



upshift

## IBM Initiate Systems

## Overview

Initiate™

▶ **YOU NEED** master data management solutions that deliver reliable, secure and managed views of your data in real-time, and without additional hardware expenditures.

**You're only as smart as your data.**  
In today's business climate, knowing how to acquire, use and trust your information puts you ahead of the game. Initiate Systems has proprietary tools to connect disparate hardware and software systems together. It's the most cost-effective and proven method for you to acquire, manage and use your data.

• know your data. trust your data.

YOU NEED  
Initiate.



**INITIATE IS THE  
SMART CHOICE  
FOR YOUR DATA**

**REALTIME DATA**

There is no need to consolidate your data into one system. The Enterprise 360 Solution, from Incentia, requires data from all your various systems, and delivers them to the user as you can use them in real time.

**8 data sources**  
**7 billion records**  
**2 seconds**  
for one customer



**3 TO 6 months**  
average implementation time

With Incentia Systems proprietary iM2C software, you can take advantage of the customer fastest time to value solution, while keeping your money over a full hardware solution.

We work with your varied systems and merge the data within the system, rather than requiring you to purchase new equipment which can lead to high initial investments, increased lead times, and additional training of employees.

**OPERATIONALLY EFFICIENT**

decreased  
duplication rates from  
**12% DOWN TO**  
**0.76%**  
for one organization

Incentia Systems helped one of our clients reduce their duplication rate from 12% down to 0.76%. This significant improvement saved thousands of man-hours and by eliminating duplicate data. This can't just be said. We've helped countless companies greatly reduce their duplication rates for more efficient customer experiences.



**REAL-TIME USAGE**

There is no need to consolidate all your data into one system. The *Integrate* WOM Solution from Intertec, acquires data from all your sources, resolves them, and delivers them to the user so you can use them in real-time.

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**INITIATE IS THE SMART CHOICE FOR YOUR DATA**

**Initiate**   
know your data. trust your data.

Contact Initiate Systems to integrate your company's data securely, simply & cost-effectively. [www.initiatesystems.com](http://www.initiatesystems.com)

## Products & Services Overview

**Initiate**  
know your data  
know your customers  
know your business

Initiate Systems offers a complete, end-to-end CDI solution that provides valuable information in real time. With the Initiate Identity Hub™ Software organizations can access data, identify and manage complex relationships, and share information using existing IT technologies in three easy steps.

data flow model

our product offering



## ACQUIRE

Initiate Identity Hub™ Software provides you secure real-time access to all relevant customer information within your organization. Now you can acquire data from multiple IT sources without the added expense of building new infrastructure, and also without altering or storing those original data sources.

- Inlinate™ SDK
- Inlinate™ Enterprise Integrator
- Inlinate™ HL7 Query Adapter
- Inlinate™ Data Federation
- Inlinate™ Identity Services Publisher
- Inlinate™ Synchronization
- Inlinate™ Jumpstart
- Inlinate™ Data Migration Services



## RESOLVE

Identifying individual customers, and then placing those subjects within a broader multi-dimensional context, is paramount to gaining the most value from your data. Initiate™ Hierarchy, as part of the Initiate Identity Hub™ solves your organizational hierarchy challenges in real-time, at all points of service and in the process of integration.

- Initiate Identity Hub™ Software
  - Initiate™ Hub Manager
  - Initiate™ Workbench
  - Initiate™ Algorithm Manager
- Initiate™ Language Packs
- Initiate™ Data Quality
- Initiate™ Remediation Services
- Initiate™ Implementation Services



## USE

Providing the best possible customer experience requires companies to understand all relevant customer information at the point of service. How much money do we spend marketing to our customers? How much do they spend with us? How do we increase sales and brand loyalty? These are questions that better access to and reporting of data can answer. InSite Systems provides you the powerful data management tools you need to achieve results.

- Initiate™ Hierarchy
- Initiate™ Auditor
- Initiate™ Enterprise Viewer
- Initiate™ Reporting Database
- Initiate™ Data Profiling Report Pack
- Initiate™ University

[www.trilliantsystems.com](http://www.trilliantsystems.com)



REAL-TIME USAGE

There is no need to consolidate all your data into one system. The Enterprise MDM Solution from Initiate, acquires data from all your sources, resolves them, and delivers them to the user so you can use them in real-time.

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## Beyond the Golden Record Serving Many Masters Through Hierarchy Management

2 Introduction  
2 Real-world Implications for Multiple Hierarchies  
3 Requirements for Managing Multiple Hierarchies  
4 How to Start Effectively Managing Multiple Hierarchies

know your data. trust your data.

Business structures are complex. Companies are continually merging, acquiring or spinning off other companies, necessitating changes in how their relationships with other organizations are reflected. Each change adjusts their organizational structure, affecting how organizations like yours interact with them.

When several departments each want to see their own unique view of the same set of customers, they need an organizational hierarchy management solution that allows for flexible accommodation of these alternate views. Simply put, different users want to see data grouped in different ways that meet their needs. Sales will want to view hierarchies differently than Finance or Marketing, as each has different priorities and business drivers. Even within a department, multiple alternate hierarchy views can help achieve a multitude of goals and benefits, such as understanding the impact of pricing or sales territory analysis. Industries as an benefit greatly from a better understanding of the relationships among and between its customers. This can reduce operating costs, enable cross- and up-selling, better align sales territories, improve customer satisfaction, and enable better decision making and customer analysis.

Real-world Implications for Multiple Hierarchies

Let's first discuss the need to understand multiple hierarchical views by looking at the example of a retailer. A retailer tracks numerous aspects of its customers, suppliers and stores. Within any of these groups, there are several different types of hierarchies. Among customers, the retailer may want to track online and in-store sales, as well as establish relationships between customers to enable visibility into household relationships. The retailer may also want to understand supplier or vendor data – including their hierarchies – across all the supplier's divisions and branches, as well as across the retailer's divisions and branches, enabling a total view of expenditures with each supplier. This data must be consistent across the retailer's enterprise, as well as be viewed from multiple angles, as a supply chain manager will need a different hierarchical view than an accountant who tracks billing. Finally, the retailer establishes hierarchies among its own stores to enable tracking and reporting on its varying divisions, including geographies or franchise owners. Within each of these cases, a single customer, supplier or store will appear in multiple hierarchies. It's essential that the organizational hierarchy management solution enables the

How can you model different hierarchies while also resolving their integrity? This challenge increases when you consider that customers can belong to several different hierarchies at once, and these hierarchies are not static – they continue to evolve over time.

Beyond the Golden Record: Serving Many Masters Through Hierarchy Management

[www.initiatesystems.com](http://www.initiatesystems.com)

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## REAL-TIME USAGE



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**EASY IMPLEMENTATION**

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**YOU SHARE THE NEEDS OF OTHERS**

You need a solution to better manage your data. Lucky for you, Initiate Systems is the expert in Master Data Management. We help companies manage their data with solutions that are quick and easy to implement, deliver real-time information even across multiple data systems, and can help you reduce operating and marketing costs with more accurate data. Our solutions help your organization save time and money and allow you to better use your data. Initiate Systems is the smart choice for your data.

