

# Master Data Management

# Scope

- **Reconciliation of LI (Lead Inventory) to CIF (Customer Identification Folder)**
- **Data cleaning to uniquely identify data**
- **Smart Algorithm to identify changes in customer profile and update**
- **Access Control on data**
- **Backup and Recovery Strategy**
- **Long term flexibility to accommodate comparison with Data warehouse**
- **Flexibility to include data from independent sources like Facebook, Twitter**
- **UI for access to CIF**
- **Data validation strategy**
- **User Training**

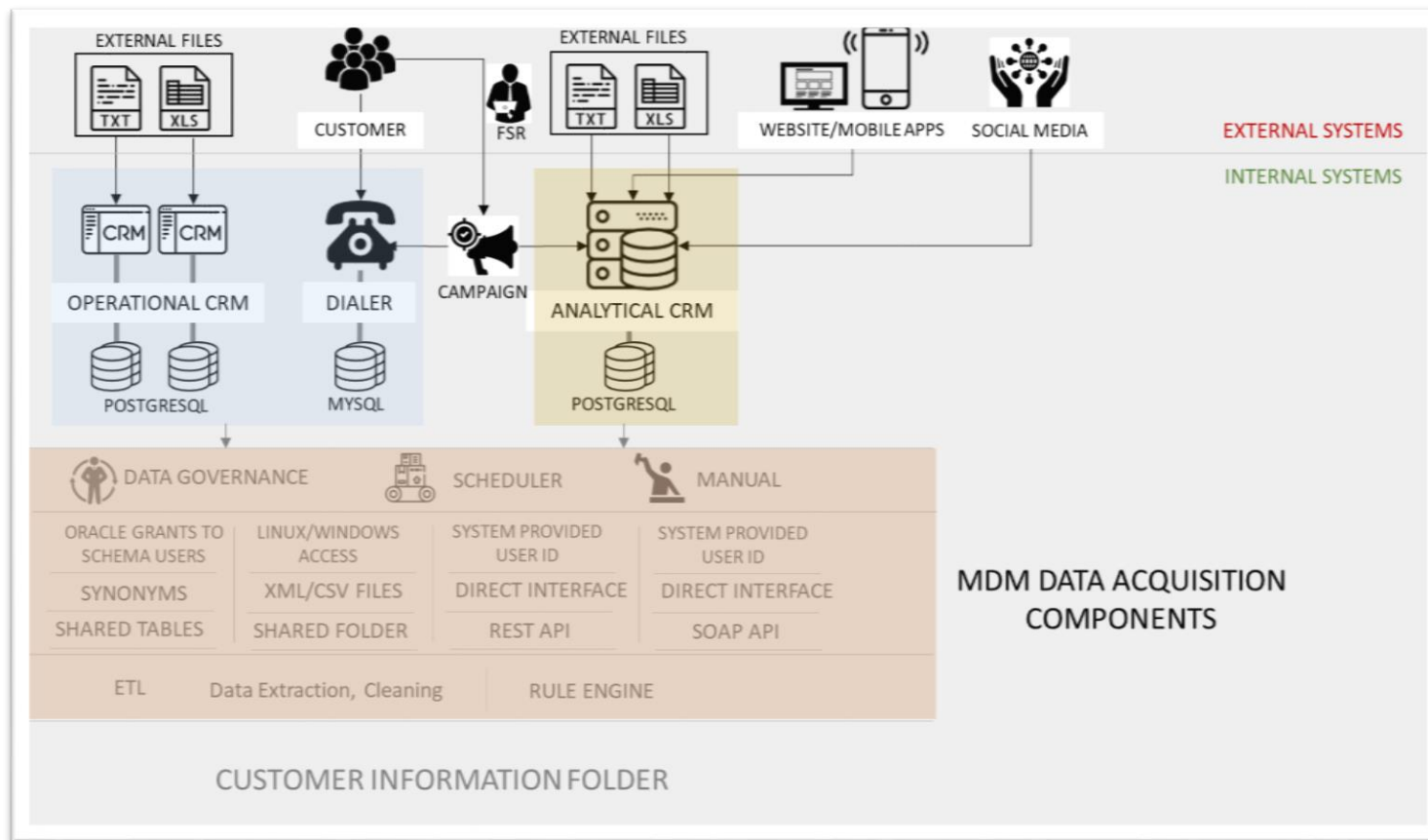
# Introduction

- **Master data management is a program which will create unique customer information database by cleansing the existing customer database which will be marked as CIF (Customer Identification Folder)**











# Introduction (contd..)

## Customer Information New State



# MDM Dashboard

 <p>2732655 TOTAL UNIQUE CUSTOMER</p>	 <p>2671741 VALID MOBILE NUMBERS</p>	 <p>680617 VALID DATE OF BIRTH</p>	 <p>328660 VALID AGE</p>
 <p>2725693 NAME</p>	 <p>1054867 IDENTITY</p>	 <p>450310 TOTAL</p> <hr/>  <p>282463 VALID</p>	<p>1014666 GENDER</p> <p>12485 COUNTRY CODE</p> <p>12701 AGE</p> <p>MISMATCH</p>

# Key Capabilities

## Rules for determining a new record

- Match against name
- Match against telephone number
- Match against dob
- Match against national id
- Upload existing base of master records
- New process will be able to insert new customer record
- Supports NLP and Intelligent Search
- Automated archived data which is available on demand
- Explore & validate data

# Key Capabilities(contd..)

- **Stream Real time Data**
- **Correlate real time data with historic pattern and trend.**
- **Current synchronization with Data Warehouse will be done manually but options has been provided to have an interconnected synchronization by automation if needed**
- **Provide a layer for UI and Web services access for various applications**
- **Govern metadata**
- **Synchronization with Data Warehouse**
- **Maintain audit trail of Data for Traceability**
- **Data is standardized**



# Key Capabilities(contd..)

- **API to communicate with Web service, Rest API**
- **Removal of duplicate across the campaign**
- **Query within Campaign**