

# Master Data Maestro

## for Azure



### Master Data Management Software in the Cloud

Profisee's Master Data Maestro software suite leverages the size, scale, resources, and strength of Microsoft SQL Server. Using Master Data Services as a base platform, Maestro enables real-time operational MDM and delivers powerful data governance, stewardship and data quality capabilities to organizations deploying comprehensive multi-domain MDM solutions. The Maestro suite delivers a superior user interface with best-in-class stewardship, workflow and mobile device capabilities, to ensure optimal efficiency and productivity; innovative large-volume match-merge capabilities for authoritative Golden Record Management; and integrated data quality services to verify and standardize location and contact data across domains – all available in Azure cloud, on-premise, or hybrid implementations.

#### Why Azure?

Azure, Microsoft's cloud platform, is a growing collection of integrated services—compute, storage, data, networking, and application—that help organizations move faster, do more, and save money.

Azure is the only major cloud platform ranked as an industry leader for both infrastructure-as-a-service (IaaS) and platform-as-a-service (PaaS). This powerful combination of managed and unmanaged services lets organizations build, deploy, and manage applications any way they like for unmatched productivity. And Azure is hybrid ready. Its enterprise-proven hybrid cloud solutions give organizations the best of both worlds, expanding IT options without added complexity. Azure can quickly scale up or down to match demand, so users only pay for what they use.

#### Maestro Cloud Solutions

##### Azure Marketplace - Maestro All-in-One Virtual Machine

For organizations that are interested in the fastest ROI for an evaluation, proof-of-concept, pilot or any MDM application focused on immediate improvement to an existing Microsoft Master Data Services application, Profisee offers an all-in-one virtual machine – everything needed to run Master Data Maestro – via Azure Marketplace. This configuration delivers all of the power of Microsoft SQL Server Enterprise Edition, Microsoft Master Data Services, and Profisee's Master Data Maestro Base Server configured for unlimited users, unlimited data domains, and unlimited data.

## Azure Complete

Profisee has certified the entire Master Data Maestro suite to run on Microsoft Azure. Customers are recommended to use Profisee “Bring Your Own License” (BYOL) extensions to the All-In-One configuration to extend the virtual machine into any number of hybrid on-premise and cloud-based server configurations, supporting load balancing and multi-tier architectures. This approach allows organizations to configure any combination of Azure servers for the database, application, and processing layers, using either a Microsoft Enterprise Agreement with Cloud Enrollment, or through the public Azure Marketplace. Organizations may also jump directly to a BYOL license, using either existing or new licenses of Maestro in any Azure hybrid configuration.

For organizations that are looking for a comprehensive enterprise-wide MDM solution in the cloud, Profisee offers a complete Master Data Maestro configuration for Azure, supporting a fully scalable, multi-domain MDM solution in the cloud. This configuration adds Maestro functionality and capacity to handle extremely high-volume matching and mastering, with load-balancing, available data quality solutions, workflow management and real-time integration.

Profisee can provide comprehensive audits of any existing MDS application that is moving to the cloud, and enable it with Master Data Maestro capabilities, both on premise and in the cloud. Server sizing and configuration advice is available from Profisee, as are all the MDM Azure Services that may be needed for the successful configuration, installation, and processing of MDM applications.

## Enterprise-grade MDM

Whether in the cloud, on-premise, or in a hybrid configuration, Master Data Maestro delivers an MDM solution that serves as the cornerstone of a successful enterprise information management strategy.

## Multi-Domain MDM

Maestro delivers the functionality and scalability to manage any domain—from customer, product and location, to employee, equipment and materials—all for one license fee within one product.

## Efficient Data Stewardship

The key to delivering an effective enterprise-grade MDM user experience lies in being able to put the power of the MDS database in the hands of users. Maestro provides the tools to easily deliver high-performance user experiences.

## Golden Record Management

Maestro GRM delivers sophisticated matching, de-duplication, mastering and harmonization specifically designed for large-scale master data domains.

## Data Quality Services

Maestro delivers out-of-the-box best-in-class data quality services that provide global address validation, completion and geocoding services. Worldwide subscriptions for enhanced data services are also available.

## Software Development Kit (SDK)

Maestro SDK provides a full range of utilities and object templates to accelerate custom application implementation and integration. Leverage a single, performance-tuned API for all Microsoft MDS and Profisee Maestro Web services, to rapidly deliver task-focused Web interfaces and custom integration.

## Workflow

Maestro Workflow enables a much more sophisticated workflow capability than can be accomplished with MDS’ business rules, providing the technology to implement and enforce adherence with data governance processes. Maestro Workflow also provides better visibility into organizational performance relative to governance processes, so that the processes can be amended as needed, based on current execution.



### Industry Solutions

Maestro Industry Solutions provide the fastest, lowest risk method for implementing industry-specific MDM applications. Use an entire Industry Model as a springboard, select individual entities to complement your existing data modeling structure, or leverage Maestro's ERwin integration for easy pick-and-mix custom modeling.

### CRM Integration

Master Data Maestro's CRM Integration allows organizations to accumulate, cleanse and standardize customer data from all sources to achieve data accuracy, stewardship and consistency across the

enterprise, providing a single, "true" view of customer data essential for successfully achieving the primary goals of CRM.

## Profisee — A Trusted Advisor

Profisee is a master data management software company focused on delivering enterprise-grade MDM capabilities through its Master Data Maestro software suite. As a Microsoft Gold Application Development Partner, Profisee has a worldwide reputation for Master Data Management expertise and competence with Microsoft Master Data Services.

### Maestro Capabilities by Server Type

	Azure All-in-One	Azure Complete	On Premise
Enterprise-grade UI for data stewards	●	●	●
Any number of views across models, entities, and hierarchies	●	●	●
Workspaces collate views into purpose & processes	●	●	●
Save and share workspaces among teams	●	●	●
Adaptive modeling for business user model development	●	●	●
Advanced model management	●	●	●
ERwin model integration	●	●	●
Data Quality - address correction and standardization		●	●
Data Quality - geocoding		●	●
Matching de-duplication		●	●
System-aware identity management		●	●
Survivorship and Golden Record Management		●	●
Federation Management		●	●
Salesforce Integration		●	●
Dynamics CRM Integration		●	●
SDK and custom application development support		●	●
Custom forms, workflows, and lists		●	●
Mobile device application support		●	●



## Typical MDM Applications by Server Type

	Azure All-in-One	Azure Complete	On Premise	Recommended Minimum Azure Servers
<b>Small Applications</b>  Up to 1M total members Up to 1000 transactions per hour Up to 500K members to match*	●	●	●	Standard D12 Enterprise SQL Server
<b>Medium Applications</b>  Up to 10M total members Up to 5000 transactions per hour Up to 5M members to match*	●	●	●	Standard D13 Enterprise SQL Server
<b>Large Applications</b>  Up to 30M members in largest entity Up to 50M total members Up to 10K transactions per hour Up to 20M members to match		●	●	Standard D14 Windows Server; Standard D14 Enterprise SQL Server
<b>Unlimited Applications</b> <i>Azure Complete may require multiple Azure servers</i>		●	●	N/A

\* Not applicable to Azure All-in-One

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