

Master Data Management for Government

Improve Service Delivery, Streamline Operations, Enhance Decision Making

Government agencies are turning to their IT organizations for creative solutions to some of their most intransigent problems, such as:

- Meeting increased demand for services in light of shrinking budgets
- Responding to the needs of their constituents in an efficient, cost-effective way
- Supporting new and changing programs and initiatives, such as:
 - The Affordable Care Act and Medicaid expansion
 - Unemployment insurance extensions
 - Federal data center consolidation initiatives
 - Improper payments
 - Student Longitudinal Data Systems and the Race to the Top
- Collaborating across programs, departments, and agencies to improve decision making and positively impact public policy
- Identifying and reducing waste, fraud, and abuse and ensuring transparency
- Meeting regulatory compliance and reporting requirements
- Ensuring public safety and security
- Protecting privacy and safeguarding personally identifiable information

Fragmented, Unreliable Data is the Problem

Data can be used as a strategic asset to solve these tough problems, but only when it can be shared. Government data is stored in different formats and systems that support specific programs, departments, and organizations. Applications support a single program exclusively. Sharing data among programs and across systems is often impossible because of integration issues. The data itself is inconsistent. It contains duplicates and errors. Government agencies need a single, trusted view of all their data. At the same time, they must adhere to data security and privacy mandates.

A Single, Trusted View of Data Is the Solution

The key to this single, trusted view of all data is master data management (MDM). Master data is mission-critical, operational data—about citizens, programs, services, departments, organizations, providers, employees, and more—including the relationships among these entities.

Informatica can help. Informatica® MDM is robust master data management software that provides access to consolidated and reliable master data. The software uniquely identifies all master data and provides unparalleled visibility into the relationships among data—even when that data is stored in different formats and multiple systems. It transforms inconsistent, duplicate, and conflicting data into the single best version of the truth—a golden record for government organizations.

With a single, trusted view of all data, government agencies can use their data to keep up with increased demand for services, unprecedented security threats, and pressures to increase efficiency and transparency.

Key Requirements of Government MDM Projects

Government organizations need to create and make available reliable, accurate, timely, and comprehensive master data across a wide variety of agencies, programs, individuals, and employees. Master data management projects in the public sector have specific requirements and involve the following nine steps.

Step 1: Access

Silos of data are everywhere—in applications and systems at the program, department, and agency levels. Government organizations need to be able to access all data, regardless of its source, type, or format to get a complete 360-degree view of master data.

Step 2: Discover

Data quality is essential to good decision making. Government agencies need to profile the quality and structure of their data to uncover the duplications, errors, and inconsistencies that can lead to security issues, high error rates in government programs, and improper payments.

Step 3: Model

Government data can be big and complex. From intelligence and homeland security to human services, the requirements for data capture, storage, transformation, aggregation, and analysis are extensive. Government agencies need a dynamic data model to define the huge volume and variety of master data and manage its complexity.

Step 4: Cleanse

Government organizations need to resolve errors and inconsistencies in master data. Accurate, timely, and complete data results in better eligibility determinations, fewer improper payments, and a more comprehensive view of program participation. A complete understanding of all of relevant activities and associations is also critical for security and public safety initiatives. Simply put, better data leads to better decisions and better outcomes.

Step 5: Recognize

Improper payments and high error rates in social services and other benefit programs continue to plague federal and state governments. Agencies need to be able to rapidly match and accurately identify duplicate master data. By eliminating potential duplicate transactions, government organizations can reduce error rates and improper payments, and detect and eradicate fraudulent claims.



The Colorado Department of Education relies on Informatica MDM and other Informatica technologies to support the state-wide Student Longitudinal Data System (SLDS). With Informatica MDM, this agency can identify, cleanse, and join identity data about citizens and share that data seamlessly across multiple state agencies and commissions. The single, trusted view of citizen data empowers the Colorado Department of Education to enhance academic success and education outcomes while reducing the cost of data.

“Informatica is helping to improve education outcomes and progress college and career readiness. The technology is creating order out of chaos, and helping us to examine areas of education where we never believed we could get answers.”

Dan Domagala
Chief Information Officer,
Colorado Department of Education

Step 6: Resolve

Once duplicates have been identified, they must be merged to create a trusted, single version of the truth—a golden record. By aggregating data into a golden record, government organizations are able to identify risk areas, identify potential errors or fraud, make better and more informed decisions, and provide accurate and timely reporting.

Step 7: Relate

Understanding relationships and affiliations among citizens, constituents, and groups is essential to government agencies' ability to provide security, safety, and effective social service programs. Government agencies need to be able group contacts into households and organize complicated relationship information into hierarchies to be able to determine program participation, make timely decisions, and set effective policies.

Step 8: Govern

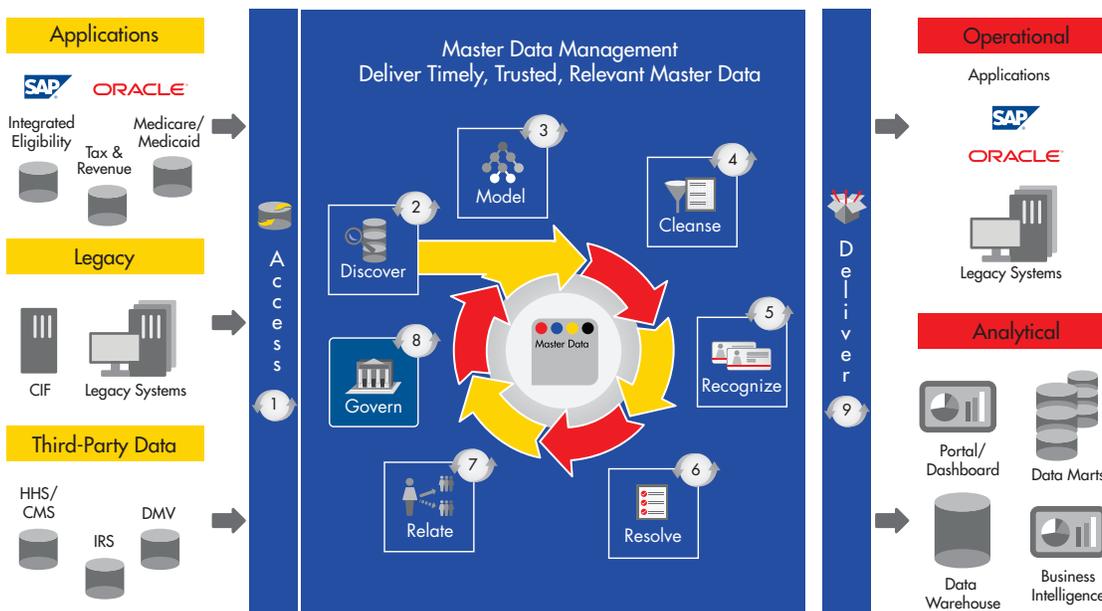
Government organizations need a way to create, consume, manage, and monitor master data, as well as maintain full and accurate records and keep those records confidential, secure, and accurate. Data governance is an organizational strategy and methodology for documenting and implementing business rules and controls about valuable data.

Step 9: Deliver

Trusted master data must then be delivered to and synchronized with downstream applications and data warehouses. With accurate, timely, and aggregated data available to program owners, policy makers, and data analysts and scientists, government organizations gain a comprehensive and trusted view into total costs, program effectiveness, and outcomes measurement.

“USASpending.gov estimates that benefit program fraud, waste, and abuse cost taxpayers an estimated \$116 billion in 2011. With the right policies and technologies in place, agencies can improve their oversight of key systems for health care and human services. As a result, government agencies can identify and stop fraud before it siphons away taxpayer money and reduces the resources available to legitimate beneficiaries.”

– Center for Digital Government Issue Brief - Fraud Busters: Why Agencies Should Look to Data Integration Tools to Help Stop Scammers 2012



An MDM project in the public sector involves accessing data from a package of applications and legacy systems, creating master data records, and then delivering it (using data integration and data services) to both operational and analytical systems.

Key Benefits of Informatica MDM

Informatica MDM is proven master data management software that is quick, easy, and cost-effective for government agencies to adopt, implement, and manage. Featuring a proven and flexible data model, multiple architecture styles and deployment modes, and a unique trust framework that measures data reliability, Informatica MDM meets all requirements for successful MDM projects in the public sector.

Start Small to Minimize Risk and Scale Up Easily

With Informatica MDM, government agencies can start small with a single MDM project targeting a specific data domain, such as citizens, organizations, programs, services, providers, or employees, and scale up easily. Unlike conventional MDM applications that use a fixed data model, Informatica MDM is unlimited in terms of its flexibility. IT organizations can extend existing data domains or introduce new domains to an MDM project, using the same software. The software easily extends across the organization—in multiple departments, divisions, agencies, and regions—to solve current and future problems.

Lower Total Cost of Ownership and Speed Time-to-Value

Informatica MDM reduces upfront adoption and implementation costs, as well as ongoing management and maintenance costs. It eliminates the need for expensive hand coding—its data model, business rules, security, and data stewardship functions are configurable. Informatica MDM supports all MDM styles within the same software instance and can be implemented on premise, in the cloud, or as a hybrid of the two. This multistyle approach to MDM affords government organizations greater flexibility as needs change over time as well as lower total cost of ownership.

Increase Operational Efficiency and Confidence in Data

Informatica MDM empowers government organizations to operate with more agility and speed, provide better service, comply with regulations and reporting requirements, ensure transparency, and positively affect outcomes and public policy. It provides highly accurate and easily accessible information about citizens, organizations, employees, programs, services, and more. It transforms inconsistent, duplicate, and conflicting data into the single best version of the truth—a golden record that can be shared across the organization with greater confidence. Informatica MDM's unique trust framework measures the reliability of data and automatically creates "the best version of the truth."

Improve Accuracy and Decision-Making

With Informatica MDM, government organization can make better informed decisions more quickly. Its superior matching technology provides the highest match accuracy in subsecond response times. Even when data quality is poor, Informatica MDM generates fewer missed matches and fewer false positives. These advanced matching capabilities offer a significant performance advantage over conventional MDM tools that rely on probabilistic techniques and often result in high rates of false negatives. Where most MDM systems only work at the record level based on the last update or trusted source, Informatica MDM ensures accurate information down to the cell level.



About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks.

Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871 informatica.com [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) twitter.com/InformaticaCorp

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