

InfoTrellis

Business drives technology

Master Data Management Credentials



Why InfoTrellis?

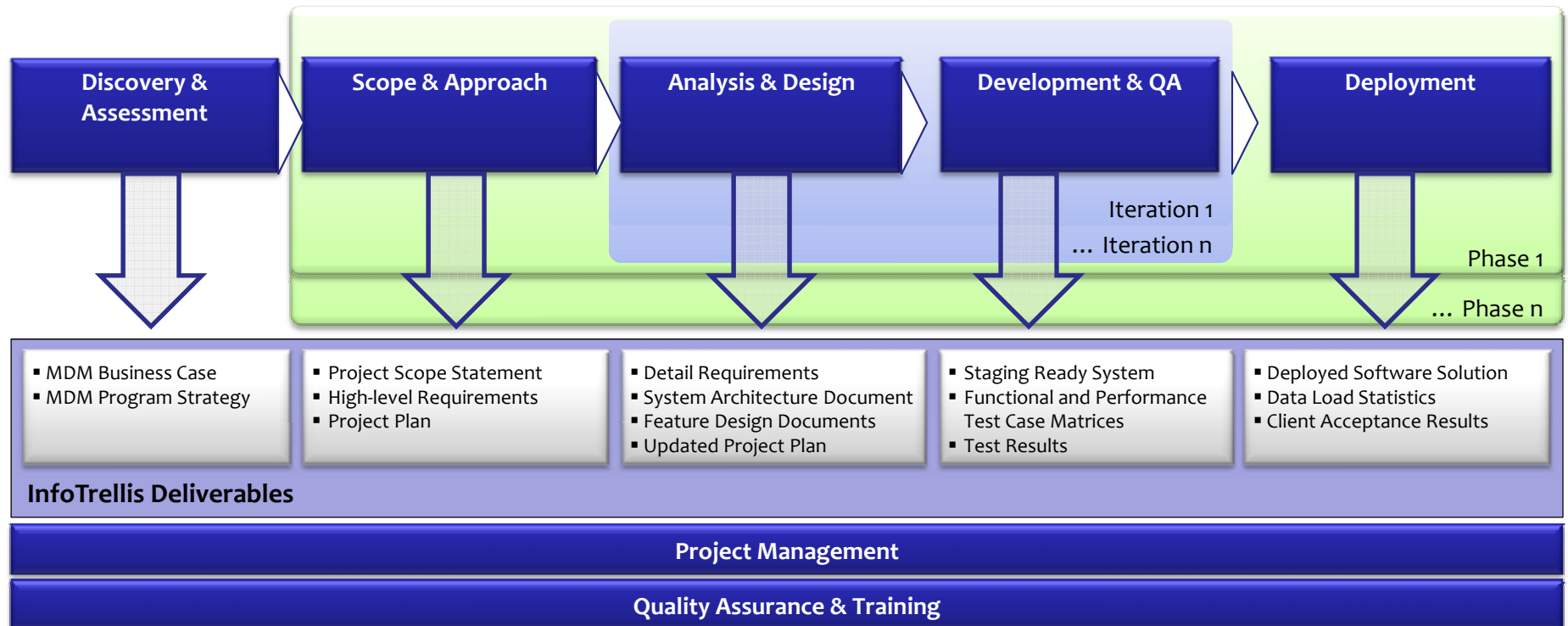
- **Our background and proven experience:**
 - InfoTrellis was started by three original MDM Architects who developed IBM MDM Server while at DWL in Toronto.
 - InfoTrellis has an impeccable track record of success working with clients at the program level to define and deliver master data management solutions.
- InfoTrellis offers a **proven MDM Development Methodology**, Smart MDM™, which provides a framework for an onsite-offsite-offshore model that maintains the highest quality of deliverables and effectively reduces cost at the same time.
- Given our long history in this space, we bring a holistic yet **practical thought leadership** to CDI/MDM programs. Our focus is solely dedicated to MDM ecosystems and the expert roles required for its success.
- Experience from our many successful MDM Server implementations is captured and made available in **assets such as our MDM Service Tester™** tool and 1000+ MDM Server test cases. We continue to invest in **MDM accelerators** including operational monitoring and extending reporting capabilities.

InfoTrellis Services

- Our goal is to become a trusted strategic partner for clients at the program level. Help acquire the full value of implementing master data management.
- Our MDM Services cover all aspects of an MDM solution lifecycle including:
 - Evaluating client's MDM needs, strategy and business alignment
 - Capturing business, functional and non-functional requirements
 - Architecture and design
 - Implementation, integration and testing
 - Deployment and transition
 - Training and mentoring
 - Staff augmentation

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 business objectives with MDM deliverables to leverage Master Data as a **strategic asset** across the enterprise.



Why Smart MDM™

- Deliver value early and often
- Keeps solution connected to the business value
- Brings disciplines of enterprise software development to implementing master data management
- Allows multiple work streams to coordinate their work efforts
- Encourages collaboration between business and IT
- Keeps client's resources engaged throughout the process
- Greater ability to respond to change
- Client satisfaction managed more closely
- Tried and tested approach on multiple projects

Exceptional References

- **Top 20 apparel and home furnishing retailer:** architect and implement their Single View of Customer initiative based on IBM MDM Server
- **World's largest retailer:** drive MDM initiatives around location and supplier masters
- **Top 20 home improvement retailer:** Architecture, product customization and technical integration for a new customer data integration solution that brings service bureau functions in-house
- **Largest private bank in Greece:** successfully implemented Customer Hub as a real-time transactional hub for all new bank customers
- **US based global automotive industry leader:** design and architecture assistance implementing MDM Server to transform traditional direct mail to integrated email and mobile marketing solutions



Global Leadership Team

- **Mahmood (Moo) Abbas**
 - CEO & Co-founder
 - 20+ years overall experience with 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
 - 13+ years overall experience with 9 years in CDI and MDM space
 - Previously the Product Architect for IBM MDM Server
- **Zahid Naeem**
 - CTO & Co-founder
 - 16+ years overall experience with 7 years in CDI and MDM space
 - Previously the Lead Product Architect for IBM MDM Server
- **Kumaran Sasikanthan**
 - Head India Operations
 - 13+ Product Management, Strategy and Marketing, Program Management, IT consulting and Product Development
- **Robert Rich**
 - VP Business Development
 - 20+ years overall experience CDI, MDM, Data Quality & ETL space

InfoTrellis

Thank you!

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Robert Rich

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