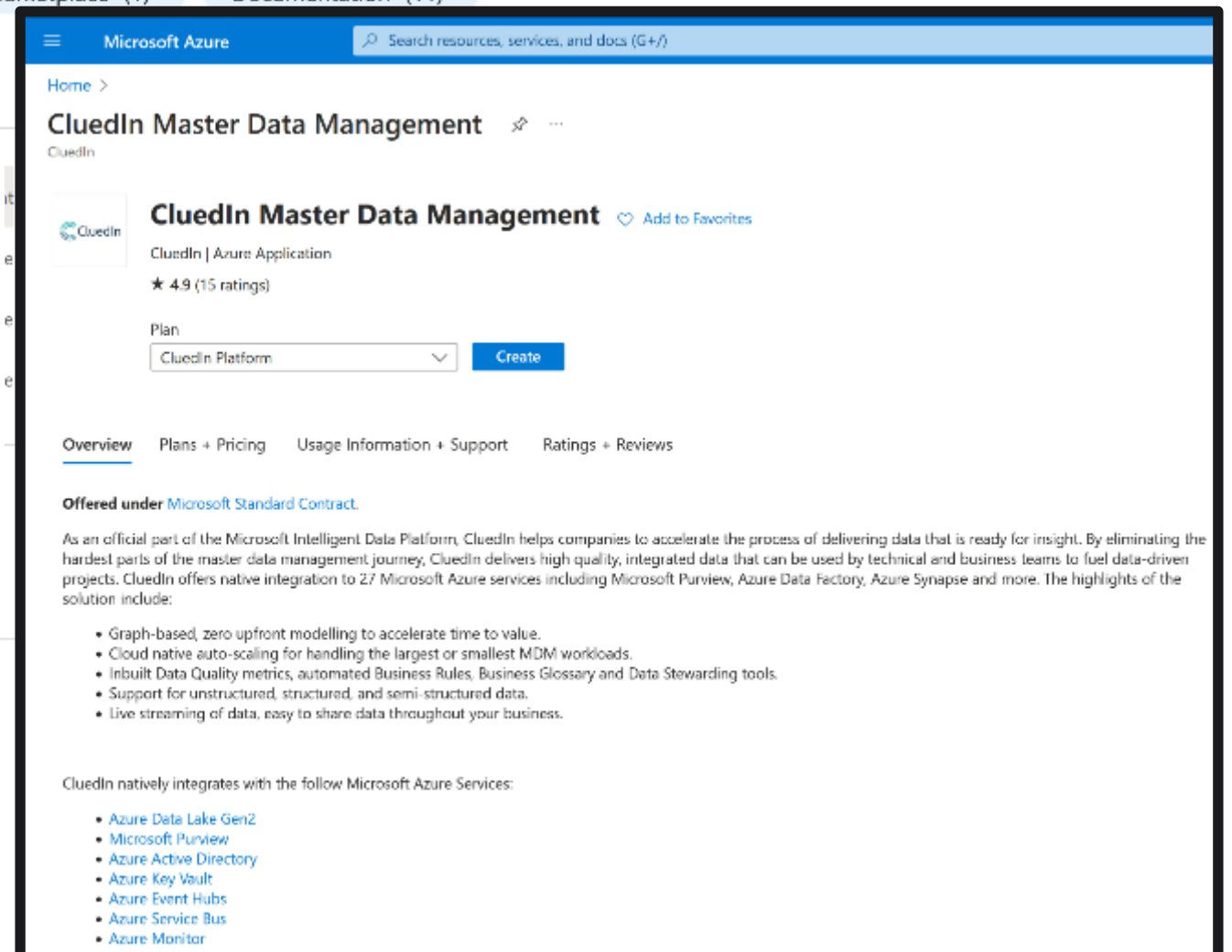
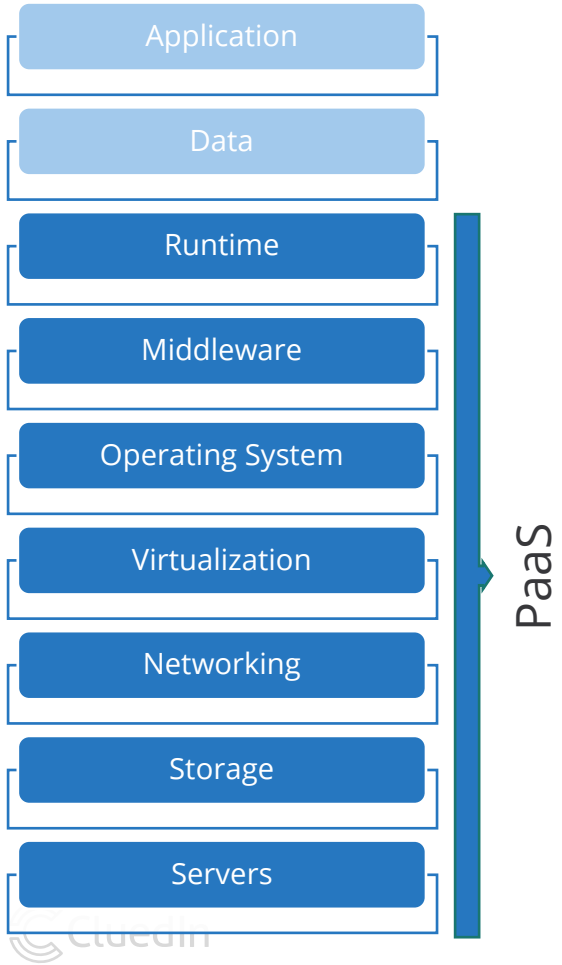
Azure Marketplace - 15min Install





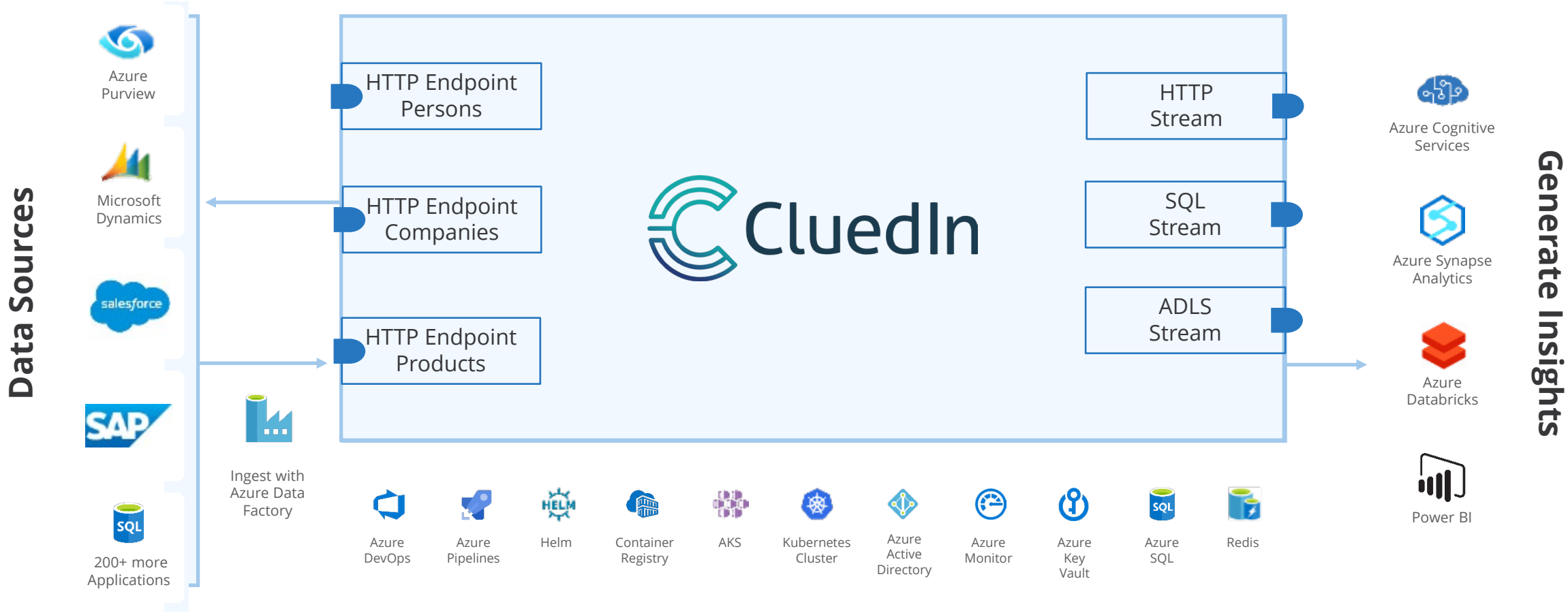
CluedIn

CluedIn Cloud Design



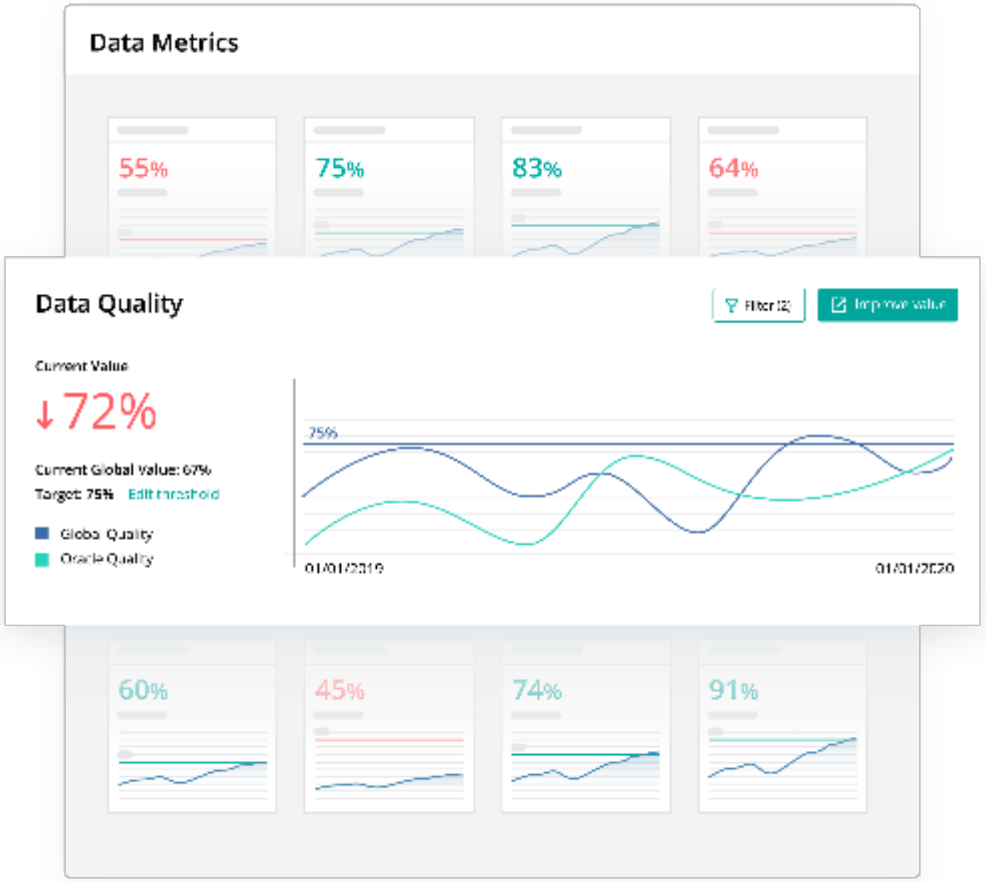
- CluedIn is installed on your Azure environment from Azure Marketplace
- Data is stored in your Azure environment
- We have access to created Azure Resources required for CluedIn to run for software update/patches
- We have no access to your data

Infrastructure



Data Quality

Data Metrics throughout the lifecycle



CluedIn has more data quality measurements that also **track the history of quality over time.** You can also add your **own Data Quality metrics**, no competitor does this - they have baked it into their platform.

We will then highlight what you need to fix so you don't need to guess.

- Tracking at Global, Source, Entity and Property Level.
- **Metrics are instant and free.**
- Inbuilt profiling and business-rule builder.

Business Value: Immediately know your company **data quality levels**. Set KPI's and sit back while CluedIn helps you get there. **Track your Data Quality** as your team uses our preparation tools to clean data.

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Data compliance

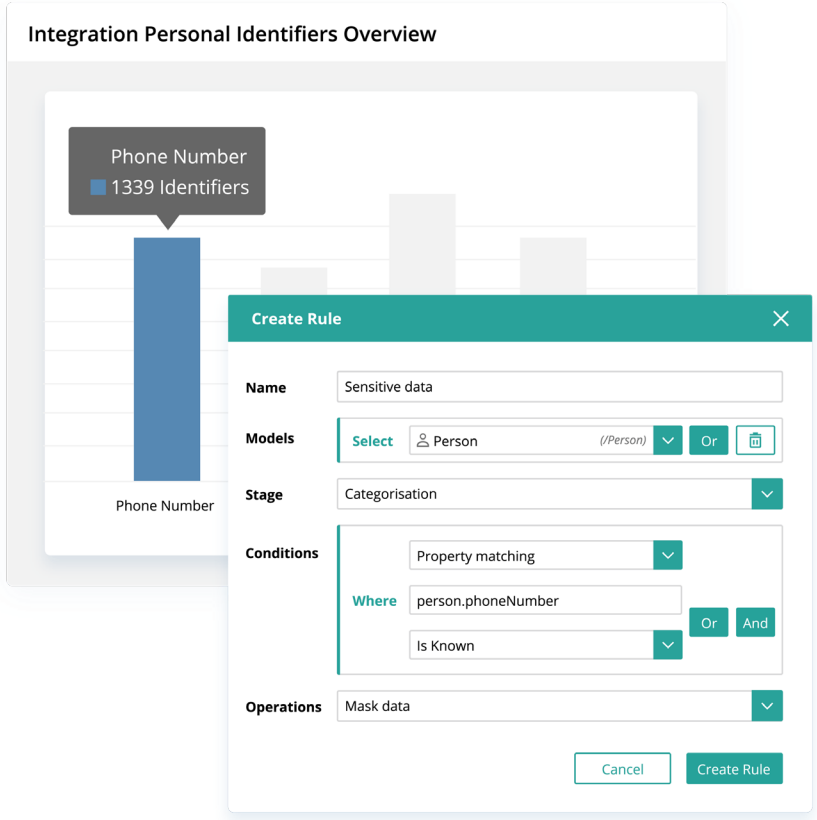
Audit-proof data integrity

Data privacy is not an after-thought

Data Compliance and Data Privacy are required for any single data project you embark on. Often, even if you think you are working with non-sensitive data, there is always some sensitive data that is in there.

Full support for DSR's for GDPR, CCPA and more

Don't slow down your data projects because you don't have a good handle on where your PII data is. CluedIn supports the full flow of Data Subject Access Requests, Right for Portability, Deletion and more.



Data sovereignty

Setup Data Policies that allow you to control where data resides and how it flows in between different locations.

Consent management

Our consent management system allows you to explicitly manage what data you have consent for and alert you of when this data is involved in business use cases.

Data governance

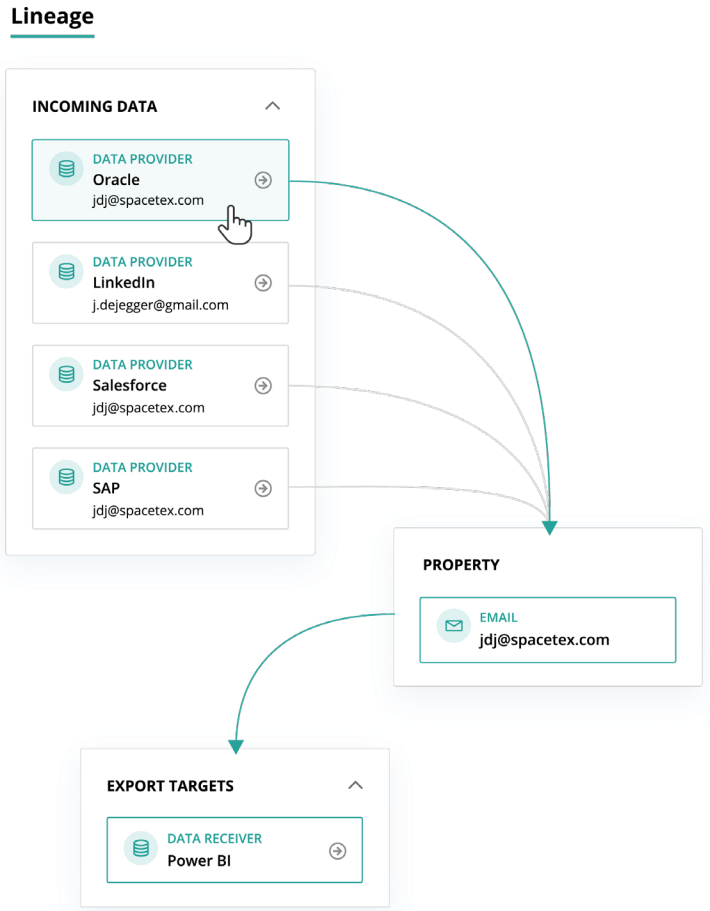
Complete data lineage

With a full audit trail of every action run in the system

CluedIn stores an audit trail of every action in the platform, who did it, who approved it and when it happened.

Granular visibility

CluedIn maintains a full history of every single change in data. This allows you to trace back everything about your data.



Secure by default

CluedIn can manage complex security, access control and permission requirements.

Proactive data policies

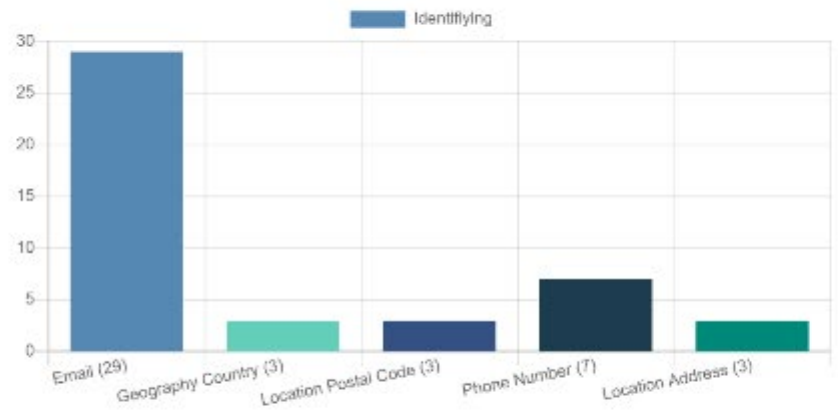
Some data is harder to clean than others. CluedIn has made sure these are included as solutions in our product.

CluedIn

All | Search | All

- Integrations
- Governance
- Compliance
- Consent
- Quality Metrics
- Sensitive Data
- Data Breach
- Data Retention
- Preparation
- Engine Room
- Management
- Consume
- Administration

Identifiers Report



Global Personally Identifiable Information Metrics

1 k +	50	111	29	3
OrganizationName	Currency	Uri	Email	GeographyCountry
View details	View details	View details	View details	View details
3	7	3	6	
LocationPostalCode	PhoneNumber	LocationAddress		
View details	View details	View details	View details	

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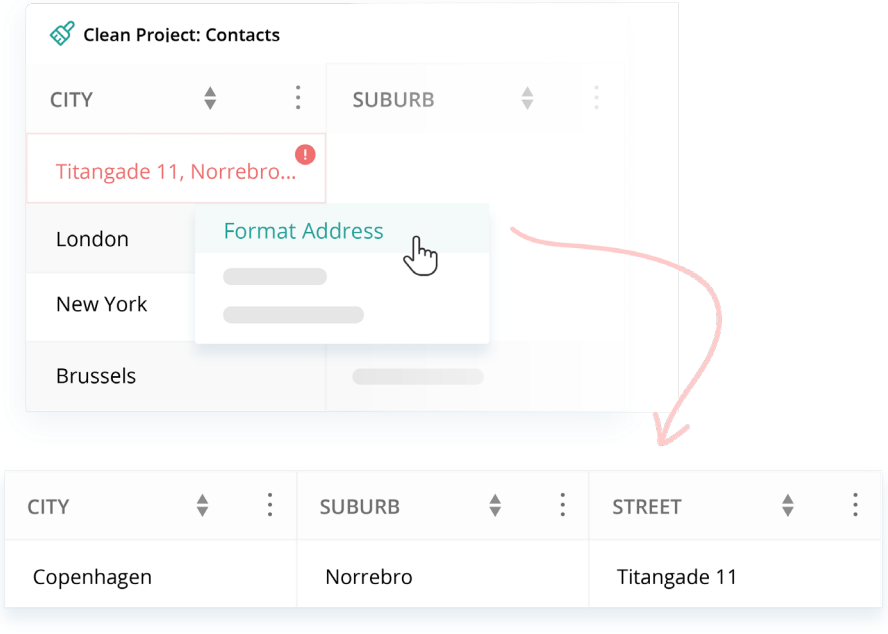
Data preparation

Powerful tools built-in

Do less work and get more value

CluedIn will quarantine only the data that needs attention. Including a visual environment that enables users to interactively sample and prepare data assets, match, tag and annotate data for future exploration.



Collaborate on datasets together

Clean big datasets with your team-mates and see the changes in front of your eyes.

Powerful features made simple

Intuitive Data Wrangling tools for Data Stewards that allow them to fix data normalization issues, missing data and complex data challenges.

Solving the hardest challenges in data preparation

Some data is harder to clean than others. CluedIn has made sure these are included as solutions in our product.