

The Business End of Mastering your Data

Curium Master Data Management (MDM) provides financial services firms with the tools and production methodologies to gather and match data sets from across the data architecture. It builds and analyses master data for onward consumption by core business applications and regulatory reporting components.

Whether you already have an MDM process in place or are looking to introduce new MDM techniques to your current data architecture, Curium offers a range of advanced functions within a highly scalable technical environment.

Two Curium modules make up the MDM solution:

Matcher - an easily configured approach to matching records from multiple data sources where identifier information is of variable population and quality levels.

Master Data - a powerful rules-based approach to building composite ('gold copy') data records from multiple sources.

Price	% Change	Dollar Change	Price
102.997,05	21.17%	\$2,57	77.90
102.825,63	36.93%	\$77,81	58.56
100.562,92	28.89%	\$82,51	37.78
100.567,42	44.38%	\$57,29	1.46
100.238,98	14.52%	-\$14,68	82.37
100.248,34	23.96%	\$35,52	93.62
100.248,34	11.98%	\$86,04	64.82
100.248,34	10.57%	\$19,46	64.20
100.248,34	8.50%	\$59,15	29.00

Both modules are designed to be fast, scalable and extremely easy to set up, extend and maintain.

But Curium MDM delivers more than a layer of master data - it gives business users unrivalled tools to understand that data.

Sophisticated enquiries over the master data provide:

- Attribute value provenance - where did this value come from?
- Drill through to the underlying logic for every attribute - why was it chosen?
- Side by side display of master attribute values against all source values - how does it compare?
- Analysis of source contributions for each attribute - how is this attribute usually sourced?

Multiple logic scenarios can be run in parallel to:

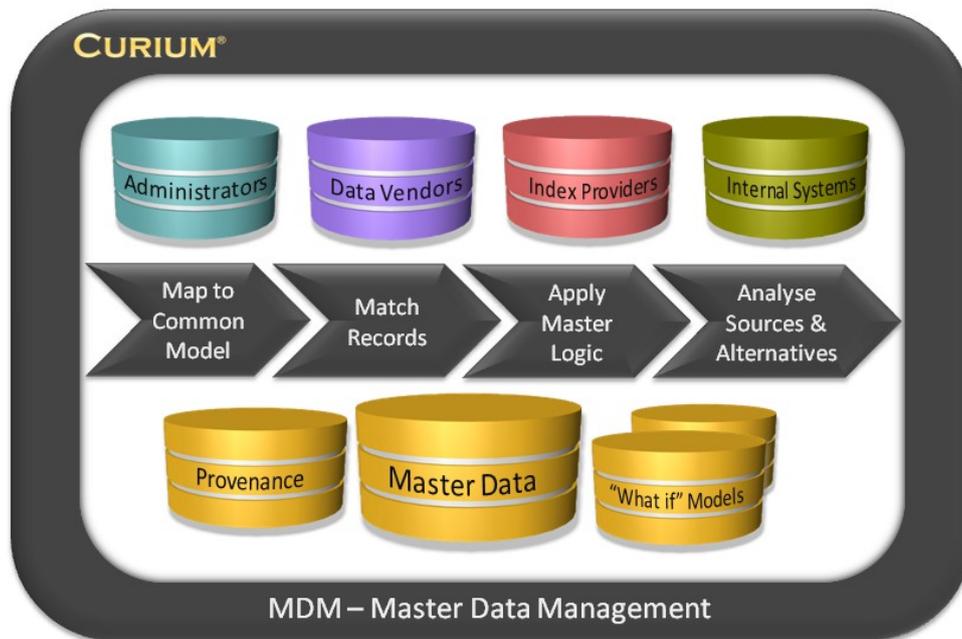
- Fine tune your attribute selection logic and see the results side by side with differences highlighted
- Analyse the differences by asset class, region or any other model attribute
- Easily understand the impact of adding, dropping or swapping data sources

Curium MDM Benefits

- Fast data matching enables quicker intraday set up of new assets requiring cross source data
- The business can understand and govern the make up of Master Data
- Changes to the Master Data make up can be trialled first for minimum risk
- Analysis of data provenance and "what if" scenarios help find the best value vendor mix



The Curium MDM Process



Map to Common Model - part of the Curium Core module, easy drag and drop transformation logic relates source attribute data to the Curium model.



Match Records - provided in the Matcher module, a cumulative points, algorithmic approach to matching records with exceptionally quick and easy set up as well as very fast process times. Also helps identify any duplicate records to ensure creation of an authoritative master source.



Apply Master Logic - provided in the Master Data Module, a powerful rules-based approach to master record construction. Standard rules allow application of a default source hierarchy or a hierarchy override. Custom rules can handle more complex situations as well as calculating derived data values. Rules can be applied to particular record sets (asset classes, for example) or across all records. Multiple ("What if") rule sets can be set up with a simple 'clone and amend' approach.



Analyse Sources & Alternatives - provided by the Master Data Module, enquiries allow business users to analyse entire Master Data record sets for source contribution levels as well as drilling into individual records to gain sight of attribute values and provenance side by side with all the source data. Records from alternative logic scenarios can also be included with differences clearly flagged.

Take a look at Curium MDM – a new business approach to giving financial services firms the tools to build authoritative sources of data and the ability to continually improve their data management processes.

For more information visit www.sunstreetlimited.com or contact us at our London offices and ask for Andrew Sexton, Sales Director or email Andrew.Sexton@sunstreetlimited.com.