

InfoTrellis

Business drives the technology



InfoTrellis

- We provide consulting services to help clients define and achieve their Master Data Management (MDM) strategic and tactical goals
- InfoTrellis was founded by the team which architected and developed the market leading MDM Solution and in the process shaped the CDI and then the MDM space
- Our MDM Services cover all aspects of an MDM solution lifecycle including:
 - Evaluating client's MDM needs
 - Capturing detail business and technical requirements
 - Vendor selection
 - Design, implementation, testing and deployment
 - Training

The InfoTrellis Difference

- Experience with the longest standing and most successful MDM clients world-wide
- Most experienced IBM MDM resources with deep expertise
- 100% focused around MDM
- Business driven MDM solutions
- Our *Smart MDM™* methodology helps clients in **any phase** of their **MDM Journey**
- Strong IBM partnership
- Multiple successful MDM projects world wide
- Instrumental in defining the product vision for a leading MDM vendor

Client Briefs

Successfully implemented the Customer Hub for the **largest private bank** in Greece. As a result, WCC now functions as a real-time transactional hub for all new bank customers, including corporate and individuals. Currently InfoTrellis is in the process of implementing phase 2 of the project to include many new features into the Customer Hub and to migrate data for millions of legacy customers from backend systems



Client Briefs

Working with an ISV to define and implement MDM based solutions for their next generation lead consolidation and lead management product lines. ISV sells to some of the **biggest auto manufacturers** and their new MDM based strategy is creating a lot of excitement in the automotive industry with an innovative application



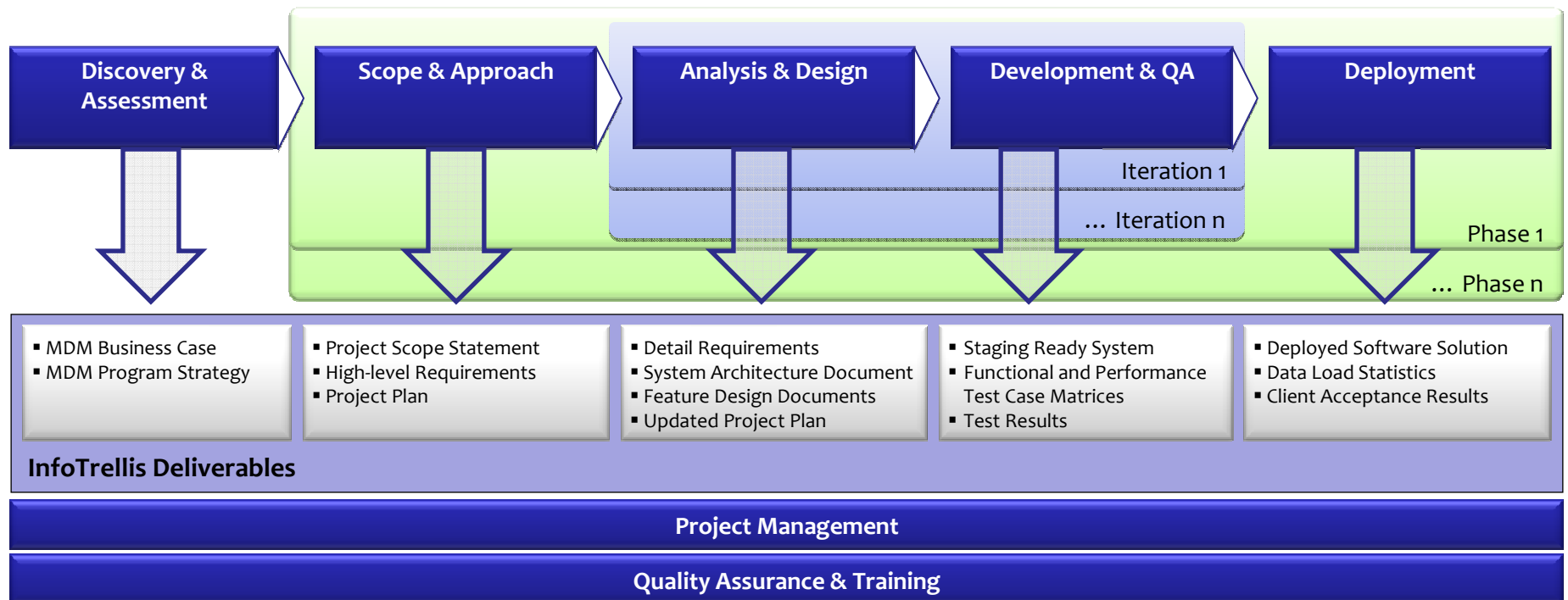
Client Briefs

- Working with a **large retailer** in North America to architect and implement their Single View of Customer initiative based on IBM MDM
- Working with the **largest global retailer** driving MDM initiatives around location and supplier masters

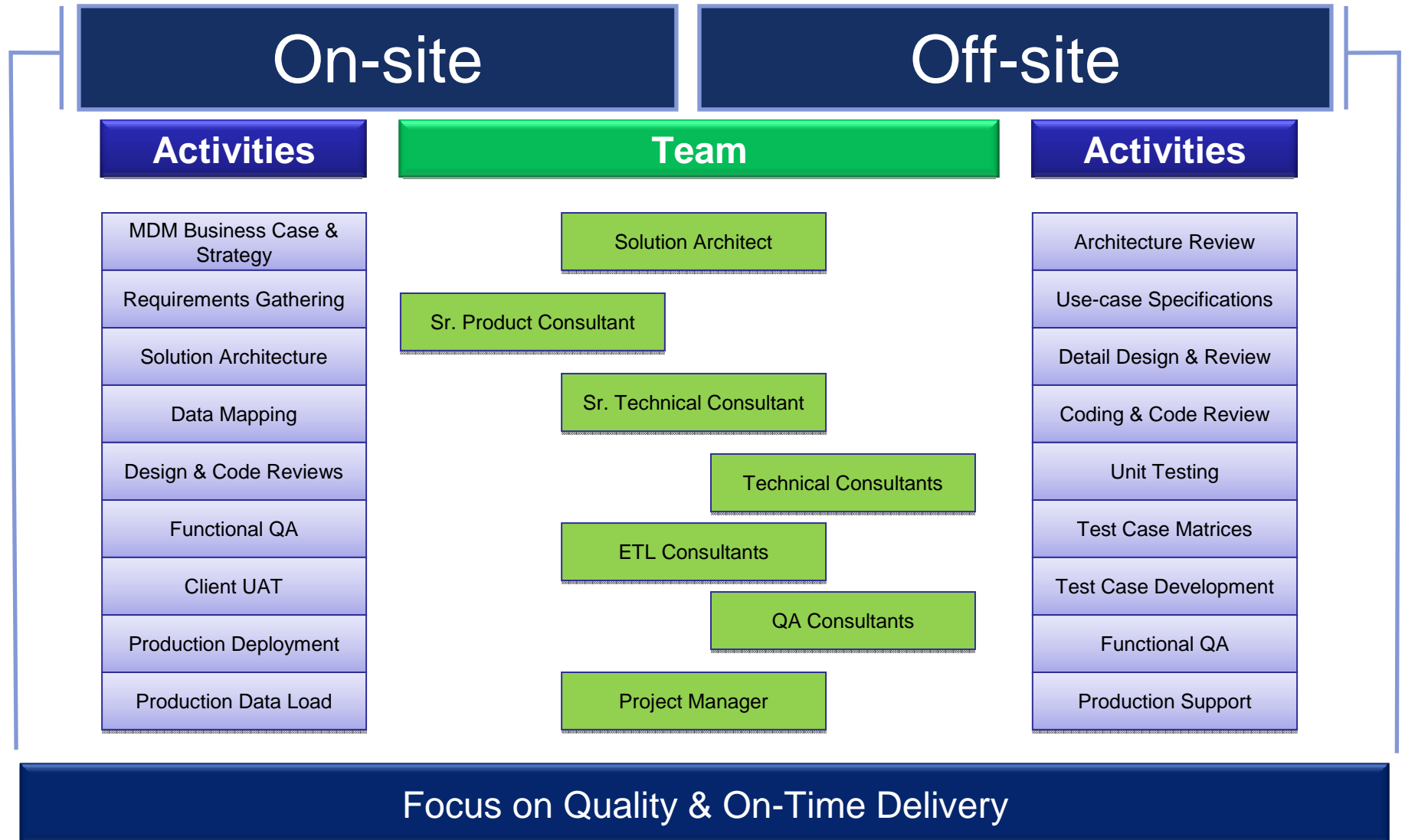


InfoTrellis Smart MDM™

InfoTrellis value proposition rests on the combined knowledge capital in architecting, building, and successfully implementing the MDM product worldwide; Our **Smart MDM™ methodology** mitigates risk, increases the speed and accuracy of linking critical business objectives with MDM deliverables to leverage Master Data as a **strategic asset** across the enterprise



On-site/Off-site (OO) MDM Delivery Model



Leadership Team

- Mahmood (Moo) Abbas
 - CEO & Co-founder
 - 11 years in CDI and MDM space
 - Led IBM worldwide product delivery team for IBM MDM Server
 - Member of the original DWL leadership team that built DWL Customer
- Sachin Wadhwa
 - COO & Co-founder
 - 9 years in CDI and MDM space
 - Previously the Product Architect for IBM MDM Server
- Zahid Naeem
 - CTO & Co-founder
 - 7 years in CDI and MDM space
 - Previously the Lead Product Architect for IBM MDM Server

InfoTrellis

Thank you!

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