

Magnitude MDM Hierarchy & Rule Management

Magnitude offers a robust solution for easily managing rules and hierarchies in an enterprise data warehouse. With the Magnitude MDM Hierarchy & Rule Management solution, business users have a self-service environment for navigating and selecting information with less manual effort and cost.

The Challenge

Your enterprise data warehouse is the central repository for important operational information populated from multiple sources. Business analysts rely on it to access key data needed to understand the business and make operational decisions. When acquisitions, third-party data sources and/or regional/divisional requirements come into play, information management challenges increase in complexity. While a successful enterprise data warehouse alleviates many of these challenges, the need to change business rules, hierarchies and/or business definitions can make these data warehouses less effective than they should be.

The Solution

Magnitude MDM manages hierarchies in a way that delivers business users greater control over their business information, enabling them to make better, faster decisions. Users gain more control over business rules and hierarchies that govern the data held within the data warehouse. Using the power of the Magnitude business information model, users can create new rules, change existing rules, and audit and approve all changes, all while maintaining a history of changes made.

Use Cases

- A large cable/internet provider needed to manage product segmentation more quickly to correctly pay content providers.
- A leading CPG company needed mapping of external product information to internal product codes to measure market share and track competitors.
- A global Pharmaceutical manufacturer needed to understand prescriber affiliations to determine market penetration and leverage a smaller sales force.
- A heavy machinery manufacturer wanted to look at ship locations such as stores and DCs, while finance needed to view the same information by sales region.
- A diversified financial institution needed to create a rules structure that depends on other rules and attributes for accurately valuing securities to calculate risk exposure.

Key Features

Graphically create hierarchy rules

The Magnitude business model creates business rules and relationships between entities, easily modeling multiple hierarchy types.

Easily view published hierarchy information in a business context

A dedicated interface allows business users to access and view rules and hierarchies using familiar BI drill-down, web search and model-based navigation.

Rule and hierarchy approval

Robust workflow alerts hierarchy stewards to errors, change requests, approvals and authorization for publishing.

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Rapidly change hierarchies in response to business needs

Business change that drives the need for new or altered hierarchies and business rules can be completed in minutes versus days or weeks.

Fully governed environment

Custom workflows with notifications, time triggers and escalations ensure secure and timely issue resolution and approval process.

Full audit trail

Robust history tracking capabilities provide a bulletproof audit trail for all changes in the system, critical in today's compliance-focused environments.

Enhanced business control & ownership

Business users can more easily bring context to rules and assume ownership of creating and maintaining hierarchies for rapid analysis.

Auditability and transparency

Rules and hierarchies are visible to business users rather than being buried in complex IT code, enhancing consistency and accuracy.

Reduced IT & support costs

Self-service for business means less maintenance and custom code development by IT support staff.



For timely corporate performance insights based on your business needs, turn to Magnitude.

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About Magnitude

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