

## COMPOSITE SOFTWARE

# 360° View Requires Both Data Virtualization and MDM

AS DATA SILOS HAVE PROLIFERATED, THE BUSINESS CASE FOR IMPROVING CONTROL AND LEVERAGING YOUR MASTER DATA HAS BECOME COMPELLING.

- Customer Master Data. Grow revenue by selling additional offerings to existing customers.
- Product Master Data. Increase supply chain efficiency by eliminating duplicate products.
- Employee Master Data. Improve employee productivity and retention by unifying personnel information.

### MDM APPLICATIONS PROVIDE CORE OF THE SOLUTION

Multiple vendors have responded to this demand. However, their MDM applications alone cannot fully support all your requirements. Complementary data integration solutions are needed to deal with related data such as order histories, inventory balances, and payroll records maintained outside your MDM hubs across a myriad of complex, disparate data silos. Achieving this full 360° view of your customers, products, and employees is where Composite Software comes in.

### COMPOSITE COMPLEMENTS MDM

MDM hubs maintain and control critical master data attributes, but not the detailed transaction histories and other related data maintained and controlled in dozens of other systems across your extended enterprise. Composite data virtualization leverages master data from your hub as the foreign key to quickly and easily federate your master data with additional transactional and historical data so you can get a complete single view of your customer, product, and employee information.

### TELCO GAINS 360° VIEW OF CUSTOMER

To maximize revenue per customer and customer service levels, this European mobile phone operator uses

### Business Solutions



BI, CPM, and Reporting

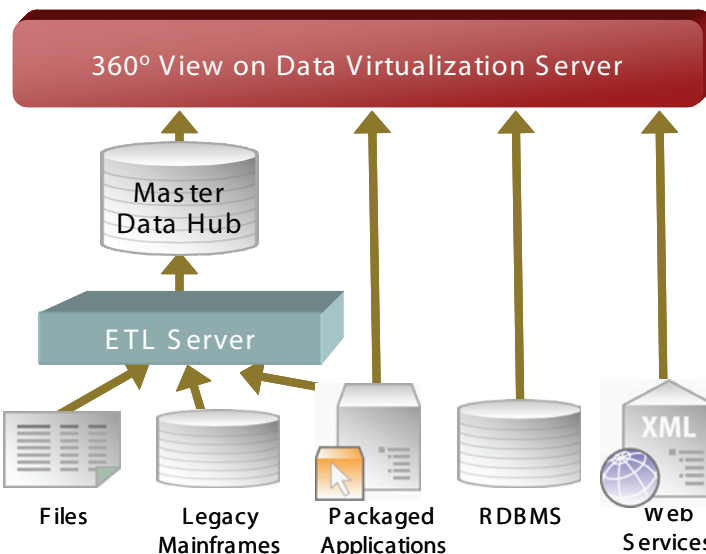


Portals and Dashboards



Custom and Composite Apps

### Data Integration Layer



### Source Data

Composite to federate data from their customer master data hub with service history data from their CRM system, billing data from their financial systems, and call and configuration data from their operational support systems to deliver a 360° view of customers to their client service reps. With Composite, faster issue resolution and more productive up-sell programs are reducing churn and increasing revenues.

### PC MANUFACTURER OPTIMIZES SUPPLY CHAIN

To optimize manufacturing efficiency and customer delivery, this leading PC provider uses Composite to combine product data from their master data hub with customer demand data from their order entry systems, product inventory data from their distribution systems, and product work in process data from their manufacturing operations to provide supply chain planners with a global view of supply and demand. Using this up-to-

the-minute data from Composite, orders are fulfilled more quickly thereby improving customer satisfaction, accelerating revenue, and increasing inventory turns. ■

### COMPOSITE SOFTWARE, INC.

is the leading independent provider of data virtualization software. Global organizations, including 10 of the top 20 banks, five of the top 10 pharmaceuticals, leading energy, media, and technology companies along with U.S. Defense and Intelligence agencies, use Composite to integrate disparate data and fulfill critical information needs, faster for less. Composite's platform scales from individual business applications to enterprise-wide Information-as-a-Service architectures, automating the entire data virtualization life cycle, while complementing traditional data warehousing investments. [www.compositesw.com](http://www.compositesw.com)