

# The Evolution Of MDM- Content And Customer Data Mashup

By Gene Bishop



# Who is this guy?

“When you combine great technologies, with great teams of people and leadership- the possibilities are endless.”



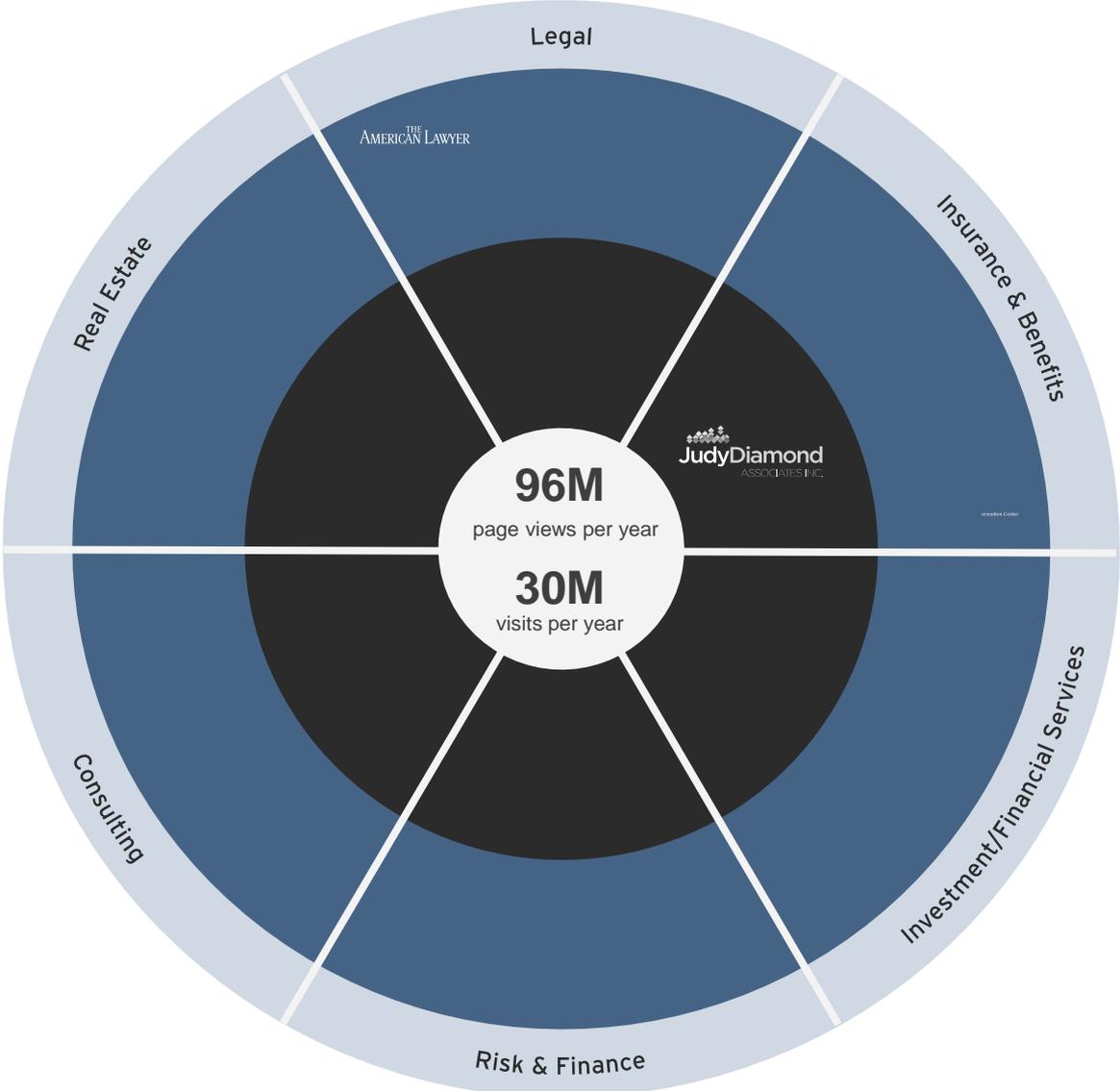
- VP of Technology, ALM
- Career in media, publishing
- Develop, deliver and support solutions for customers internal and external.



**ALM, an information and intelligence company, provides customers with critical news, data, analysis, marketing solutions and events to successfully manage the business of business.**

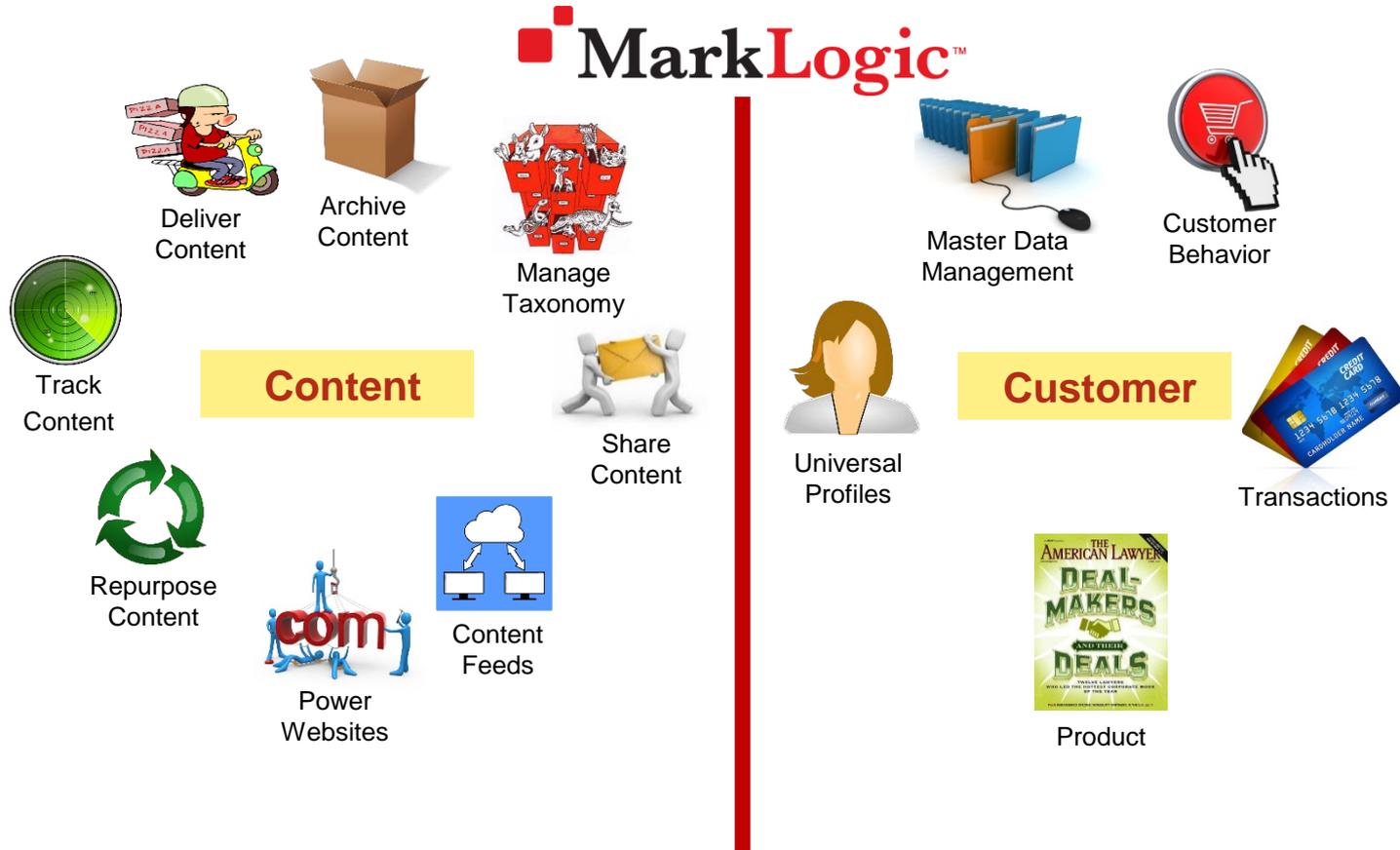
Customers use ALM solutions to discover new ideas and approaches for solving business challenges, connect to the right professionals and peers to move business forward, and compete to win through access to data, analytics and insight. ALM serves a community of over six million business professionals seeking to discover, connect and compete in highly complex industries.

# About ALM



# MarkLogic and MDM at ALM

# MarkLogic At ALM



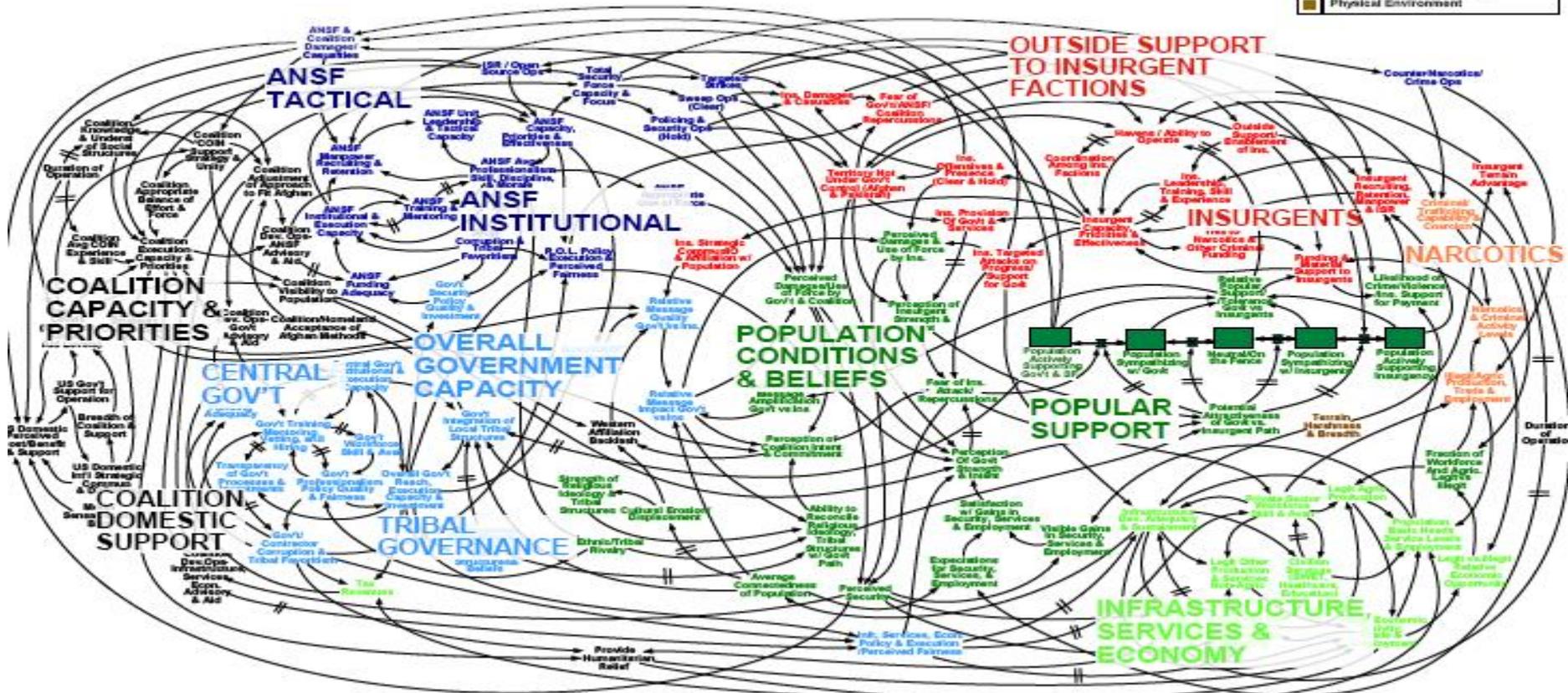
MarkLogic used both on content and business applications

# Data Management at ALM

## Afghanistan Stability / COIN Dynamics

= Significant Delay

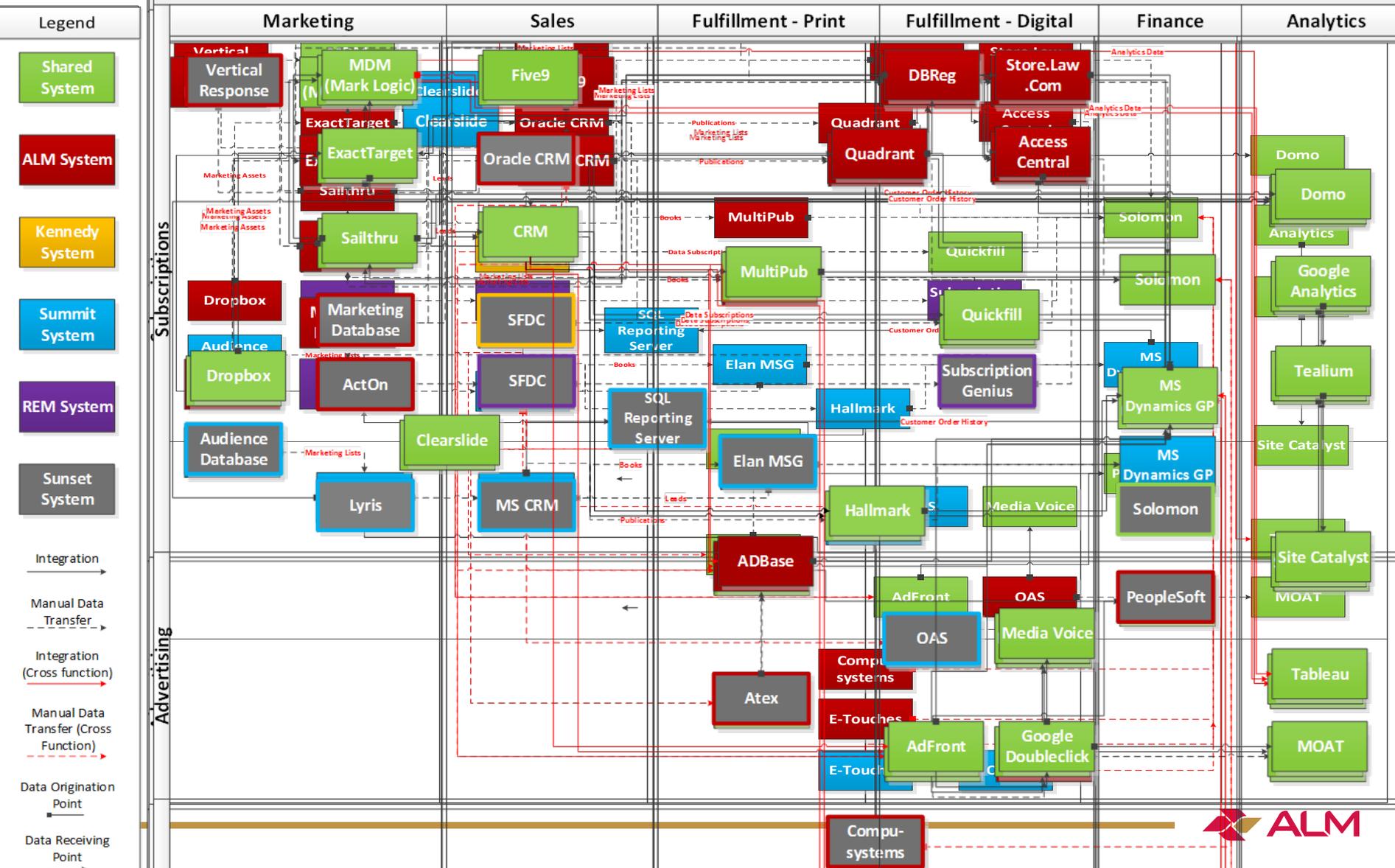
- Population/Popular Support Infrastructure, Economy, & Services Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



WORKING DRAFT - V3

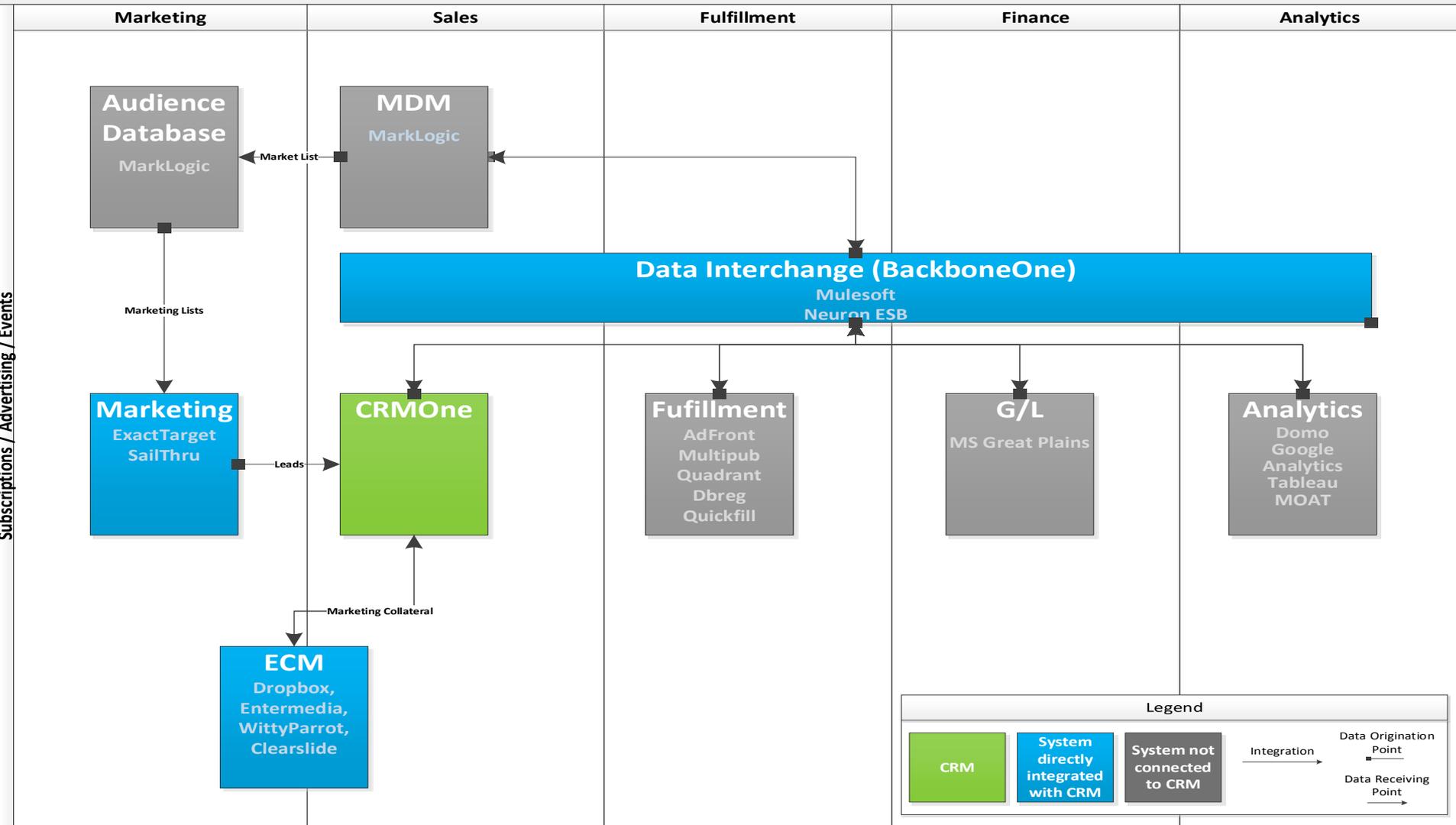
# MDM at ALM: An Introduction

## ALM Future State Architecture



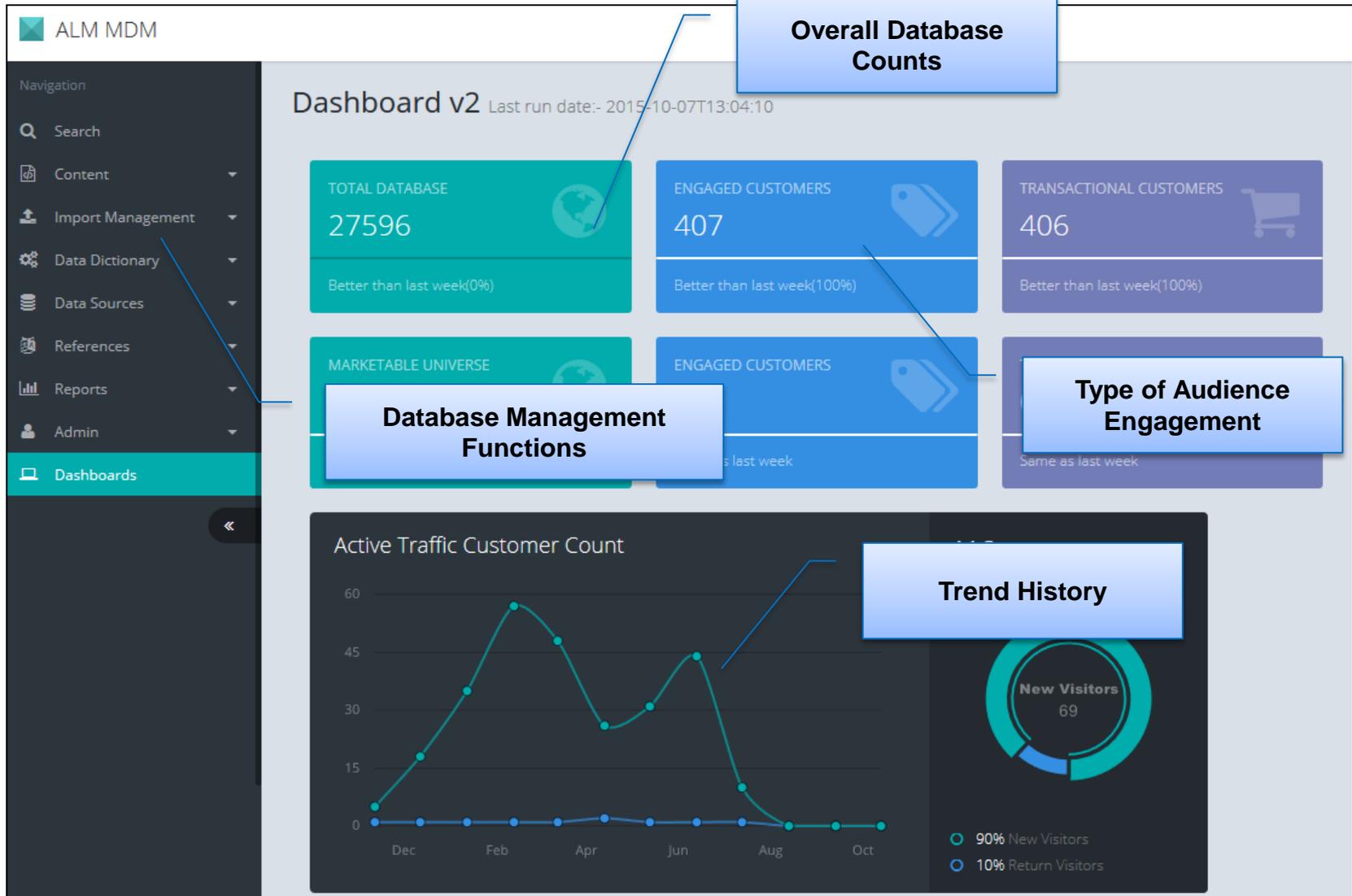
# Why MDM?

## ALM Conceptual Future State



Subscriptions / Advertising / Events

# MDM Dashboard



# MDM Admin/UI

The screenshot displays the ALM MDM Admin/UI interface. On the left is a navigation menu with a search bar and a 'Content' dropdown menu. The 'Content' menu is expanded, showing a list of data classes: Person, Promotions, Product, Organization, Orders, Permission, Activity, mdm\_individual, mdm\_individual\_demographics, mdm\_orders, mdm\_demographics, mdm\_organization\_demograph, mdm\_organization, mdm\_individual\_permissions, mdm\_promotion, and mdm\_product. Below these are 'Import Management', 'Data Dictionary', 'Data Sources', and 'References'. The main area shows the 'Person Identifier' form with fields for 'MDM Person Id' (10016010) and 'Statuses' (Inactive). Below this is the 'ADB Person Info' section with fields for 'ADB Individual Id', 'ADB Organization Id', 'Catachall Date', 'Create By', 'Create Date', 'DM Constant Individual Key', 'Update By', and 'Update Date'. Each field has a numeric value and a '5' icon. A callout box points to the 'Person' class in the navigation menu, stating: 'Users will be associated with several different data classes'. Another callout box points to the 'ADB Person Info' section, stating: 'Each class can have hundreds of data points that can be associated with the user tied together by the users MDM ID'. A third callout box points to a detailed view of the 'Person' class, stating: 'Just the Current Person Class'. The ALM logo is in the bottom right corner.

**Users will be associated with several different data classes**

**Each class can have hundreds of data points that can be associated with the user tied together by the users MDM ID**

**Just the Current Person Class**

# The Content and Data Mashup

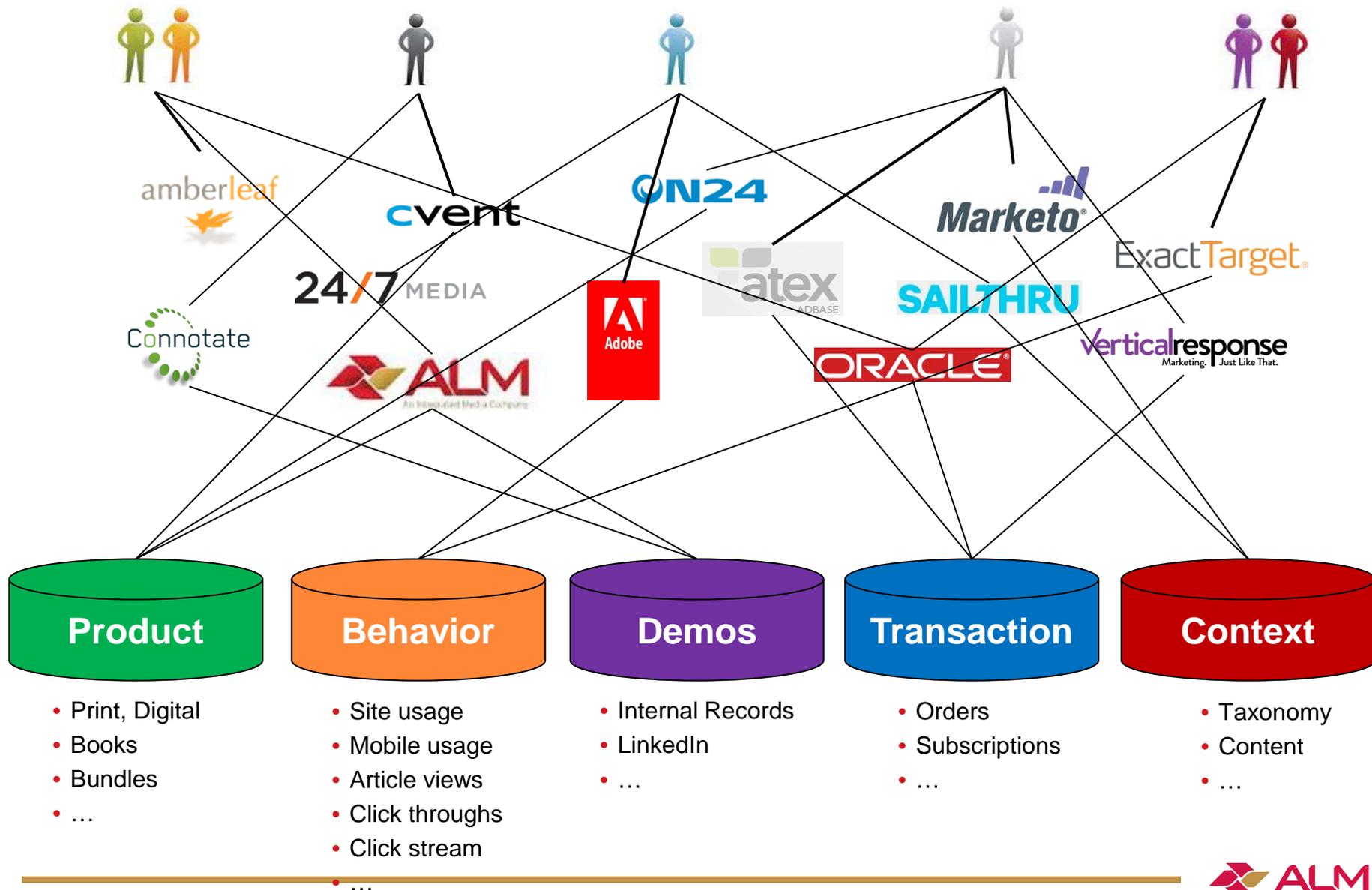
# The Content and Data Mashup

- Bring Data together (Big Data)
- Put a fence around the data
  - Gatekeeper, Key Master
  - Data Access Rules, Business Rules
  - Data Governance
- Add Context And Connect to Content
  - Content, Taxonomy
- Make it available
  - Digital, Marketing, Sales, Audience Dev.



# The Mashup Steps

# First: Identify The Data Buckets



# Second: Define The Framework

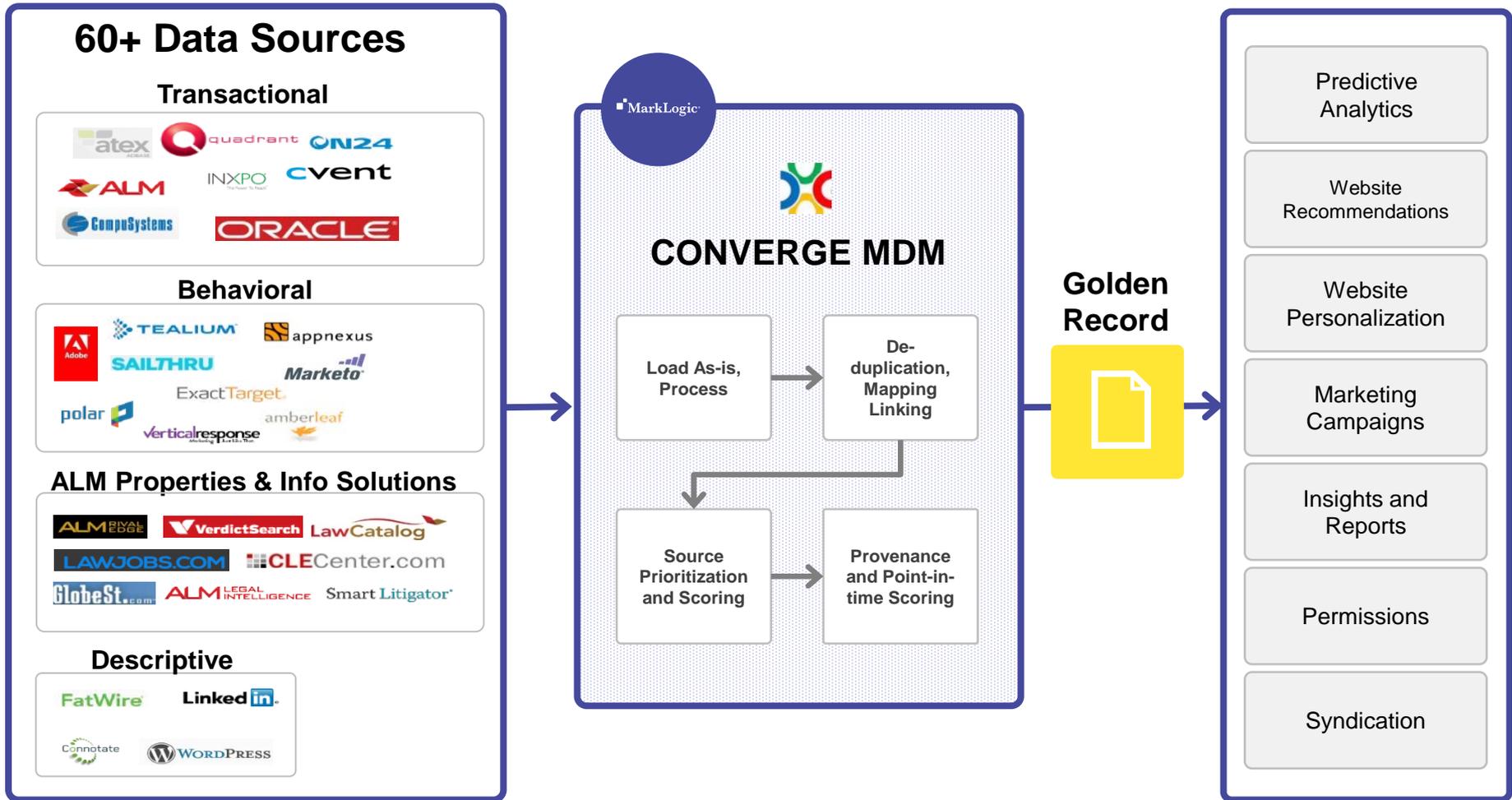
## ALM-MarkLogic Proposed MDM Solution

Platform	MDM Solution Architecture						Syndication		
	Ingestion (ELT/ETL)				MetaData Management	Search & Discovery	Reporting	Recommendation	Export
	Entity Resolution	Transformation & Normalization	Linking	Provenance	MetaData Management	Search Interface	ODBC Interface Report Config.	Clustering	Data Syndication
Module Features	Duplicate Detection	Data Mapper	Relationship Mapper	Transaction Audit Trail	MetaData Editing	Faceted Search	Alerting	Rules Engine Clustering	Excel/CSV Export
	Data Source Priority	Authority Normalizer	Entity -> Practice Area	Provenance Logging	Audit Logging & Instrumentation	Browse Navigation	Report Writer (Rules -> Export)	Scenario Modeling	Data Push HTTP
	Quality Scoring	National Change of Address	Entity -> Entity	Point In Time Versioning	Policy Based Editing	Data Analyzer			Custom Integrations (Unica, Exact Target, Oracle CRM)
	Data Source Integration		Entity -> Ontology		Data Dictionary				
					Ontology/Linking Management				
	Other ALM Customizations	Other ALM Customizations	Other ALM Customizations	Other ALM Customizations	Other ALM Customizations	Other ALM Customizations	Other ALM Customizations	Other ALM Customizations	Other ALM Customizations

<b>Key:</b>	Phase 1	Customization/Development	Feature Block	Feature Category
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# Third: Bring Data Together

Built from the ground-up using MarkLogic Enterprise NoSQL Database



# ALM Data: MDM

LegalWeek

Original Scope

ALM

Previous Legal Marketing Database

Marketing. Just Like That.

Legal Sites

Share Platforms

●

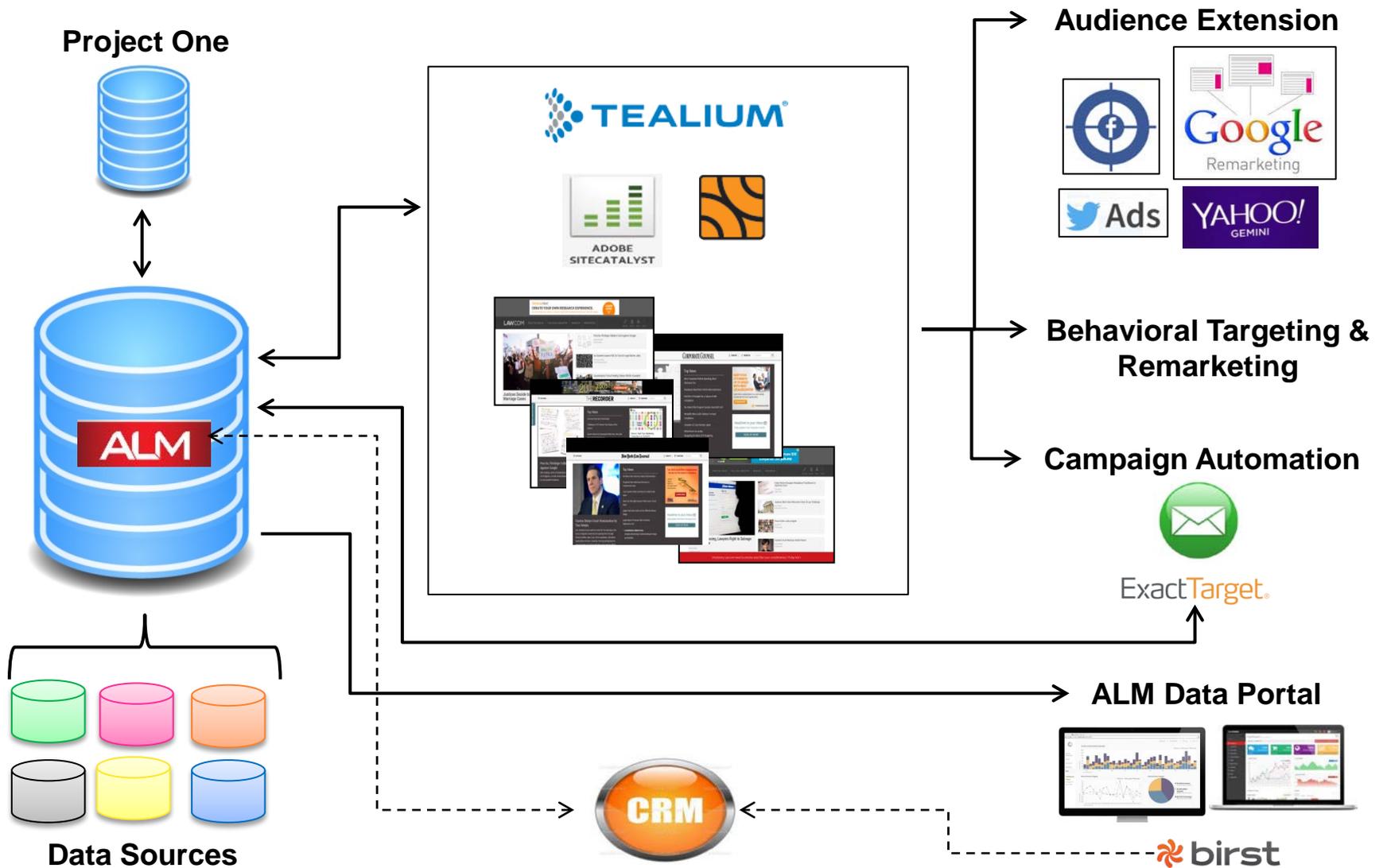
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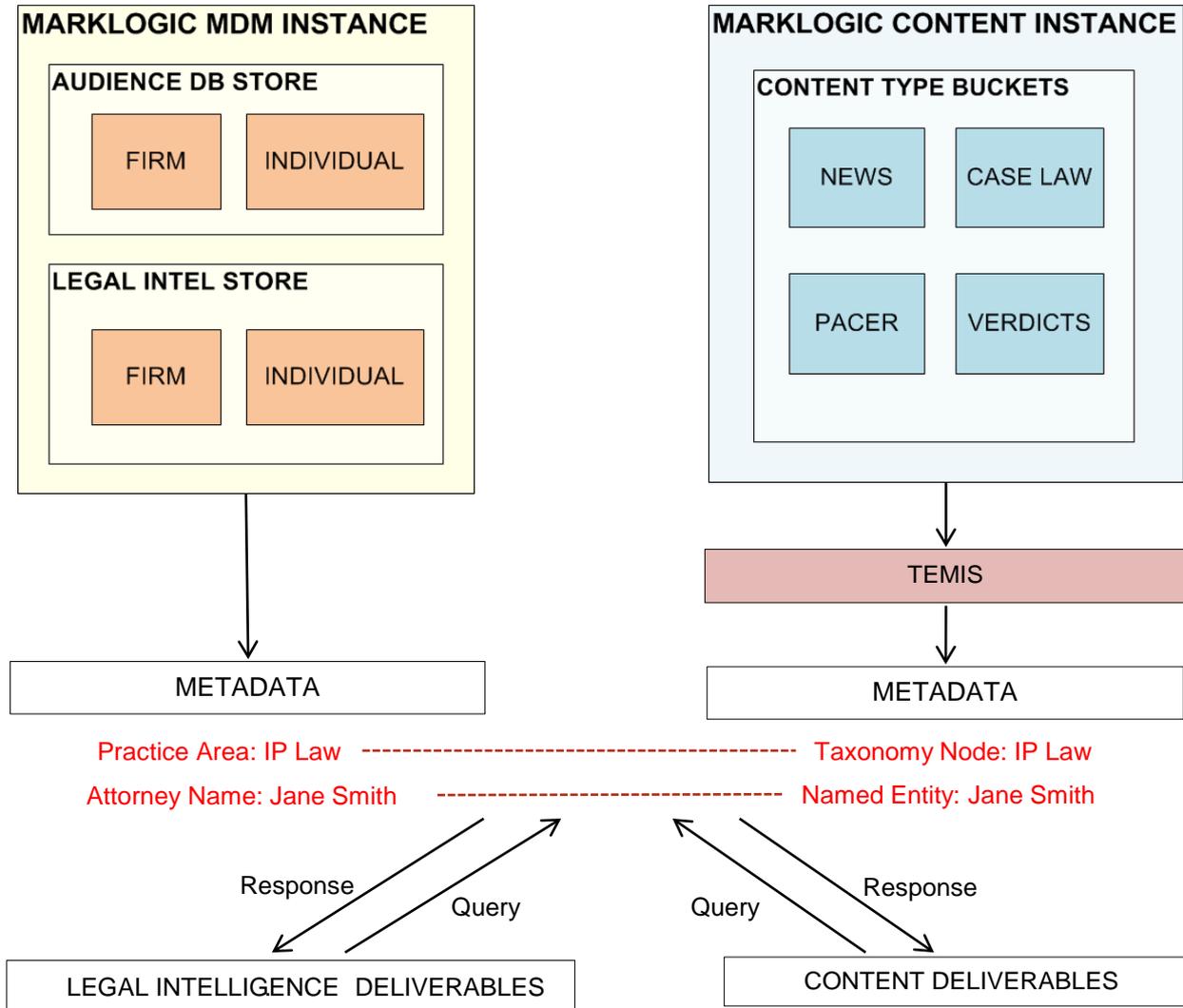
Globe Street

Former Summit

# ALM Data Ecosystem



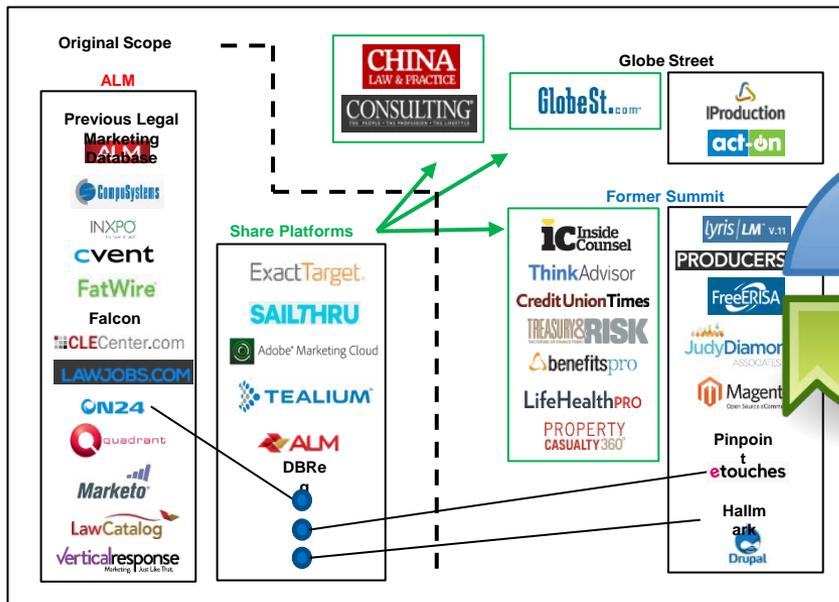
# Fourth: Add Context and Content



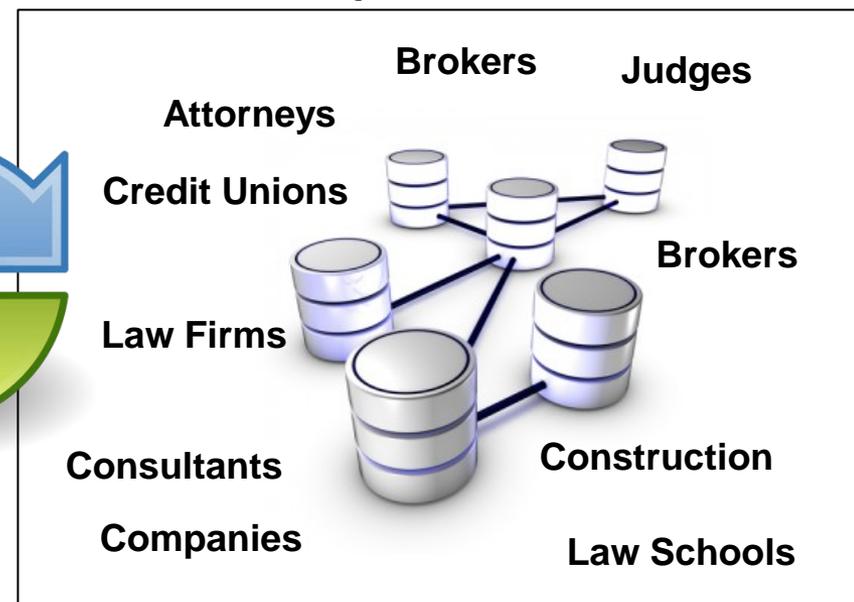
# The Content and Data Mashup

*Also now need to coordinate efforts on the Project One initiative as well...*

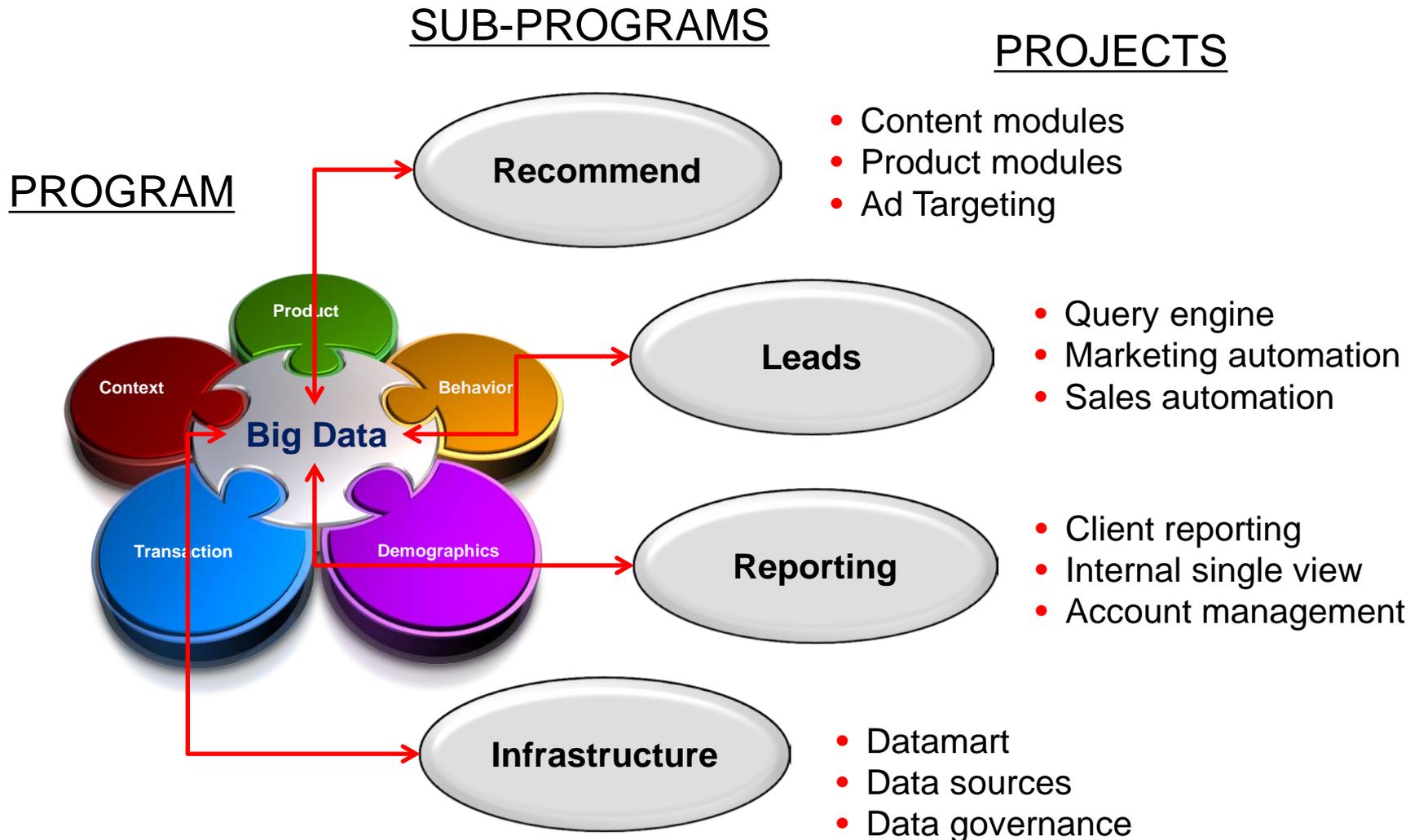
## MDM



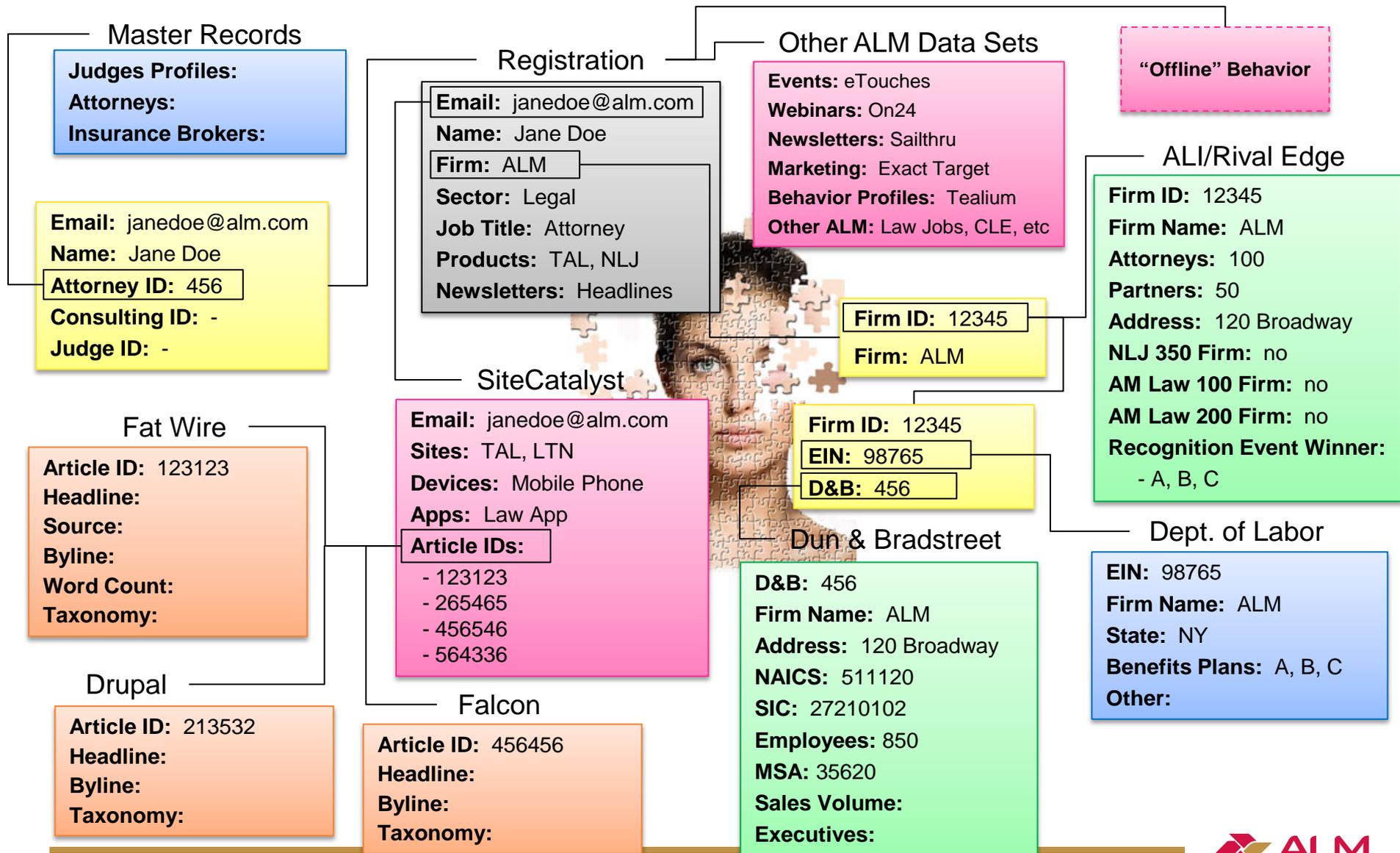
## Project One



# Fifth: Phase The Rollout



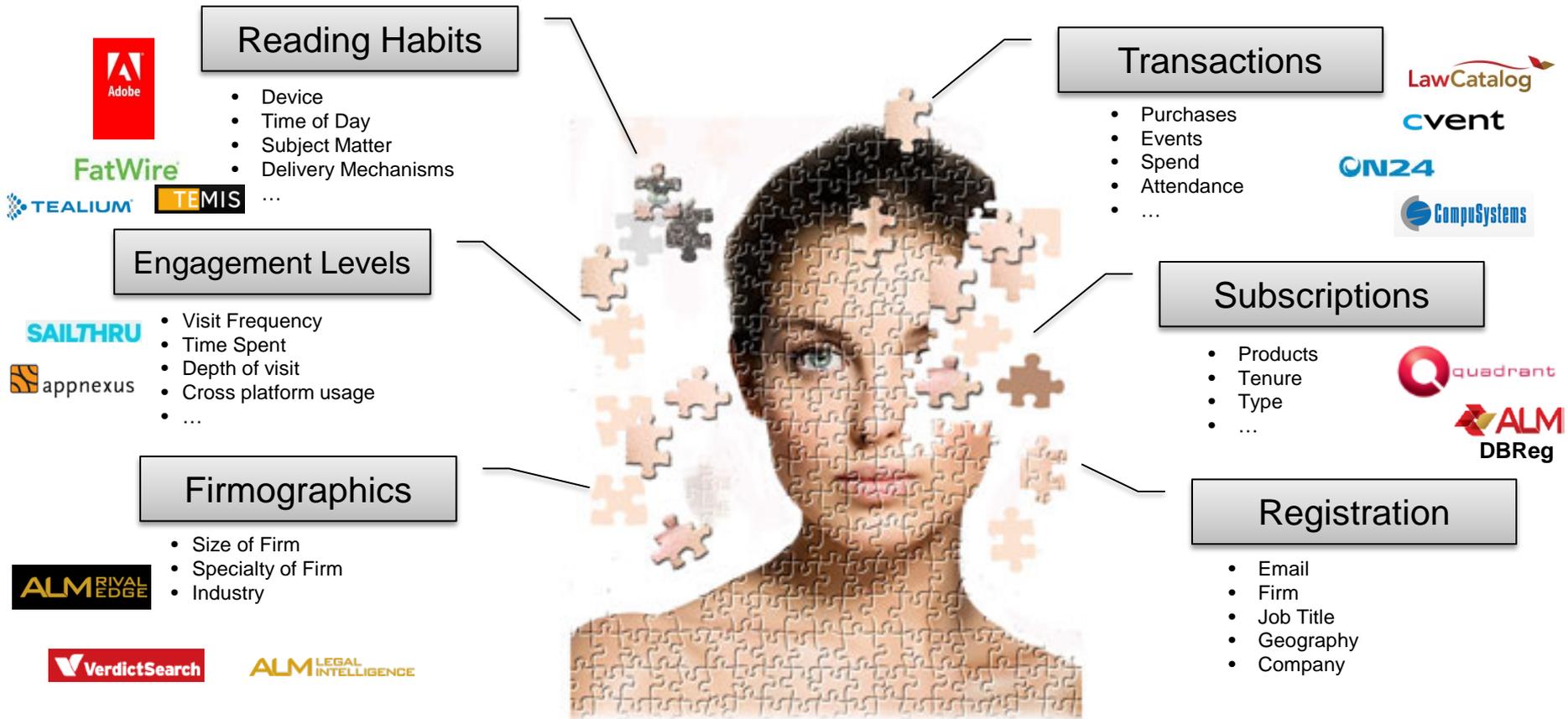
# Sixth: Leverage



# Leverage The Mashup

# Leverage 1: Customer Profiles

As a media company, with multiple touch points, we gather unique insight into our customers.



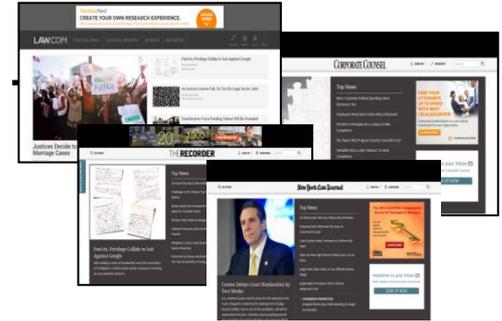
# Leverage 2: Audience Targeting

## Define Ad Target:

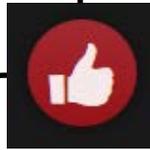
- In-house attorneys
- NY, NJ, PA
- Read at least 5 IP Law articles last 30 days



*Tealium attributes enrich general user profiles as well as ability to create segments from database*



*Ads, content, etc., can follow user across entire ALM Network*



**Target Audience Badged**



*Users click around on ALM Sites*



*Ability to Expand Reach and Frequency*

# Leverage 3: Article Taxonomy

## Categories

### Practice Areas

- Parent
- Child
- Grandchild

### Subject

### Organization

### Industry

All ALM legal pub articles tagged with values from a set article taxonomy

SECTIONS THE AMERICAN LAWYER

## FIFA Taps Quinn Emanuel Amid Ongoing Corruption Probe, As Others Grab Key Roles

Marlisse Silver Sweeney, *The Am Law Daily*  
June 4, 2015 | 0 Comments

SHARE  
PRINT  
REPRINTS



Joseph "Sepp" Blatter, who resigned this week as president of FIFA.  
VALERIANO DI DOMENICO

William Burck of Quinn Emanuel Urquhart & Sullivan has taken the legal field for the Fédération Internationale de Football Association as soccer's global governing body is rocked by corruption charges against nine of its officials and five corporate executives. Burck has been retained within the past month by the Zurich-based organization, according to sources briefed on the matter.

The sweeping 47-count indictment announced on May 27 by U.S. Attorney General Loretta Lynch and Kelly Currie, acting U.S. attorney for the Eastern District of New York, includes charges for racketeering, wire fraud, money laundering conspiracies and a 24-year plan in which FIFA higher-ups allegedly corrupted international soccer to get rich.

## Example Values

- White Collar Crime

- Law Firm Client Relationships  
- Law Firm Partners  
- Large Firms

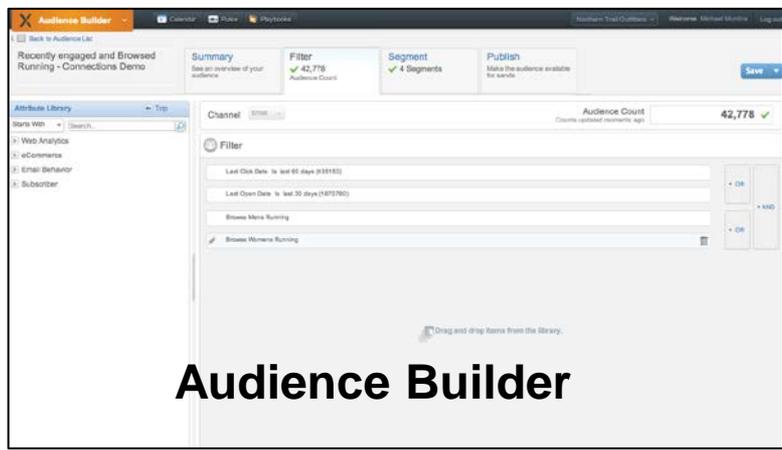
- Government  
- Non-Profit

- Entertainment

# Leverage 4: Exact Target 2.0

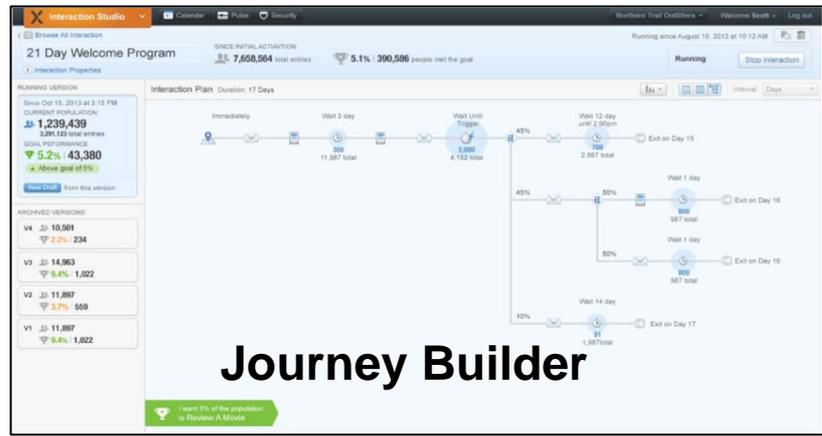
ExactTarget®

Passing data on a daily basis



No more separate list pulls for follow up campaign waves – 30% of monthly requests

Standard audience targets (including behavioral & events) can be created directly in ET



# Leverage 5: BI Platform: Birst

## 1. Improved Dashboards

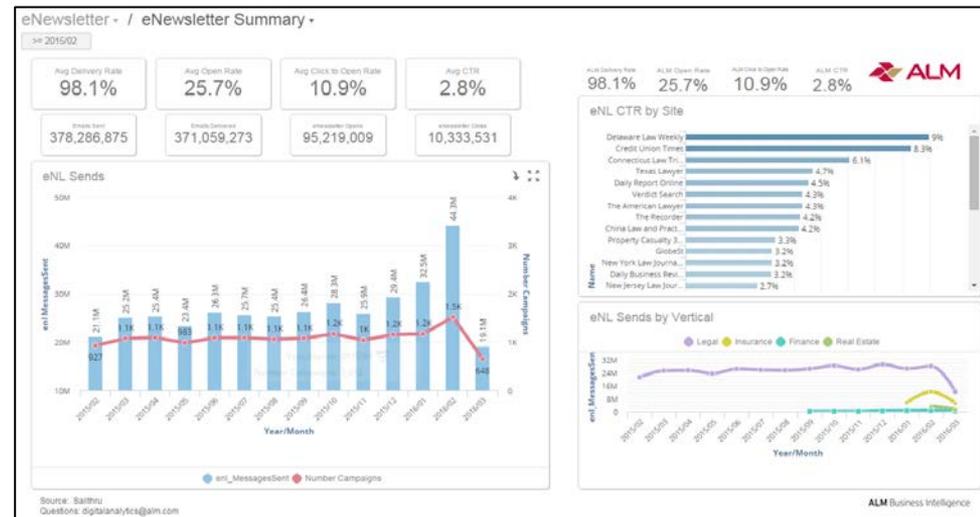
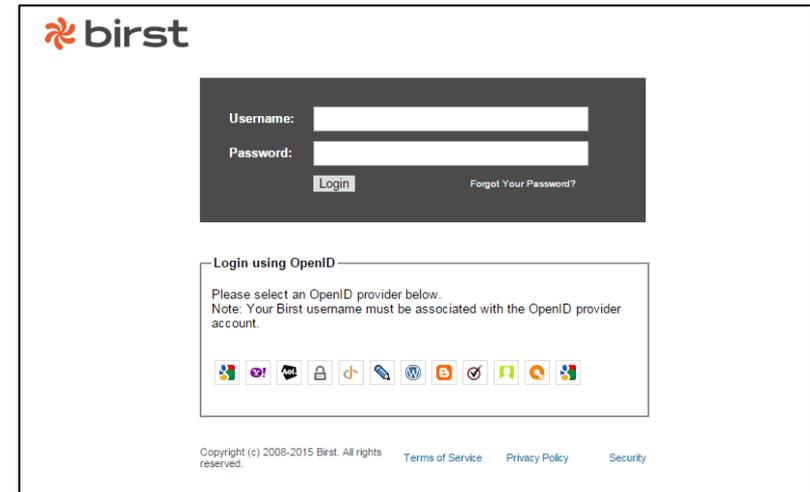
- More flexible reporting
- Easier templated reporting (so easier/faster to duplicate dashboards)
- Better design layout capabilities

## 2. Better scalability

- Not limited by seat licenses
- White label capability for possible "ALM" client login portal

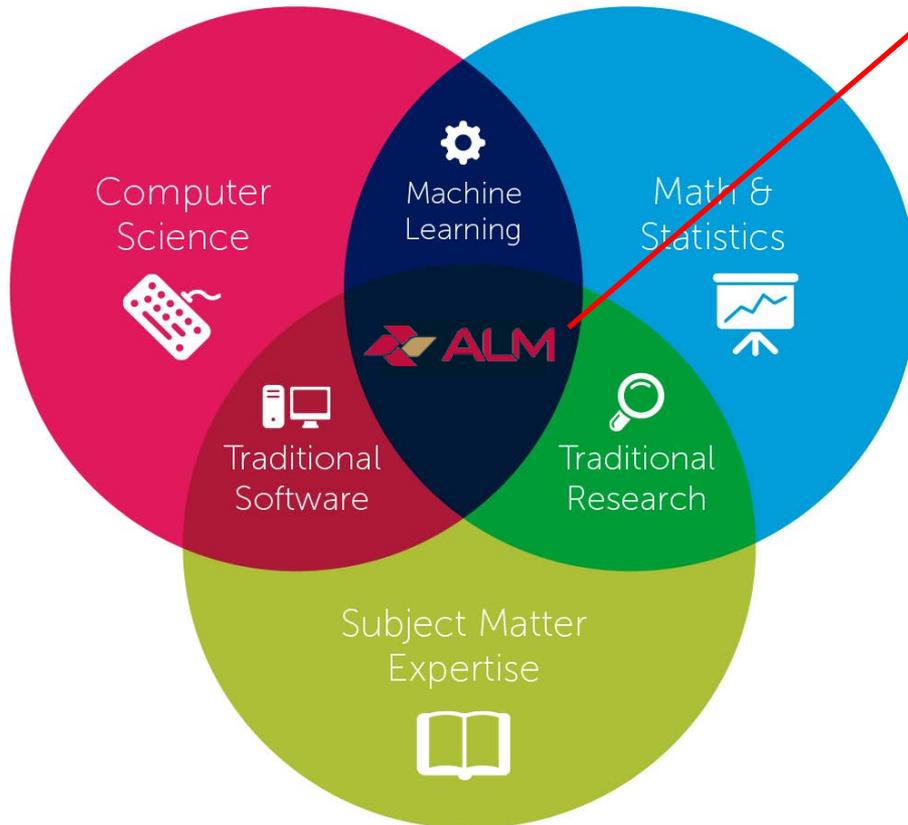
## 3. Better Integration

- Integrations and with Salesforce
- Single sign on options within ALM



# The Future

# Where We Are Headed: Data Science



Project	Approach
Acquisition modeling – order & registrations	Random Forests, Boosting, Bagging, Trees
Lead Scoring	Bayesian, Recommender Systems
Content Optimization	Data Envelopment Analysis, Optimization
Content Recommendations	Neural Networks, Clustering

- **Modeling is an iterative process -- no overnight solutions**
- **Models only as good as the data – importance of the MDM and Data Quality initiatives**