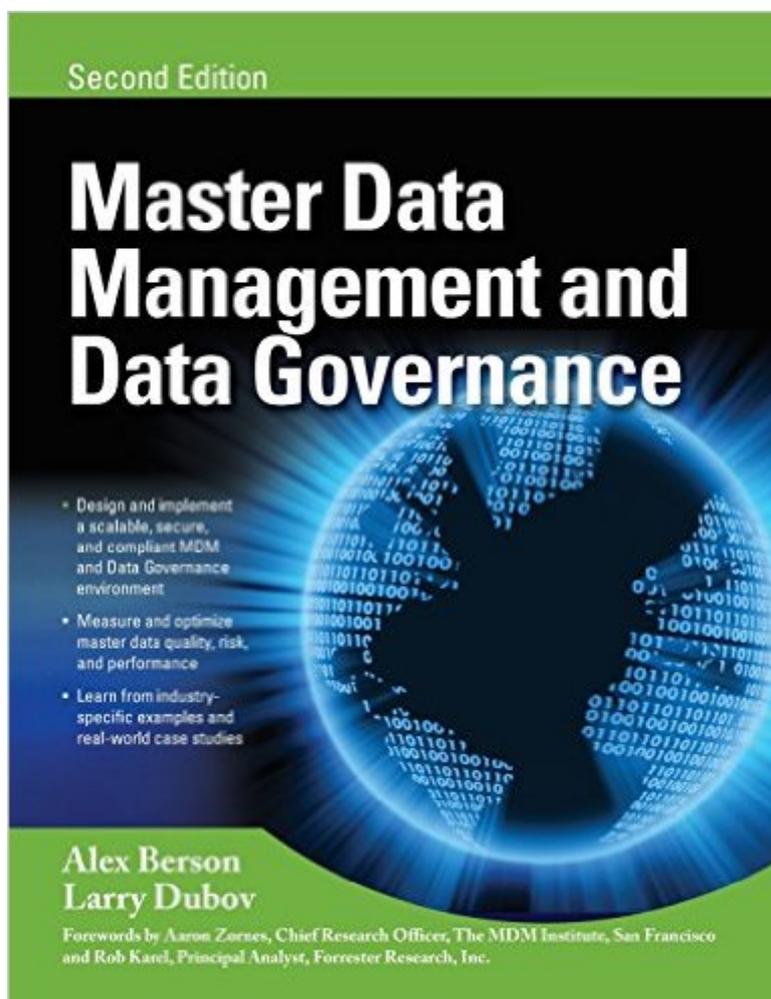


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# MASTER DATA MANAGEMENT AND DATA GOVERNANCE, 2/E



## Synopsis

The latest techniques for building a customer-focused enterprise environment "The authors have appreciated that MDM is a complex multidimensional area, and have set out to cover each of these dimensions in sufficient detail to provide adequate practical guidance to anyone implementing MDM. While this necessarily makes the book rather long, it means that the authors achieve a comprehensive treatment of MDM that is lacking in previous works." -- Malcolm Chisholm, Ph.D., President, AskGet.com Consulting, Inc. Regain control of your master data and maintain a master-entity-centric enterprise data framework using the detailed information in this authoritative guide. Master Data Management and Data Governance, Second Edition provides up-to-date coverage of the most current architecture and technology views and system development and management methods. Discover how to construct an MDM business case and roadmap, build accurate models, deploy data hubs, and implement layered security policies. Legacy system integration, cross-industry challenges, and regulatory compliance are also covered in this comprehensive volume. Plan and implement enterprise-scale MDM and Data Governance solutions Develop master data model Identify, match, and link master records for various domains through entity resolution Improve efficiency and maximize integration using SOA and Web services Ensure compliance with local, state, federal, and international regulations Handle security using authentication, authorization, roles, entitlements, and encryption Defend against identity theft, data compromise, spyware attack, and worm infection Synchronize components and test data quality and system performance

## Book Information

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## Customer Reviews

I found the book rather lacking in technical specifics. It is geared more toward a CTO/CIO audience. If you need to "sell" an MDM project to management, then you'll find good material in this book

I found this book gave me useful understanding of the theory of MDM, which is what I wanted. It also provides some good high level architectures. I think it would have benefitted from more in the way of Case studies, particularly lessons learned. The true value of MDM can be questionable when it comes down to the practical hands on, so real life examples are paramount.

No examples, no example data owner custodian interview questions, no examples on retention or categorization philosophies. So vague. We don't need to be sold on data management, we actual workflows to achieve savings now.No examples to help me get the work done, boo.

Sender: the book arrived before it was scheduled. Book is in great condition. It was packaged very nicely.About the book: I've read a few chapters in this book so far, it covers MDM in depth with great examples. It covers MDM from why and when it started, why is it needed in different industries (its application), covers real life examples from different industries, and goes in depth to cover the Architecture, Modeling as well (I'm yet to get to that). Great book.

Extremely comprehensive but actually far too much detail! Although there are many pages and chapters devoted to the usual rationale of creating a 'single source of truth', there was little background or description as to what this actually means. Also the book is highly system focussed and lacked the perspective of the importance of data from the business viewpoint. There was no discussion of even the basic difficulties of actually recognising and differentiating individual people and organizations .... Quite useful as a reference book and some of the diagrams contain a lot of ideas and I suspect I will be revisiting sections. I suggest dipping into some areas and skimming the rest.

I am still a novice in the world of MDM and this book was the right first step. It gives you complete yet succinct overview of MDM, data governance, managing MDM projects, and MDM trends.I am planning to read it one more time and then I believe i can take on other books which dive into the

details of MDM specifics.

Great basic text book and framework source for those of us that have been wrestling with the complexities of Enterprise Information Management, Information Architecture and Enterprise Architecture.

Very informative and I used much of what I was learning from my assigned course reading in my role of implementing a Data Warehouse at work.

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