



# Talend MDM

Talend MDM is the only solution that provides data integration, data quality, master data, and data stewardship functionality on a single platform. It leverages an active data model that offers the flexibility to model and manage any data.

To meet strategic objectives, organizations must streamline processes, create new revenue opportunities, reduce costs, and facilitate company growth. Many organizations rely on high quality master data as a key asset and a vital component to reach these objectives. High quality master data is extremely valuable when available to business processes and analytics; however, master data projects are often politically challenging, architecturally complex, time intensive, and expensive.

Based on open standards, Talend MDM is the first comprehensive solution for data integration, data quality, master data, and data stewardship built on a single platform to reduce complexity. It provides the necessary data stewardship tools that help teams efficiently collaborate on master data and meet data governance requirements. Additionally, the unique, flexible Talend Active Data Model allows organizations to quickly model and master any data domain — not just customers or products — and systematically improve access and reliability across enterprise systems.

This approach speeds and simplifies MDM implementations and provides flexibility to iterate and expand incremental MDM value over time.

## Talend MDM Overview

Talend MDM provides tools to collaborate on and standardize enterprise-wide data, forming a central data hub that enables consistent, uniform control of any data across the organization. The open and dynamic data model, validation, resolution, and stewardship functions are built on a single platform along with Talend's leading integration and data quality capabilities.

**Rapid Implementation** – Talend MDM can be implemented immediately to demonstrate and communicate quick, real value from master data management.

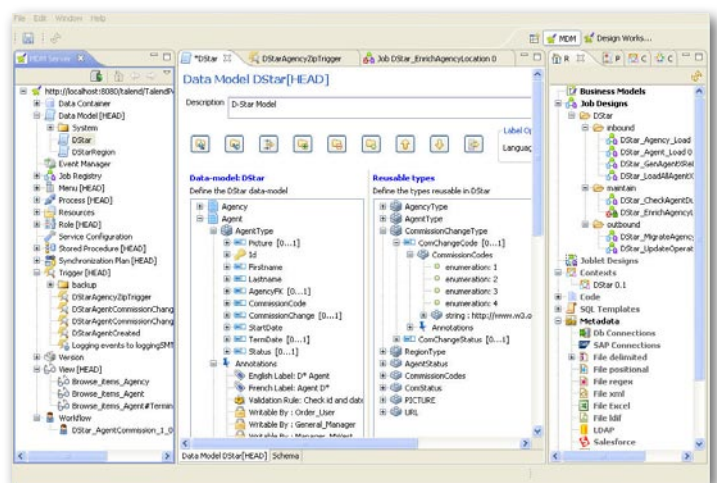
- **Complete MDM solution on single platform**  
– Integrated solution for data integration, data quality,

master data and data stewardship speeds up and simplifies implementation.

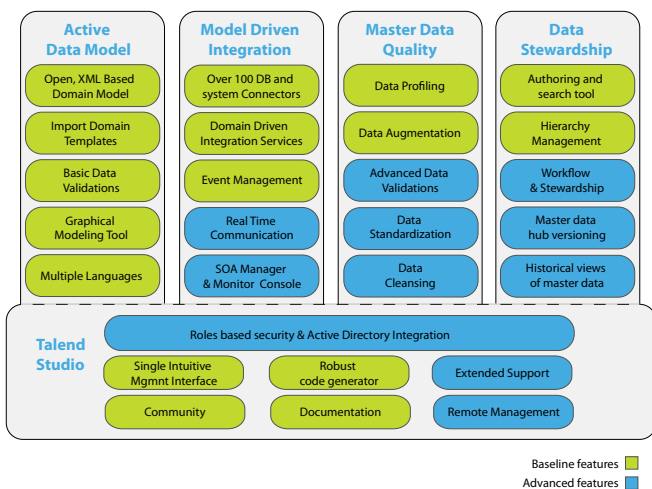
- **Data model driven integration** – Master data events conditionally drive integration and synchronization with external systems. This reduces system complexity and time-to-deploy.
- **Instant stewardship and governance** – Dynamic collaborative MDM interface enables immediate authoring and stewardship of hub data.

**Flexible Solution** – Master data on your terms

- **Master any data domain** – Intuitive data modeling tools let you define and master any domain without conformance to rigid, predefined data models.
- **Iterative implementation** – XML-based, Active Data Model allows an iterative definition of the data model to gain alignment from business users and ensure adoption upon launch.
- **Incremental production** – Changes and the evolution of the MDM data model can be applied in real-time to associated services and authoring tools without downtime.



## Talend MDM Editions



The Community Edition comprises baseline MDM functionality and is available for free download at [www.talend.com](http://www.talend.com).

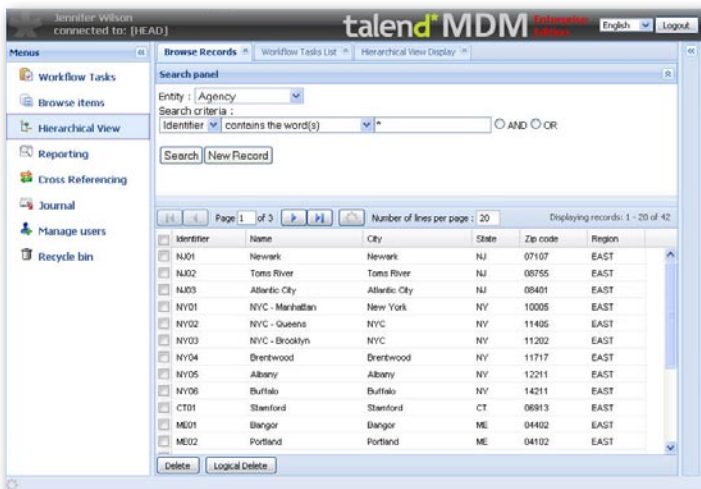
The Enterprise Edition adds advanced features for easier enterprise-wide deployment and is provided under an annual subscription that includes value-added services.

## Talend MDM Key Features

Talend MDM presents a single platform for mastering, governing, and integrating data throughout and across an enterprise and is comprised of these main features.

### • Active Data Model

Talend's Active Data Model is the central point of control of all master data for the organization. It allows organizations to model and master any data domain and drive integration and synchronization with external systems. This approach reduces system complexity and time to deploy.



### • Domain Driven Integration

The Active Data Model uses a unique event manager to drive when, and where, data is synchronized, augmented, or distributed. A graphical tool provides over 400 proven

components and connectors allowing you to integrate with almost any system, database or application.

### • Master Data Quality

Talend MDM provides features that allow you to validate, resolve, and augment master data, in addition to a data profiling tool. The Active Data Model enforces validation of master data. Additionally, the model can reference external information such as hierarchies or name and address standardization information.

### • Data Stewardship

The Talend MDM collaborative interface allows you to search and author hub data and appropriate stewardship tools to manage the process of updating the data as well. The Ajax-based interface is dynamically driven by Talend MDM's Active Data Model. All validations found on the model instantiate themselves as validations on Web-based forms. Workflow process is easy to define and provides a strong set of collaboration tools to create a trusted and reliable set of master data.

### • Talend Studio

Talend Studio is an intuitive management console based on Eclipse that allows you to build and manage the data model, define integration jobs, administer data quality, and create stewardship workflows to support the creation of master data all in a single interface. It also provides unique functions for creating versions of hub data and hierarchy management.

### Roles Based Security and Active Directory Integration

*Roles-based access control is inherent to Talend MDM, from integration to the model attributes and the automatically created services—Create, Read, Update, and Delete.*

### Multi-language

*Talend MDM inherently supports multiple languages. Master data and its metadata can be provisioned by language and driven by security groups or through custom user control.*

**Built on a single platform, Talend MDM is the only complete, open MDM solution that provides the flexibility to quickly master any data domain, collaboration tools to govern data, and a solid foundation to improve quality, distribute, and obtain data through proven integration components.**

More Information: [www.talend.com](http://www.talend.com) | [info@talend.com](mailto:info@talend.com)