



ALSTOM Power Drives Accurate Data for Madeleine

Her name is Madeleine. She is ALSTOM Power's enterprise-wide MDM initiative organized by Chief Data Officer (CDO), Andreas Beckmann. Behind the scenes of this project, named after a precocious French girl, is a global MDM strategy that depends on Trillium Software® data integrity for its lifeblood.

ALSTOM Power, the world leader in integrated power plants for the production of electricity and air quality control systems, offers solutions for all energy sources (coal, gas, nuclear, fuel-oil, hydropower, wind). It prides itself in developing leading innovative technologies for the protection of the environment, particularly the reduction of CO2 emissions and the elimination of pollutant emissions.

As a global Sector within the ALSTOM Group, ALSTOM Power has to manage data that differs greatly in consistency, quality, and format. This data is utilized in all ALSTOM applications and leveraged by management and IT specialists within worldwide ALSTOM Power Business Units. The company has identified a number of opportunities to organize and administer the data via a centralized platform, as a Single Point of Truth (SPOT), which enables a single, accurate view of all data throughout the organization.

To address those opportunities, Madeleine was started to provide the Chief Data Office, and the business functions, with a stable MDM Platform to centrally manage several master data objects, and to support the roll-out of global applications like the SAP template PowerMax. This platform can then be used to ensure the alignment, consolidation and governance of master data and reference data across enterprise-wide transactional, financial, HR and business intelligence applications.

Andreas Beckmann describes the initiative. "When we assimilate IT applications into the MDM environment, we enforce that they use "Base Data" from the single-point-of-truth. Base Data is a thin layer of attributes related to each master data object. These attributes are maintained by designated data owners, consolidated according to business rules that are defined in advance, and matched and merged from the legacy systems into the SPOT.

For example, the unique identifier, the registered names and the registered addresses of all ALSTOM Power suppliers and customers, are on the MDM Platform and provided within the Base Data. Local, non-standard addresses of the branch offices of business partners are managed and administered worldwide locally within the assimilated applications.

High Demands on data quality system

Within the scope of Master Data Management, Trillium Software occupies a key role. The very different data records must be prepared for the Madeleine project as a kind of "Data Mastering." Duplicates must be discovered automatically, different data fields must be allocated, and data sets which are highly divergent in their specific international context, must be adapted. Expectations and requirements were accordingly high.

However Trillium Software proved it could meet all these requirements. As a result, the Trillium Software System® reduced project risk for ALSTOM Power. Even more important was the fact that Trillium Software interfaces directly with the TIBCO CIM system chosen by ALSTOM, which means users can maintain their current applications and UIs, saving on training and customization costs.

CHALLENGE

- Ensure alignment, consolidation and governance of global master and reference data across enterprise-wide transactional, financial and BI applications
- Enrich value of master data included in Madeline MDM system for improved business decision-making
- Integrate and standardize data sets for various process-oriented third-party applications and MDM

SOLUTION

Trillium Software System®
SAP PowerMax
Tibco CIM

RESULT

- Trillium Software System integrates directly with existing applications through connectors to save on training and customization costs
- Reduces and manages multilingual data complexity by standardizing international data
- Consolidates, profiles, cleanses internationally distributed data from sales, profit centers, and worldwide power plants to improve business performance results and decision-making

INDUSTRY

Utilities/Energy production
Rail production

“At ALSTOM Power, we persistently pursue a ‘best of breed’ strategy. That’s why we work with the best solutions and the best solution providers in all steps of our initiative. These solutions must perfectly support each objective of the project,” explains Beckmann. “According to this concept, we chose Trillium Software for all specialized aspects of data cleansing and data consolidation, and TIBCO for common MDM. In our view, both partners are packaged perfectly, able to work hand-in-hand to achieve the desired results of our initiative.”

Early stage implementation of data quality

Madeleine is implemented and controlled at ALSTOM Switzerland but is ranged over the global enterprise. Data records of suppliers, customers, competitors and partners are integrated, as well as data related to the internal organization of ALSTOM Power, for example reporting units, sales organizations, and profit centers. Furthermore, data sets from worldwide power plants and power plant units will be represented in this initiative.

Activities were itemized in steps of implementation in order to address the goals of the initiative. After the initial set-up of the MDM Platform, data profiling and eventual cleansing were implemented as a first major step. This follows best practices because all subsequent data results would have been inaccurate or incorrect without high quality data going into Madeleine. To avoid inconsistent and incorrect results, the Trillium Software System receives the data from the TIBCO CIM software in the early stages of the project, and consolidates all data sets according to predefined standards.

“The foundational data quality layer must be laid down at the beginning of the Madeleine initiative, or else neither the MDM Platform, nor the assimilated IT applications, will work successfully in the future,” Andreas Beckmann confirms. “Data profiling and data cleansing are playing a decisive role in helping us generate the right results. Even data sets that are very different and divergent in a global context, that traditionally posed a challenge, are cleansed accordingly. Intelligent systems like the Trillium Software System help us in the early stages to deal with the complexity found in a multi-national and multi-lingual company.”

The MDM Platform is currently active, and Andreas Beckmann and his project team have achieved their ambitious business and data management goals. With support from Trillium Software, difficult hurdles concerning data consolidation and data cleansing for master data management surpassed expectations.

Beckmann is looking forward to future development. “In the scope of the Madeleine initiative, all challenges were met. Now we will see how the processes prove themselves in the daily business stage. Already it becomes apparent by now that our expectations have been fulfilled concerning the performance and achievement potential, and therefore have raised expectations concerning master data management in ALSTOM Power.”

About Alstom

Alstom is a global leader in the world of power generation and rail infrastructure and sets the benchmark for innovative and environmentally friendly technologies.

Alstom builds the fastest train and the highest capacity automated metro in the world and provides turnkey integrated power plant solutions, equipment and associated services for a wide variety of energy sources, including hydro, nuclear, gas, coal and wind. The Group employs about 80,000 people in 70 countries, and had orders of € 24.6 billion in 2008/09.

About Trillium Software

Trillium Software, A Harte Hanks Company, is the global leader in Enterprise Data Quality. We deliver global data profiling, cleansing, enhancement, linking, geocoding, and governance for data warehouse, CRM, MDM, ERP, business intelligence, supply chain management, e-business, and other enterprise applications.

The Trillium Software System is recognized as critical to the success of data integration, data migration, data stewardship, and data governance initiatives. Ensure that your information becomes the trusted asset that your employees rely on to make business-critical decisions everyday.