



MDM Select

A Functional Product Comparison for Profisee

An Information Difference Vendor Positioning Report

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TABLE OF CONTENTS

TABLE OF CONTENTS.....	2
INTRODUCTION.....	4
SCORING METHODOLOGY.....	5
OVERVIEW.....	6
FUNCTIONAL CATEGORIES.....	7
CONCLUSIONS AND OBSERVATIONS.....	12
APPENDIX A.....	13
ABOUT THE INFORMATION DIFFERENCE.....	13

LIST OF FIGURES

FIGURE 1 - VENDOR POSITIONING MATRIX.....	6
FIGURE 2 - DATA GOVERNANCE.....	7
FIGURE 3 - BUSINESS RULES.....	8
FIGURE 4 - DATA QUALITY.....	9
FIGURE 5 - DATA PROVISION.....	10
FIGURE 6 - DATA STORAGE.....	11
FIGURE 7 - DATA MOVEMENT.....	12

INTRODUCTION

The Information Difference has been tracking the Master Data Management (MDM) market since 2007. One of the assets we have built up to help us analyze the market is an in-depth functional product analysis. This is a detailed assessment against 200 functional checkpoints relevant to MDM technology buyers.

This paper presents Maestro MDM Version 3.5 from Profisee compared to other products in the market. Maestro Version 3.5 is built on Microsoft's Master Data Services (MDS) which is included in the SQL Server license. Maestro relies on the base functionality of MDS, extending it, and making it much easier to use. Where we use the name "Maestro" in this paper, it refers to Profisee Maestro Version 3.5, along with the version of Microsoft MDS shipped with SQL Server 2012.

The paper is structured as below:

- **An overview**
A map of the breadth and depth of MDM products in the market (including Maestro).
- **Functional Analysis**
A breakdown of Maestro compared to its competitors in 6 broad categories indicating strengths, weaknesses and areas of note:
 - Data Governance
 - Business Rules
 - Data Quality
 - Data Provision
 - Data Storage
 - Data Movement.
- **Conclusions and other observations**
Information Difference's insights into Maestro's position in the MDM market.

SCORING METHODOLOGY

Our methodology scores each product against 200 functions¹ using the following standard.

Score	Interpretation
0	Function not offered
1	Function not offered - however there are ways that the user can achieve some sort of useful outcome with a workaround or another function
2	Function offered but is below the standard or usability required by a significant production implementation of an MDM product
3	The function works adequately
4	The function works extremely well and would be considered a strength by users
5	The function is market leading, or in some way exceptional

Scores are then multiplied by a weighting (normally supplied by a customer to determine the relative importance of the function to them), which for the purposes of this report have been set to indicate that all functions have equal importance. In reality the weighting will have a significant impact on any given customer requirement, as what may be important in one industry or situation may be unimportant in another.

As a result, what is presented in this report should be interpreted as an analysis of the functional capabilities of Maestro relative to its competitors at a detailed functional level assuming all functions carry equal weight. The Information Difference recommends customers informed by this report satisfy themselves of the best product to suit their specific needs by adapting the model used via weighted criteria to reflect what is important in their own situation, and conducting a trial using suitable, real world data.

¹ Data collected by Cliff Longman (cliff.longman@informationdifference.com)

OVERVIEW

The matrix below plots Breadth (the number of scores of 2 or above as a percentage of the number of functions) against Depth (The total aggregate score for the product as a percentage of the maximum score achievable). The size of the bubble represents the overall score (weighting all functions equally).

Maestro (shown in blue) offers relatively low functional depth compared to the market as a whole, but for a young product addressing simpler MDM use cases, offers a credible breadth compared to products many times its cost. It should also be born in mind that Maestro builds on the Microsoft MDS product which is free to companies that have bought SQL Server and comes with the additional development horsepower that Microsoft can deliver. Maestro represents a very credible low-end offering at relatively low cost with strengths in some areas (see details below) that should be extremely attractive to Microsoft users.

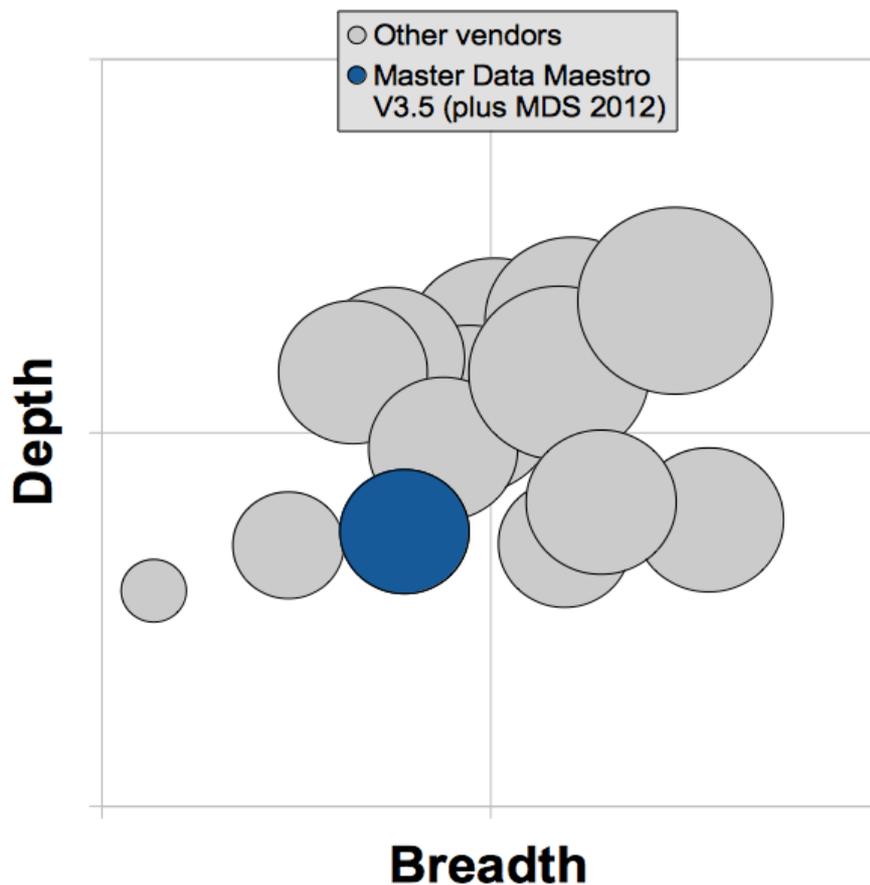


Figure 1 - Vendor Positioning Matrix

FUNCTIONAL CATEGORIES

The following six sections break the 200 functional checkpoints down by category. Each category is explained briefly and then Maestro's performance (in blue) is shown against the

- Lowest - the worst score achieved by any of the products in Appendix A
- Average - the mean score of all products in Appendix A
- Highest – the best score achieved by any of the products in Appendix A

In each category you will be able to see whether Maestro is the highest, lowest, or where it appears **relative** to the mean of all products (i.e. whether it scores above or below average).

Data Governance

Data governance is to do with aligning an organization with its data. Functions in this category are to help policy makers, owners, stewards and other roles to manage their data as a whole, and to measure how well they are performing towards their goals.

Maestro performs below average in this category. Functionality is basic in places compared to competitors. This means Maestro will be better suited to smaller implementations. As most companies are advised to start small, this may not be an immediate concern to users, however expansion of use will rely on Profisee's ability to expand functionality in this category over time. That said, the introduction of workflow in version 3.5 is a major leap forward for Maestro opening the door to more formal governance support.

It may be worth noting that the future direction of Microsoft's MDS product is relevant here, and if Microsoft (and/or Profisee) were to extend the use of Outlook as an interface to master data management capabilities (as Microsoft has done with Dynamics, their CRM product) this could be an attractive, familiar and low-cost introduction of master data management to the business community (particularly data stewards, and consumers).

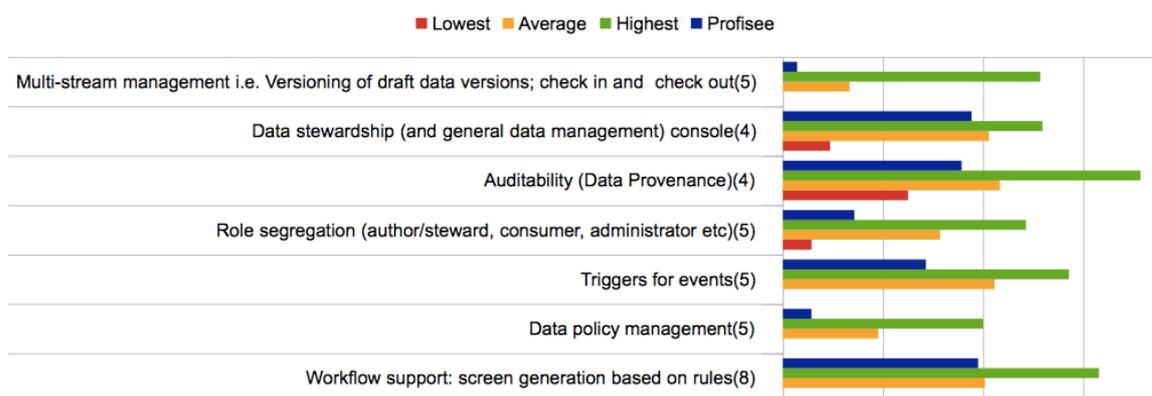


Figure 2 - Data Governance

Business Rules

The Business Rules category covers the definitions of master data (a business model), the rules that govern data against those definitions and the interaction between users and their master data with respect to those rules.

Maestro performs well in the business rules category, scoring above average in three categories in this section, and having no discernible weaknesses. Maestro models can be loaded from Erwin, or can be “reverse engineered” from a SQL database giving users a quick start point if they already have some master data repositories in use – an unusual and comforting facility for those new to MDM.

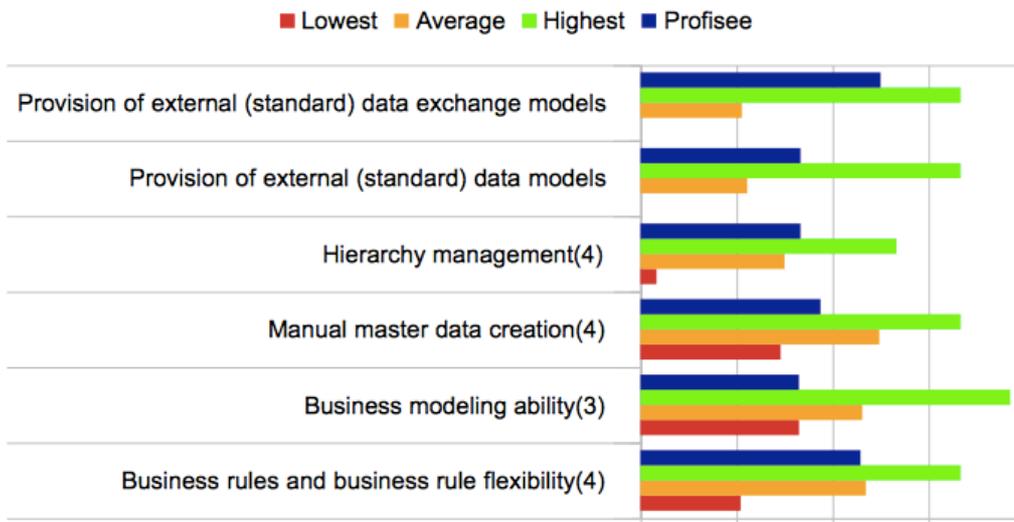


Figure 3 - Business Rules

Data Quality

Data quality is a busy category reflecting its importance to MDM as a whole. You will notice that there are a number of functions in which the lowest score is 0 (no red bar), and the averages are low compared to the maximum scores indicating that there are a number of products that do not offer any data quality functions at all. It is perhaps surprising then, that very few of these products offer links to alternative data quality tools!

This is not the case with Maestro, which delivers very good data quality capabilities most of which have been developed specifically for MDM application rather than re-purposing of generic facilities as many of the other vendors have done. As a result, Maestro is above average in 10 of the 18 categories, and returns the top score of any tool for data enrichment (largely due to its use of Loqate for address verification to the standards of 60 countries) and the matching accuracy features added in version 3.5.

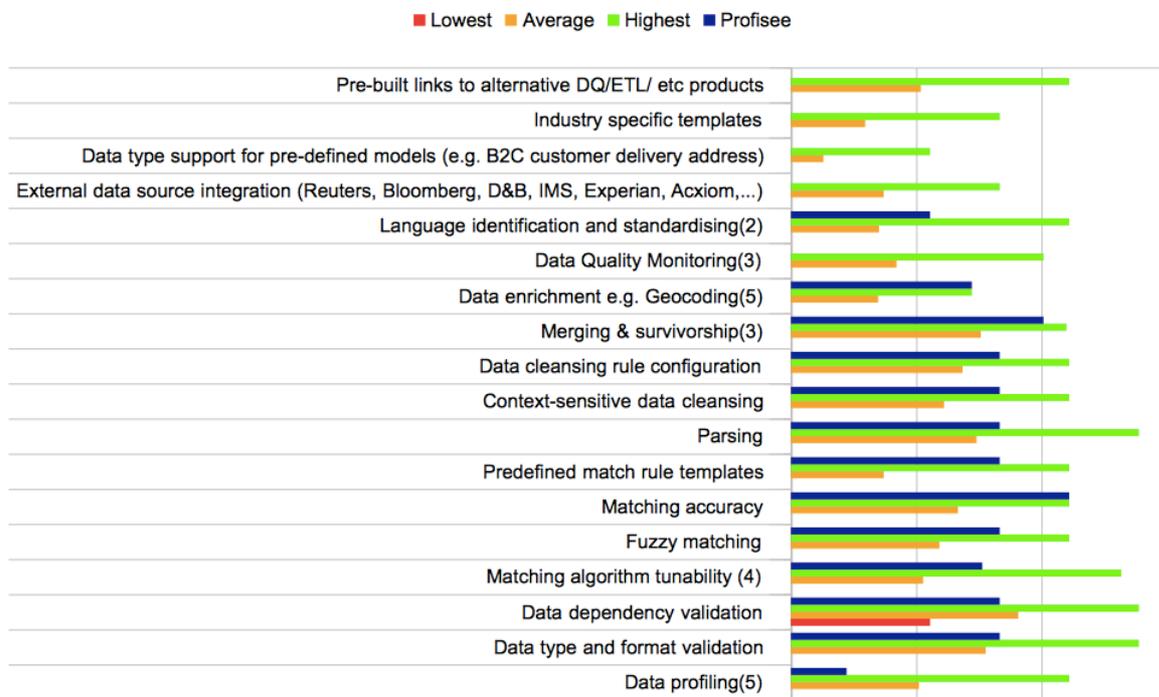


Figure 4 - Data Quality

Data Provision

Data provision covers accessibility of data in the MDM environment for end user and reporting purposes (see the final section “Data Movement” to cover the automatic propagation of data). Understandably it is an area in which there is less to differentiate the products on offer.

Maestro stands up well compared to the competition, offering good reporting capabilities (such as navigating through relationships in the data) at the expense of searching (e.g. The ability to use a Google-style search on master data – a capability becoming more and more important to MDM users) and giving access through a specific reporting schema.

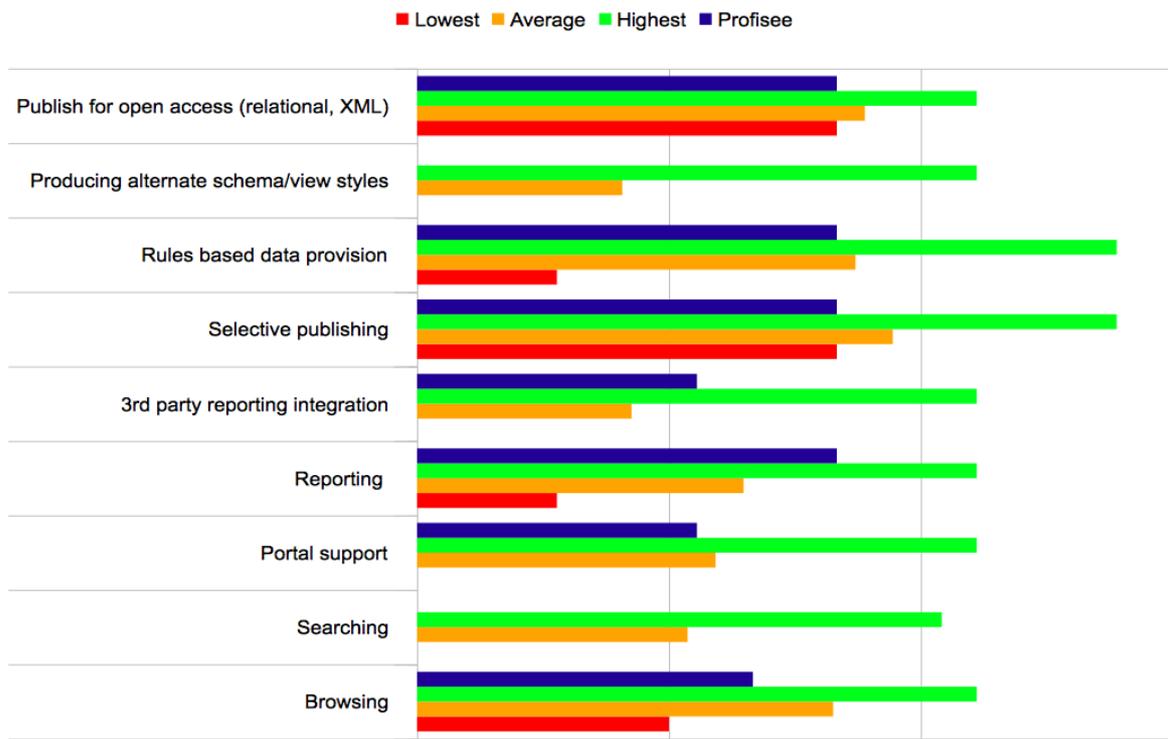


Figure 5 - Data Provision

Data Storage

Data storage covers the loading, safe storage and retiring (archiving and purging) of master data. Universally, MDM products covered to date rely on commercial DBMSs for the ultimate data storage, and most defer all backup/recovery/archiving and other system management capabilities to the DBMS. There are some, however, that extend the basic capabilities DBMSs offer to make storage easier/more practical for MDM usage. This category scores products for their capabilities beyond those offered by the underlying DBMS.

This is a mixed performance by Maestro being below average in nine categories and above average in four categories. The product has good Create, Retrieve, Update, Delete functionality but is *relatively* weak compared to other products on basic storage functions. In part this is because there are high-end products on the market that have particularly good technology in this category and the average scores are high as a result.



Figure 6 - Data Storage

Data Movement

This final category covers the distribution of data to downstream systems that want to use the master data (and the special case of federation, where the downstream system is another MDM hub in the situation where multiple MDM hubs manage a regional or business unit data management operation as well as a corporate one).

Maestro has basic capability in the data movement category, with a high spot in programming interface technology (offering low-level CRUD functions accompanied by a higher-level “entity” interface generated from the business model and making it much easier for programmers to manipulate master data at the entity level). It should be noted that some of the functionality assessed is not yet available in production, but is sufficiently close to launch (in version 3.5) that it has been included in this report.

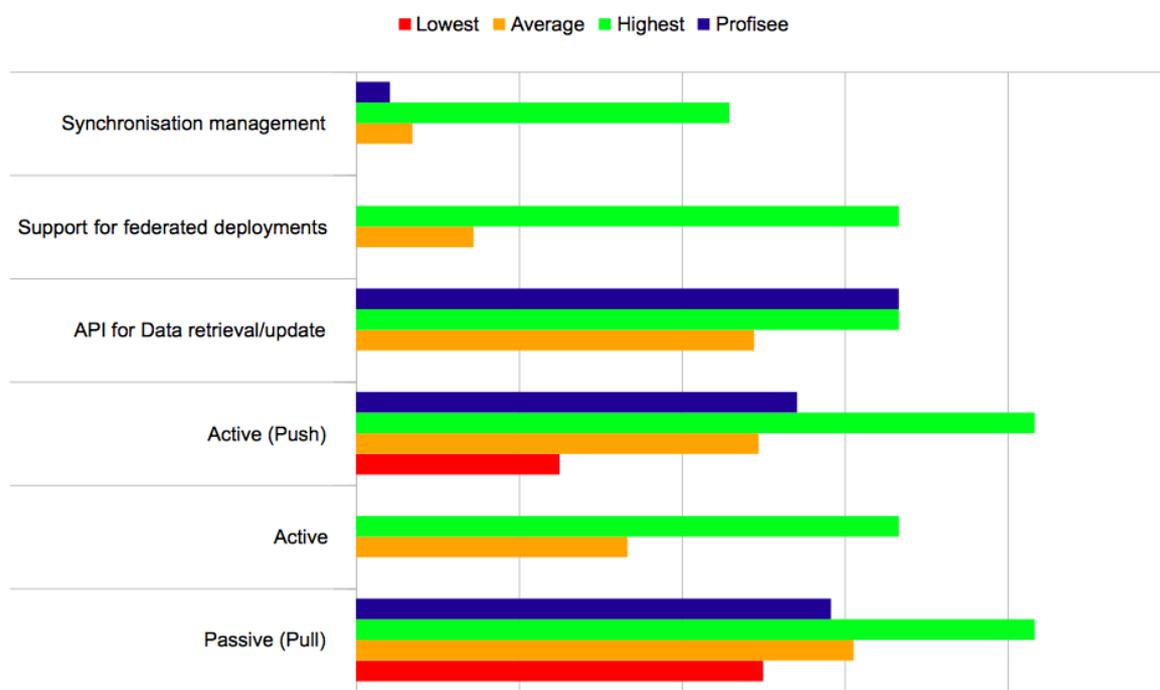


Figure 7 - Data Movement

CONCLUSIONS AND OBSERVATIONS

Overall, Maestro delivers a very credible offering at the lower end of the market. In terms of value for money this rates very highly indeed, and should be of real interest to companies where Microsoft is a preferred vendor as Maestro extends the functionality of Microsoft's MDS product and makes it much easier to use. This dependency on MDS also gives Maestro a natural “boost” as Microsoft further develop MDS over time.

Maestro is among the least expensive products evaluated (see table in Appendix A). The Information Difference feel that Profisee have done a very good job of extending MDS, in particular making it so much easier to use. For Microsoft users and for companies looking to take simple “first steps” into Master Data Management at relatively low cost, Maestro from Profisee should be on their evaluation list.

APPENDIX A

The table below shows the products that have been included in the evaluation. Note that SAP and Informatica offer a basic MDM product, but also offer a number of related and somewhat integrated technologies at additional license cost (workflow tools, BI/reporting tools and data quality tools are the most common). In these cases we have treated the vendor as having two separately analysed product offerings: the first is the basic MDM product, the second is the MDM product plus associated technologies (the latter being greater functionality, at greater cost). IBM have two editions of their MDM product which we have rated separately as they are currently focused on quite different MDM use cases.

Company/Product

heiler/heiler Product Manager V 5.3

IBM/Infosphere MDM V10 Collaborative edition

IBM/Infosphere MDM V10 (includes BPM Express)

Informatica/Informatica MDM V9.5.1

Informatica/Informatica MDM V9.5.1 + complimentary products e.g. Interstage workf ow

Kalido/MDM/DIW/UID V9.0 SP2, DGD V1.0

Orchestra Networks/EBX5

Prof see/Master Data Maestro V3.5 (plus MDS 2012)

Riversand/Riversand 6.1

SAP/SAP MD Governance ERP6/EP5 plus SAP Netweaver MDM SP8

SAP/SAP MDM products plus Business Objects and BPM

Software AG/webMethods OneData 8.4

Stibo/Stibo STEP V5.2

Talend/Talend Enterprise edition 4.2.3

Teradata/Teradata MDM V 3.1 on DBMS 13.10

ABOUT THE INFORMATION DIFFERENCE

The [Information Difference](#) is an analyst firm focusing primarily on master data management (MDM), data quality and data governance. Our founders are pioneers who helped shape the MDM industry with in-depth global project experience. We offer detailed analysis of these industries, in-depth profiles of the MDM and data quality vendors, assessments of the marketplace and white papers discussing key issues and best practice. Additionally, we can offer advice on strategy, vendor selection and best practice in these areas. We carry out primary market research and can help you with MDM project justification, building the business case and return on investment.