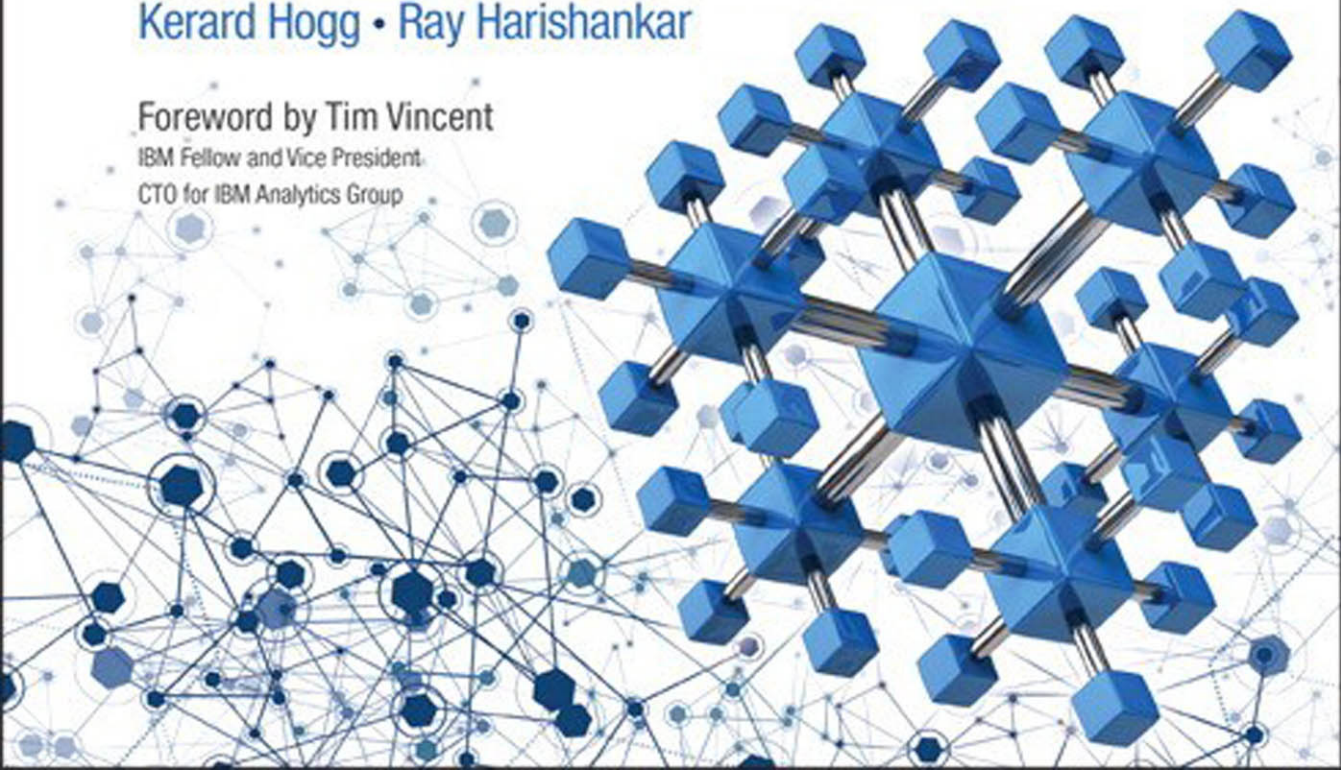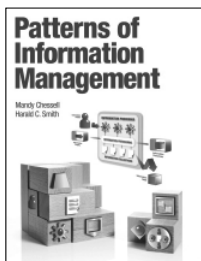# Common Information Models for an Open, Analytical, and Agile World

Mandy Chessell • Gandhi Sivakumar • Dan Wolfson

Kerard Hogg • Ray Harishankar

Foreword by Tim Vincent
IBM Fellow and Vice President
CTO for IBM Analytics Group

# Related Books of Interest

## Patterns of Information Management

By Mandy Chessell and Harald Smith
ISBN-13: 978-0-13-315550-1

Use Best Practice Patterns to Understand and Architect Manageable, Efficient Information Supply Chains That Help You Leverage All Your Data and Knowledge

In the era of "Big Data," information pervades every aspect of the organization. Therefore, architecting and managing it is a multi-disciplinary task. Now, two pioneering IBM architects present proven architecture patterns that fully reflect this reality. Using their pattern language, you can accurately characterize the information issues associated with your own systems, and design solutions that succeed over both the short- and long-term.

## Beyond Big Data
### Using Social MDM to Drive Deep Customer Insight

By Martin Oberhofer, Eberhard Hechler, Ivan Milman, Scott Schumacher, Dan Wolfson
ISBN-13: 978-0-13-350980-9

Enterprises have long relied on Master Data Management (MDM) to improve customer-related processes. But MDM was designed primarily for structured data. Today, crucial information is increasingly captured in unstructured, transactional, and social formats: from tweets and Facebook posts to call center transcripts.

In *Beyond Big Data*, five of IBM's leading data management experts draw on pioneering experience with IBM's enterprise customers and show how Social MDM can help you deepen relationships, improve prospect targeting, and fully engage customers through mobile channels.

Business leaders and practitioners will discover powerful new ways to combine social and master data to improve performance and uncover new opportunities. Architects and other technical leaders will find a complete reference architecture, in-depth coverage of relevant technologies and use cases, and domain-specific best practices for their own projects.

# Common Information Models for an Open, Analytical, and Agile World

## Table of Contents

# <u>Table of Contents</u>

# Table of Contents

# Table of Contents

# Table of Contents

# Table of Contents

# Table of Contents

# <u>Table of Contents</u>