

## Field Report: Colibra Reference Data Accelerator

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### Why is “Reference Data Management” So Important?

Reference Data Management (RDM) is a relatively new offspring of Master Data Management (MDM) functionality. RDM provides the processes and technologies for recognizing, harmonizing and sharing coded, relatively static data sets for “reference” by multiple constituencies (people, systems, and other master data domains). Many current MDM vendors such as IBM, Informatica, and SAP have re-purposed their MDM hub functionality to manage reference data as a special type of master data. Such a system provides governance, process, security, and audit control around the mastering of reference data. In addition, RDM systems also manage complex mappings between different reference data representations and different data domains across the enterprise. Most contemporary RDM systems also provide a service-oriented architecture (SOA) service layer for the sharing of such reference data.

Prior to the availability of commercial RDM solutions, organizations built custom solutions using existing software such as RDBMS, spreadsheets, workflow software (business process management or BPM) and other tools. Such systems often lacked change management, audit controls, and granular security/permissions. As a result, these legacy solutions have increasingly become compliance risks. Because reference data is used to drive key business processes and application logic, errors in reference data can have a major negative and multiplicative business impact. Mismatches in reference data impact on data quality affect the integrity of BI reports and also are a common source of application integration failure. Just as businesses no longer build their own CRM, ERP, and MDM systems, so too are organizations beginning to acquire commercial RDM solutions, which can be easily tailored or configured and have the full ongoing support of a major software vendor.

Within the realm of commercial RDM solutions, there are two main families: "multi-domain RDM," and "real-time RDM". "Multi-domain RDM" solutions are non-industry specific solutions that can span functional areas (finance, risk and compliance, human resources) and content types (ISO country codes, and other non-volatile reference data to be mastered and shared). "Real-time RDM" is typically a very high performance solution for use in the capital markets industry (brokers, asset managers, and securities services firms) as well as command and control military/intelligence markets.

Increasingly, many large enterprises have begun to make RDM their initial test case or proof-of-concept for their MDM evaluations. As a consequence, MDM vendors are rushing to market RDM solutions to apply an MDM approach for centralized governance, stewardship and control. Cognizant, iGATE Patni, Kingland Systems, Wipro Technologies, and other systems integrators will move into the "securities master" market (some by OEMing of Informatica and IBM MDM). By 2015, pervasive, low cost RDM will be commoditized via the efforts of Microsoft and Oracle as these vendors provide low or no-cost RDM solutions as part of their software families. Moreover, as many large enterprises have begun to make RDM their initial test case or proof-of-concept for their MDM evaluations, the vendor community is responding by providing easier-to-manage entry points into RDM use cases using either existing MDM platforms or purpose-built RDM solutions

which use MDM as their foundation. Clearly, managing “simple” reference data will prove to be a key sales entry point for large enterprises and their MDM vendors. Additionally, RDM can be expected to become a “ramp up” point of entry for many organizations planning for CUSTOMER, PRODUCT master and other domains, as well as an entry point into master data governance.

Moreover, RDM is needed in both operational and analytical MDM use cases where the capability is often used to provide attributes and hierarchies to cross-walk business intelligence systems (data marts, etc.) as well as KPIs.

We have been appraised by a good number of RDM installations and their implementation partners that it appears an off-the-shelf MDM is not always ideal for the foundation of an RDM for the following reasons:

1. MDM is primarily a data integration and data quality hub which is not the prime impetus for RDM solutions.
2. MDM does not provide the rich data input capabilities found in the majority of the off-the-shelf RDM-specific solutions.
  - a. Such UX and workflow is not considered by most MDM vendors as a primary MDM use case.
  - b. The vast majority of data stewardship workflows in MDM focus on quality, deduplication and match/merge functionality – not the transcode tables and hierarchy management associated with RDM code tables.
  - c. In RDM, reference data is entered and managed by hand, in contrast to MDM where it is captured through data integration processes (feeds, aggregations, ETL, etc.). This requires rich and business user-friendly data entry forms and workflow.
  - d. RDM requires different stewardship workflows such as review and approvals, hierarchy versioning and compare, publishing, mapping, and more ... which are not commonly provided in MDM hubs (an exception being SAP MDG-x).
3. RDM requires traceability to other metadata assets such as systems, processes, business terms and definitions, data quality rules (permitted values), etc. This is not available in off-the-shelf MDM hubs.

During 2014-15, we believe a great amount of current and next-generation commerce will be facilitated by on-premises and cloud-based RDM solutions with support for both “private” and “public” reference data. “Public” reference data is what many people typically think of when they consider reference data. Public reference data is based on standards where overall consistency is a primary goal. Examples of public reference data include industry standards (GS1 GPC), national standards (FIP 10-4, US Census MSA/CSA), International Standards (ISO, ISIC), and data from vendors (Bloomberg, D&B, S&P). “Private” reference data is used to maintain consistency when doing business with external parties. Examples of private reference data include financial and organizational hierarchies, and employee organizational structures. Mapping logical connections between different master data domains and reference data illustrates that both kinds of reference data (public and private) have a large number of connections to every MDM domain. This means that an error in reference data will ripple outwards affecting the quality of the master data in each domain, which in turn affects the quality in all dependent transactional systems. The heavily interconnected nature of reference data is why it requires separate management and governance.

**Clearly, Reference Data Management is a major IT initiative being undertaken by a large number of market-leading global 5000 enterprises.** Both as an IT discipline and a commercial off-the-shelf software solution, RDM solutions are being brought to market at an increasing pace. Additionally, RDM is regularly perceived as a good entry-level project to show success for initial MDM investment which can be built on as a data governance model. However, it is important to

note that the built-in functionality desired of an RDM solution is not typically found in the off-the-shelf MDM platforms. So although certain organizations might use the RDM as a test case for MDM accessibility, etc. in reality what that IT organization is doing is testing the RDM capabilities—not necessarily the MDM capabilities.

**BOTTOM LINE: For the global 5000 enterprise approaching Reference Data Management, Collibra's Reference Data Accelerator can provide quicker time-to-value and higher probability of success relative to the alternatives of custom RDM frameworks built upon commercial MDM (or re-purposing of the more expensive, real-time RDM solutions). Moreover, Collibra excels in the stewardship processes that are key to reference data and the architecture is a great fit for business stakeholders directly involved in the authoring and governance.**

## The "Field Report" Methodology

**2014-15 "MDM & Data Governance Road Map"**. Part of the deliverables for our client Advisory Council is an annual set of milestones to serve as a "road map" to help Global 5000 enterprises focus efforts for their own MDM programs. For planning purposes, we thus annually identify ten milestones that we then explore, refine and publish via our MDM Alert research newsletter. This set of "strategic planning assumptions" presents an experience-based view of the key trends and issues facing IT organizations by highlighting: MDM, Data Governance, Customer Data Integration (CDI), Product Information Management (PIM), and Reference Data Management (RDM).

Thus the 2014-15 MDM road map helps Global 5000 enterprises (and IT vendors selling into this space) utilize these "strategic planning assumptions" to help focus their own road maps on large-scale and mission-critical MDM projects. During the following year, we use these milestones as the focus for our analyst research in that every research report we write either confirms or evolves one or more milestones as its premise:

1. Pervasive MDM
2. Data governance
3. Business process hubs
4. Business-critical MDM
5. Universal MDM
6. Reference data
7. Cloud MDM
8. Social & Mobile MDM
9. Public MDM
10. Temporal MDM
11. Big Data
12. Budgets/skills

As an industry-funded multi-client study, the MDM Institute is releasing its **"Reference Data Management: Market Review & Forecast for 2014-17"** during 1H2014. Among other benefits, this industry report provides insights into: what is RDM, what are the business drivers for RDM, what are the major use cases, what are the technical challenges, who are the major solution providers (software vendors and consultancies), how to evaluate such solutions, and what are the best practices for RDM in the large enterprise. Additionally, the MDM Institute is providing a series of Field Reports that will provide details on the merits and caveats of the variously marketed commercial multi-domain RDM solutions.

**The majority of this Field Report on Collibra's RDM capabilities therefore represents our analyst opinion buttressed by in-depth reviews, evaluations and (often) hands-on proof-of-concepts executed by the membership of the MDM Institute's Advisory Council.**

## Evolution of Collibra Reference Data Accelerator as an RDM Solution

Collibra has been previously praised by analysts and consultants as an excellent data governance tool and business glossary. Subsequent to that success, Collibra's Reference Data Accelerator is now increasingly being deployed as an RDM solution. In our informal surveys, the majority of Collibra's customers use considering use of their Reference Data Accelerator in addition to the Data Governance and Business Glossary capabilities.

- More than 50% of Collibra's Data Governance customers also have their Reference Data Accelerator software with about 30% already using or in production
- Given that Collibra closed CY2013 with close to fifty customers in total (our estimate based on surveys of the 3,000+ attendees of the MDM & Data Governance Summits) this represents 100% YOY growth
- Currently, our analysts see more than 50% of Collibra's customer proposals have a major RDM component
- This validates our assertion that enterprises of all sizes are not at all reluctant to purchase RDM from an up and coming software vendor (vs. RDM solely from a mega vendor)
- For example, already Collibra has approximately 15 sites sold and installed vs. 15+ sites for IBM's RDM Hub which been sold but not necessarily put into production

While there have been a number of solutions that specifically address the straight through processing (STP) and real-time requirements of the capital market industry (i.e., Asset Control, Eagle, GoldenSource, et al), the Collibra product family is arguably the sole Data Governance framework that accommodates the majority of an organization's metadata needs -- business glossary, master data management \*and\* reference data.. In short, the Collibra Reference Data Accelerator provides out-of-the-box RDM services to centrally create, change, govern and distribute reference master data while leveraging existing/bespoke MDM and/or Data Quality software.

### Summary Evaluation - Top 10 Evaluation Criteria

As part of the interactions with its Customer Advisory Council, the MDM Institute captures and promotes models such as "top 10 evaluation criteria" for key MDM-related subsystems. During 1H2014 and as part of the background research for the much more comprehensive "**Reference Data Management: Market Review & Forecast for 2014-17**" report, more than thirty Global 5000 size enterprises shared their software evaluation processes and also contributed commentary and supporting details for a set of "top 10" evaluation criteria for RDM solutions. These evaluation criteria (figure 1) are discussed in more detail in the above referenced market study. The majority of this Field Report in turn takes these "top 10" evaluation criteria as a framework to discuss and understand the capabilities of Collibra's Reference Data Accelerator.

**1. Ability to Map Reference Data** — An RDM hub must be able to manage application-specific or local adaptations of a reference data set (e.g., foreign language versions) in addition to canonical data sets. In addition, relationships between reference data sets should also be managed. With the Collibra Reference Data Accelerator, standard reference tables support structure, content and relationships. Both standard structures and reference data pools (enumerated values) are

#### Figure 1 - RDM Evaluation Criteria

1. **Ability to map reference data**
2. **Administration of reference data types**
3. **Management of reference data sets**
4. **Architecture/performance**
5. **Hierarchy management over sets of reference data**
6. **Connectivity**
7. **Import & export**
8. **Versioning support**
9. **Security & access control**
10. **E2E lifecycle management**

Source: The MDM Institute

provided for. A data governance console and workflow enable subject matter experts (SMEs) or data stewards to create, update and delete reference data, and map relationships between the values in different data sets (intra-domain or inter-domain) and across time periods.

Collibra Reference Data Accelerator supports both simple (one-to-one) as well as complex (many-to-many) mappings. The integration with the Business Semantics Glossary provides the ability to map different code sets (2 digit ISO country codes, 3 digit ISO country codes) to the same glossary, which enables a more effective mappings strategy compared to the point-to-point mappings in other RDM tools. The mappings can be incorporated in the stewardship processes such as review, approval and publishing.

Specific user interface functionality is provided to easy compare mappings between different code sets. User-friendly dropdowns facilitate the data stewards's job in creating new mappings.

**2. Administration of Reference Data Types** — One of the common problems with homegrown reference data solutions is that a single data model cannot easily represent the many different types of reference data. The data model needs to be extended to support new reference data sets, and new properties specific to the varied types of reference data being managed. Because most solutions use a relational DBMS approach, model changes require development work and IT intervention to enhance the repository, screens, and interfaces. This further reinforces the need for semantic or object-oriented modeling and implementation of reference data

Collibra's Reference Data Accelerator solution is business semantics-driven. This means that the users can easily create their own semantic models to capture different types of reference data: From flat lists to complex, multi-dimensional hierarchies. Collibra's unique architecture can link all the different assets to eachother. There are no separate domains that make it impossible to easily relate things across domains. That means that it becomes very easy to create end-to-end business lineage between the reference data and the related business terms, policies, business rules, data assets, etc

Additionally, Collibra Reference Data Accelerator provides a set of out-of-the-box workflow components for authoring and governing reference data sets. These customizable workflows ensure that SMEs and business users are accountable as reference data is authored, staged and put into production. Workflow, approvals, security, and new properties can be added to support specialized "types" of reference data without any coding.

**3. Management of Reference Data Sets** — Collibra's design point is the "business user". By providing intuitive UIs and a flexible data model, an enterprise can quickly install, configure and import reference data with minimal need for ongoing IT involvement. Because the Reference Data Accelerator is build as a business-application, it focuses on providing a user-friendly data entry user interface, which is important as most reference data is authored manually.

The Collibra workflow enables reference data stewards to immediately perform role-based CRUD (create/read/update/delete) operations over an enterprise's reference data sets — with full end-to-end (E2E) lifecycle management and versioning. With the business user as the design point, all of the UIs and stewardship processes are thus defined for RDM, not MDM. This is in contrast to RDM solutions built as a custom domain on a multi-domain MDM platform. Such RDM-via-custom-domain solutions typically entail more initial implementation work than a purpose-built RDM packaged offering. In addition, the custom build approach usually requires additional development effort on an ongoing basis. Comparatively speaking, many other RDM solutions do \*not\* leverage the semantic/object data model but instead take a Swiss Army knife to approach RDM in that each RDM object type is implemented as a separate MDM domain.

4. **Architecture/Performance** — Collibra's Reference Data Accelerator is architected to support relational DBMS for optimal performance. Clearly, the need to document reference data, and their complex connections to other domains requires the platform to have robust semantic modeling. Conceptually, the Collibra family has been designed as a business user application comprised of web forms and associated workflow.

5. **Hierarchy Management Over Sets of Reference Data** — Reference code tables can be either flat lists or have complex hierarchies. Hierarchical structure is a key aspect of reference data that needs to be managed in addition to the values and mapping relationships. For example, a hierarchy can be defined over values within a code table, or a hierarchy might be defined where each level is a code table in its own right. While the meaning of reference data elements don't change, companies often modify the relationships, or hierarchies defined by reference data. A simple example is how most companies treat "North America," many reference data sets include Mexico and the Caribbean as part of North America. However, most US firms modify the hierarchy removing Mexico (and creating a Latin American grouping) because that segmentation makes more sense from a sales and marketing standpoint.

This need to customize, or adapt, reference data hierarchies and definitions exists across all kinds of reference data — especially private reference data from the finance department or domain. For finance, there are often three main adaptations: tax, regulatory reporting, and managerial. However "privatized" reference data can cause problems if it loses its association with its original source. This is because sources continue to evolve (especially true for industry standards). And without lifecycle management and ties back to its public antecedent, the privatized set can quickly get out of sync (reducing the benefit of implementing a standard). This requires that the platform must support adaptations while maintaining links to the original data set.

Collibra's Reference Data Accelerator addresses both hierarchies and adaptations of master data. Unlike other MDM platforms, Collibra does not store a static copy of the hierarchy. Instead, it uses the relationships defined in the data model (both intra-domain and inter-domain) to dynamically generate a hierarchical view. Given that reference data tends to have relationships to several domains (customers, products and suppliers all connected to geographies) these relationships can be used to create inter-domain hierarchies.

In addition, Collibra's Reference Data Accelerator enables adaptations of master data with its semantic database inheritance features. This feature enables RDM applications to create a child data set from a parent version of

## Figure 2 - Overview of Collibra's Reference Data Accelerator

### STRENGTHS

1. **Proven, robust solution for centralized governance, management, stewardship, & distribution of reference data** (e.g., large multi-national insurer, Independence Blue Cross, ING Bank (group finance level), Kyivstar, NCR, Colt)
2. **Business user friendly RDM solution** (e.g., similar to salesforce.com but as portal for social enterprise management of glossaries)
3. **Strong taxonomy support & mappings**
4. **Model-driven ease of deployment, implementation, & use** (built-in process flows plus semantic layer on RDBMS)
5. **Out-of-the-box integration with MDM** (IBM, Informatica), **Data Glossary** (ASG Rochade, IBM Business Glossary) & **Data Quality** (IBM Information Analyzer, Informatica IDQ, Trillium) **tools**
6. **Cloud-based, SaaS option**

### CAVEATS

1. **Nascent North American market presence<sup>1</sup>**
2. **Relative shortage of Collibra-knowledgeable consultancies**
3. **Vulnerability in rapidly evolving market crowded with mega vendors & other nouveau MDM vendors**
4. **Under invested in marketing**

(1) Major North American operations only began 2H2013.

Source: The MDM Institute

master data. While the child data set inherits all values and relationships from its parent by default; it is possible to overwrite values and relationships of the child dataset, customizing its hierarchies and values to meet your business requirements. The values that are not overwritten remain in sync with update to their parent.

**6. Connectivity** — It is vital that an RDM solution provide multiple, flexible means of connection to provide maximum "accessibility". Reference data must be made easily available to downstream application systems, remote subscribers, etc. Further, each consumer of RDM data must be able to access the data in a means and format that is most convenient to them. Therefore, RDM solutions must be able to expose the reference data in multiple, flexible diverse ways such as: (a) real-time channels via JMS, (b) on-demand access using SOAP or REST web services, (c) on-demand access or scheduled publication to flat and XML files, and (d) direct connections to remote databases. Each RDM channel must allow for retrieving either all data sets or lookups of specific entries. Collibra supports the notion of "managed systems" as references to external systems which represent suppliers and consumers of reference data being managed. The Reference Data Accelerator supports export of reference data in XML, CSV or JSON format via realtime logical queries, batch export or UI wizards. Collibra Reference Data Accelerator also provides a subscription capability so that integrations between its RDM and subscribing applications can be parameterized and controlled via the UI.

**7. Import and Export** — Collibra's Reference Data Accelerator provides import and export of reference data in multiple formats. For example, for inbound and outbound mappings from/to data definitions via the product's intake workflow, sources and destinations such as flat files or databases as well as CSV and XML formats. Wizards guide the user through the process of mapping the import columns to the reference data set properties within the hub. Data can be imported directly via the Collibra workflow/steward interface or imported manually through the UI.

**8. Versioning Support** — Collibra's Reference Data Accelerator supports versioning of reference data sets and related mappings. Such versioning is used in conjunction with lifecycle management to manage changes to the reference data sets and mappings over time. With Collibra's reference data solution, hierarchies are related to the version of the set that they are created against. This versioning support manages the lifecycle of a canonical set, the lifecycle of application-specific or local sets mapped to the canonical, and the lifecycle of the mappings themselves.

**9. Security and Access Control** — Collibra Reference Data Accelerator provides robust role-based security. For example, CRUD access to a particular entity is controlled by the user's role, the group that the user is a member of, and related ownership of the entity, plus the lifecycle state of the entity itself. This role-based authorization is configurable with both LDAP, Active Directory integration with Single Sign On supported.

**10. E2E Lifecycle Management** — The Collibra governance UI and workflow processes provide support for formal governance of reference data, putting end-to-end lifecycle management of enterprise reference data in the hands of business users — reducing the burden on IT, and improving the overall quality of data used across the organization. This change management process is controlled through a configurable lifecycle management facility that is used by the data stewards to control versions of reference data sets and mappings that are in use. Every reference data set and mapping has a state that corresponds to its current state in the lifecycle (e.g., draft, approved, retired). The user interface is a role-based UI with built-in security, versioning, and review and approval lifecycle management. The Collibra Reference Data Accelerator solution supports lifecycle management such that lifecycle states and transitions are configurable without requiring development so new lifecycle processes and states can be defined as appropriate for a company's specific governance requirements.

## Competitive Outlook

Competition for an RDM solution such as Colibra's Reference Data Accelerator includes:

- Custom-built, manual solutions
- Hierarchy management system adaptations
- Custom MDM domain type
- Multi-domain RDM
- Purpose-Built or Industry-Specific RDM

**Custom-Built, Manual Solutions** — Many enterprises struggle with home-grown RDM using spreadsheets and other error-prone manual processes to manage to reference data sets and their relationships to each other. Just as customer-built CRM, ERP and MDM etc. have faded when commercial off-the-shelf solutions became widely available, so too will manual RDM solutions fall into disfavor. With custom-built or home-grown RDM solutions stewards have to rely on IT for changes to functionality and are unable to change the business rules relating to the reference data themselves.

**Hierarchy Management System Adaptations** — Organizations can attempt to use simple hierarchy management software, but such systems do not readily support publish-subscribe, classification mapping, etc. Examples include: Microsoft Master Data Services (MDS) or Oracle Hyperion Data Relationship Management (DRM). Many finance departments use tools such as Oracle DRM for financial hierarchies and attempt to apply these tools to hierarchies in human resource assets, location assets, etc. This approach has not proven enterprise-scalable in our experience. Because Colibra's Reference Data Accelerator is founded upon strong foundation of Data Governance and Business Glossary integrated workflow capabilities, it is possible for it to handle integration across MDM, Data Dictionary and Data Quality services from other 3<sup>rd</sup> parties .

**Custom MDM Domain Type** — Both Informatica (Informatica MDM) and SAP (SAP NetWeaver MDM and SAP Master Data Governance CUSTOMER object) offer the capability for custom domains to be created and managed to implement reference data management. Reports from organizations that have gone this route indicate that it is not as easy to implement RDM as a custom domain type as these vendors promote. In multi-domain MDM solutions originally designed for managing customer data (e.g. Informatica MDM, formerly Siperian), organizations report lack of data modeling flexibility, rudimentary lifecycle management capabilities and limited data governance features, in particular around authoring, workflow and cross-temporal relationship management.

**Multi-Domain RDM** — Certain of the commercially available MDM products were architected with semantic layers on relational DBMS which provided flexibility in defining and managing multiple domain types (hence the name "multi-domain" or "multi-entity" MDM). While these products provide good flexibility and ease of use, the market feedback is that certain of these systems incur substantial processing overhead when attempting to scale into a large-scale enterprise solution.

**Purpose-Built or Industry-Specific RDM** — Certain enterprises have used SAP's PIM solution as a consolidation type of RDM support. For example, consider SAP's "item master" with its staging areas and mini model for landing reference data which also includes simple workflows. There are also purpose-built RDM solutions which leverage the hierarchy management capabilities of a mainstream MDM platform such as Oracle MDM or IBM MDM — Oracle's Site Hub and Kingland Systems' Security Master are examples. Other organizations have attempted to manage look-up tables such as RDM data via an existing AssetControl, Eagle or GoldenSource real-time RDM by simplifying what features are used. The challenge in this scenario is that these premium priced real-time RDM solutions do not represent good economic sense.

## Futures for Collibra's Reference Data Accelerator

It is our view that Collibra will continue to have success in large enterprises, continuing its momentum in the Data Governance. Collibra is well positioned to both large enterprises as well as the departments of very large enterprises (for example, RDM for finance & accounting, RDM for human resources). Collibra has a strong vision for RDM going forward. Some of the key areas we believe Collibra should focus on include: improving integration with 3rd party business process management (BPM), and adding enterprise content management (ECM) support for unstructured information.

Currently, the Collibra Reference Data Accelerator is focused on reference data and broadly supports extreme ease-of-use by the business community. In the future, there should be more functionality in supporting broader integration with operational MDM use cases such as B2C customer identity resolution which in turn will challenge the continuance of such business user self-service administration. Organizations are also asking for improved impact analysis to understand the impact of an RDM change in one table to downstream consuming systems, as well as data lineage. Organizations also are increasingly asking for graph-style data visualization of the RDM relationships. Another area is integration with reference data consuming enterprise applications such as Oracle and SAP applications.

**Coming to market during 2014-15 are RDM solutions characterized by multiple, diverse levels of integration with market-dominant MDM hubs (IBM, Informatica, Oracle, SAP) as well as repackagings of existing mid-market MDM capabilities to address RDM business needs (e.g., Microsoft's RDM product for Microsoft Master Data Services and Oracle's ongoing sales campaign for Oracle Hyperion DRM, etc.). Collibra's Reference Data Accelerator is in the vanguard of new RDM-capable products and is a solid choice for RDM in large enterprises. Clearly, the Collibra solution has certain advantages in that it is architected (and proven) to support business user-friendly self-management, stewardship, and distribution of reference data within the enterprise.**

## BOTTOM LINE

**For the global 5000 enterprise approaching Reference Data Management, Collibra's Reference Data Accelerator can provide quicker time-to-value and higher probability of success relative to the alternatives of custom RDM frameworks built upon commercial MDM (or re-purposing of themore expensive, real-time RDM solutions). Moreover, Collibra excels in the stewardship processes that are key to reference data and the architecture is a great fit for business stakeholders directly involved in the authoring and governance.**

Due to the highly inter-related nature of reference data, this semantic business glossary-based Data Governance solution provides a flexible and scalable RDM accelerator to provide quick time-to-value in terms of instantiating governance of reference data. Additionally, its strong workflow, hierarchy management, and version control features address the need for RDM governance. Collibra's Reference Data Accelerator is made additionally attractive via its Software-as-a-Service option (SaaS, cloud-enabled).

While Collibra is a small vendor (compared to mega MDM vendors such as IBM, Informatica, Oracle and SAP, et al), **its RDM capabilities are attractive to large enterprises — particularly those with major commitments to legacy data dictionary platforms – as well as “green field” RDM iniatitves.** A challenge for Collibra is that the company needs to break through the market misconception that *"a small Data Governance software firm cannot integrate well (enough) with mega vendor Data Quality and MDM platforms"*.

**During 2014-15, organizations evaluating RDM solutions should review their use cases and consider Collibra's Reference Data Accelerator — independent of pre-existing MDM or business glossary investments.**

See you at the next annual MDM & Data Governance Summit in your hemisphere where we will be hosting panels on "Best Practices in RDM" as well as providing industry-specific case studies and more on reference data management.



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The MDM Institute is the world's leading research and advisory consultancy exclusively focused on master data management. As chief research officer, Aaron Zornes delivers the technology-related insight necessary for its clients to make the right decisions in their use of master data management (MDM), customer data integration (CDI), reference data management (RDM) and data governance solutions to achieve their customer-centric business goals. The MDM Institute provides authoritative, independent and relevant consulting advice to senior IT leaders in corporations and government agencies, to business leaders in high-tech enterprises and professional services firms, and to technology investors. The MDM Institute delivers its research and advice to more than 60,000 clients in 10,500 distinct enterprises via Twitter, Linked In, Xing, Google+ and email newsletters. Additionally, each year more than 2,000 paid delegates attend its MDM & Data Governance Summit conference series held in London, New York City, San Francisco, Shanghai, Singapore, Sydney, Tokyo and Toronto (now in its ninth year). Founded in 2004, the MDM Institute is headquartered in San Francisco and has clients primarily in North America, Europe and Asia-Pacific. For more information, visit <http://www.the-mdm-institute.com>.

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