

Teradata Reference Data Manager

INTEGRATED DATA WAREHOUSE (IDW)



Reference Data Defined

As data volumes swell and more data sources converge, it becomes increasingly difficult to quickly harmonize and analyze information for agile business decisioning. Nearly 40% of the tables in a data warehouse store reference data—usually in the form of codes and hierarches—that defines everything from industry to country to transaction type to customer preferences to customer/product/geography roll-ups. Organizations rely on consistent and accurate reference data for “world class analytics” because this is the data used to aggregate, connect, and rationalize business data.

Business empowerment is the key to delivering agility in this space. Business users require the self-service ability to visualize, update, fix, approve, and determine when to publish data. Additionally, these capabilities must be intuitive, automated, and proactive.

Pain Points

Today, this data is manually managed across the organization and pockets of the business build custom file shares, data marts, and manage countless desktop-based spreadsheets. These time consuming, reactive, and non-secure processes hinder the business’s agility because data issues are isolated and thus detected too late—often during a period-end close. This means business insights are based on incomplete and inconsistent analytics which inhibits an organization’s ability to react to market changes or test new ideas. Moreover, the business’s resulting confidence in the warehouse is low, forcing them to leverage other solutions.

The business impact of poor or non-existent RDM is profound.

Introducing Teradata Reference Data Manager

The Teradata Reference Data Manager is a self-service solution developed for enterprises interested in increasing their analytic accuracy, improving data security, and gleaning rapid insights powered by reference data. It delivers the following capabilities:

Business Self-Service

- Dashboard-driven Web UI for self-service enrichment, maintenance, and publishing of hierarchies, code sets, mappings, and other reference data attributes
- Direct Microsoft Excel upload into the Teradata Database with governance and without IT involvement

Business Agility

- Automated alerts and email notifications that eliminate manual processes and enable proactive maintenance to deliver analytics faster, reduce errors, and minimize new development cycle times

Visibility and Compliance

- Provide traceability and visibility of all changes/updates, lineage of granular data back to source systems, roll-back capable, and role based security

Delivers Trusted Analytics

- More effective analytics with improved data quality, visibility, and self-management of reference data
- Time based analytics with Rewind enabling ‘What-if’, ‘Point in Time’, ‘Period over Period’ analysis

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The Three Core Business Uses

Teradata Reference Data Manager provides the self-service enrichment of attributes, approvals, and business rules and automates the alerts and notifications when data is not properly coded or assigned. To fully understand what Teradata Reference Data Manager does, it's most useful to break it down into its three primary use cases:

Self-Service Management of Reference Data

This core scenario allows the business to make updates in minutes without IT intervention. Via a simple business user friendly Web UI, a user can manage that data, easily recognize what needs to occur in that data, then go directly in and perform CRUD actions (i.e., create, read, update, and delete). Automated alerts can be set-up via the Web UI so when data changes or new data arrives, then actionable notifications via e-mail, text, and other channels are sent to the business owners. For mass updates and getting desktop data into the system, a self-service Excel upload interface is provided for added agility.

Harmonization of Code Sets across Multiple Systems

Code set harmonization synchronizes different code sets, name value pairs, or lookup tables from multiple source systems and brings those to a global master in Teradata. The multitude of source systems where the codes originate tends to vary or differ from source system to source system, and they need to be brought together for analytics. Reference Data Manager provides the workflow that allows the business to define standard code values, maintain the cross reference, view the data over time, and alert business owners when unknown or missing values are encountered.

Multi-Dimensional Hierarchy Management

This specific scenario enables the user to visually explore, maintain, version, compare, and conduct hierarchy mass maintenance. Updates can be done at the overall hierarchy, branch, or node levels. Drag and drop updates can be done via the Web UI, and new hierarchies can be loaded thru the Excel upload

portal. This capability is especially helpful when identifying slowly changing hierarchies by alerting to minor changes and escalating the business to incorporate into their decision making. Additionally, most customers quickly take advantage of the capability to do 'what-if' planning and analytics comparing current, past, and hypothetical hierarchies year over year.

Major U.S. retailer reported 30% decrease in month-end close due to Teradata Reference Data Manager alerts, escalations, and self-service Excel uploads.

Specialty retailer used Teradata Reference Data Manager to streamline supply chain management and business process set-up, improve strategic vendor partnership, and enhance communications and data accuracy with proactive monitoring and alerting.

The Teradata Difference

Having accurate reference data is critical to any organization's success. Data is used to inform daily decisions, to provide business feedback, and to forecast future endeavors. Data accuracy means better, more informed business decisions, and the speed at which data can be accessed keeps organizations agile and flexible.

Teradata Reference Data Manager addresses issues of data consistency, governance, quality, security, expense, and labor with a mature, stable, and cost-effective solution.

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