

The Enterprise Knowledge Graph: A flexible complement to Master Data Management



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Agenda

Key Definitions

**Master Data Management and
Enterprise Knowledge Graph**

Questions

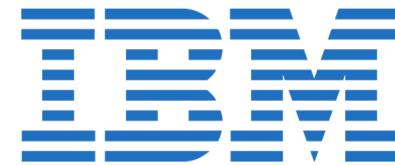
Your speaker today...



Rob Harris

VP Product, Stardog

My background



Key Definitions



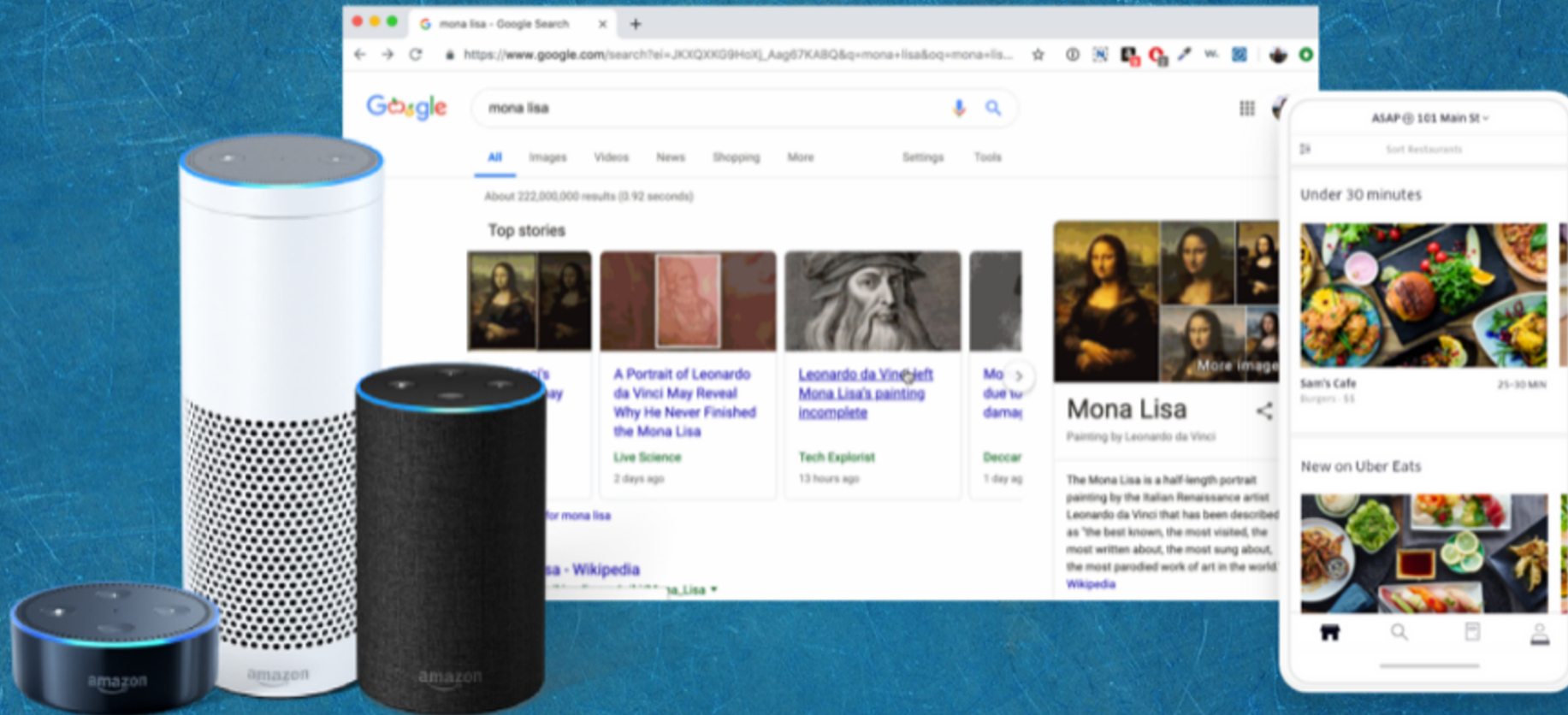
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What is Master Data Management?

Master data management (MDM) is a technology enabled discipline in which business and IT work together to unify and steward an enterprises “master data” assets – the core entities of an enterprise including customer, prospects, suppliers, sites, products, etc – in a single repository.



Knowledge graphs power the products you use every day



“

Knowledge graphs represent contextual, highly-connected data that is organized in the form of graphs. They are used to contextualize search and to turn data into knowledge.

Gartner, Predicts 2020: Data and Analytics Strategies



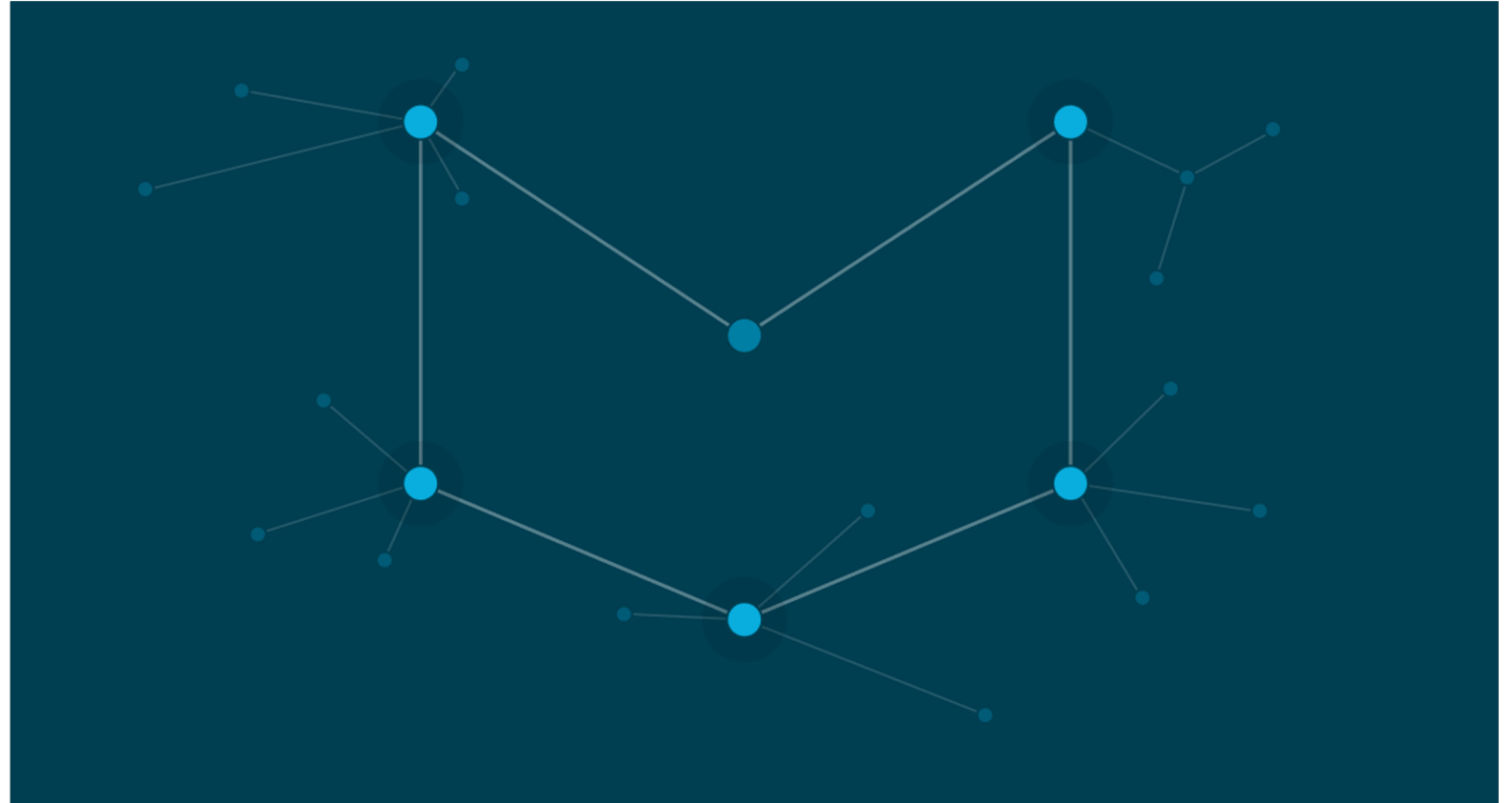
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What is an Enterprise Knowledge Graph?

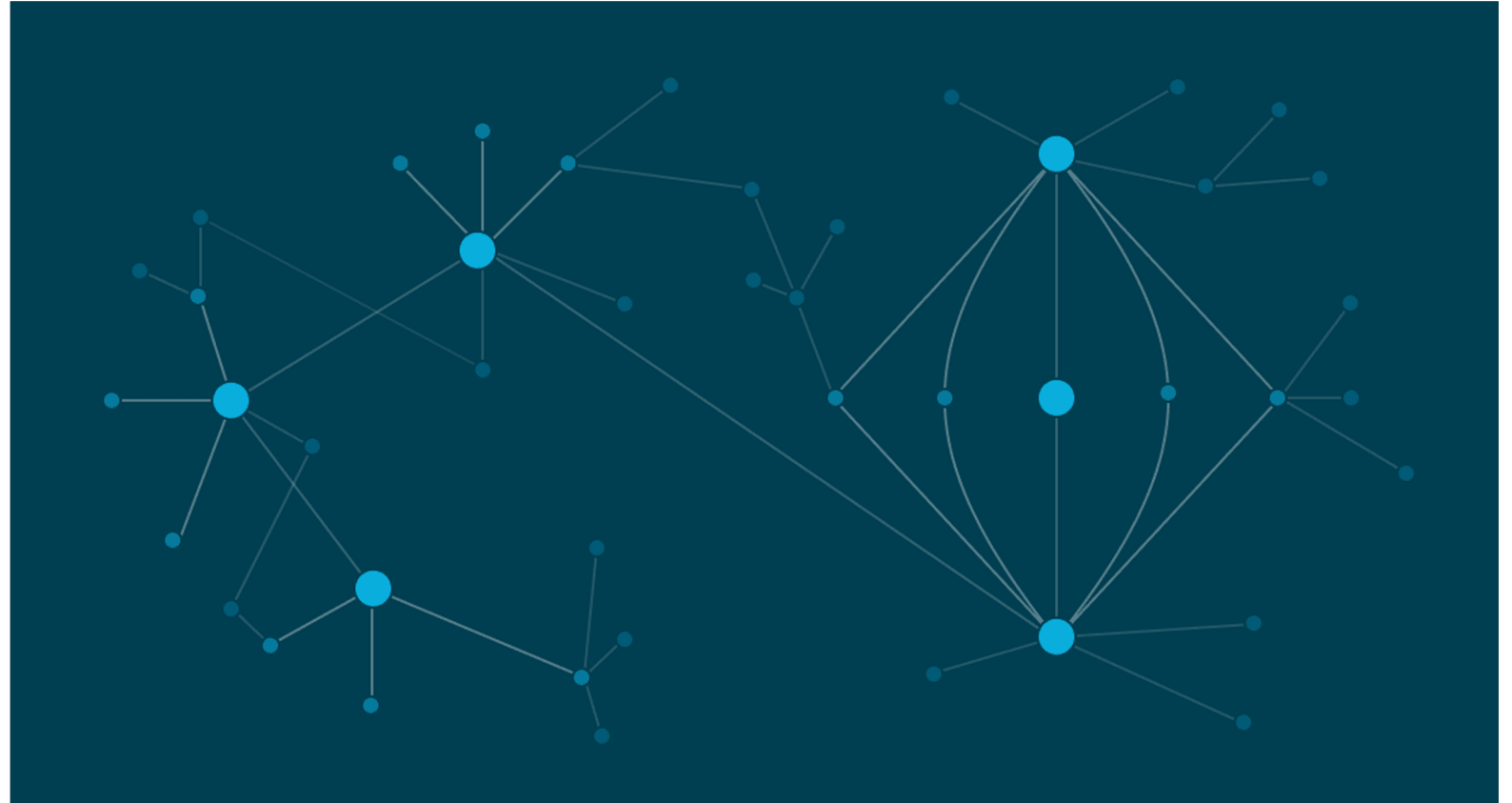
An **Enterprise Knowledge Graph** is a platform that helps turn your data into knowledge in an agile fashion by linking your structured, semi-structured, and unstructured data together using graph technology and a contextual model, to provide a consistent view of your data without creating another data silo.



Knowledge Graphs can resolve sameness



**Knowledge
Graphs can
uncover
hidden
connections**



Isn't that
just my
Data Lake?



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Master Data Management and Enterprise Knowledge Graph

Strengths of MDM and EKG

What MDM is great at

- Established Customer and Product domains (people, places and things)
 - includes pre-built models that describe common relationships
- Structured data sets
- Facilitating real time synchronization between systems

What EKG is great at

- Complex or unique domains
- Highly connected, frequently changing, or situationally dependent data
- Physically distributed data
- Heterogeneous, machine-generated, or unstructured

Where does **Master Data Management** excel?



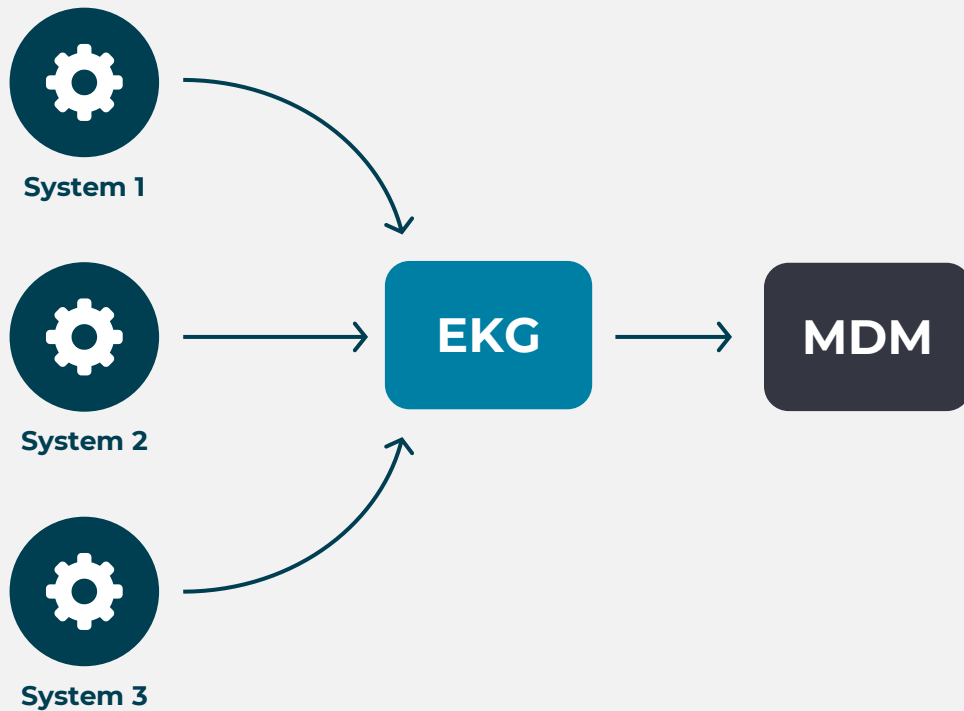
Where does an **Enterprise Knowledge Graph** excel?



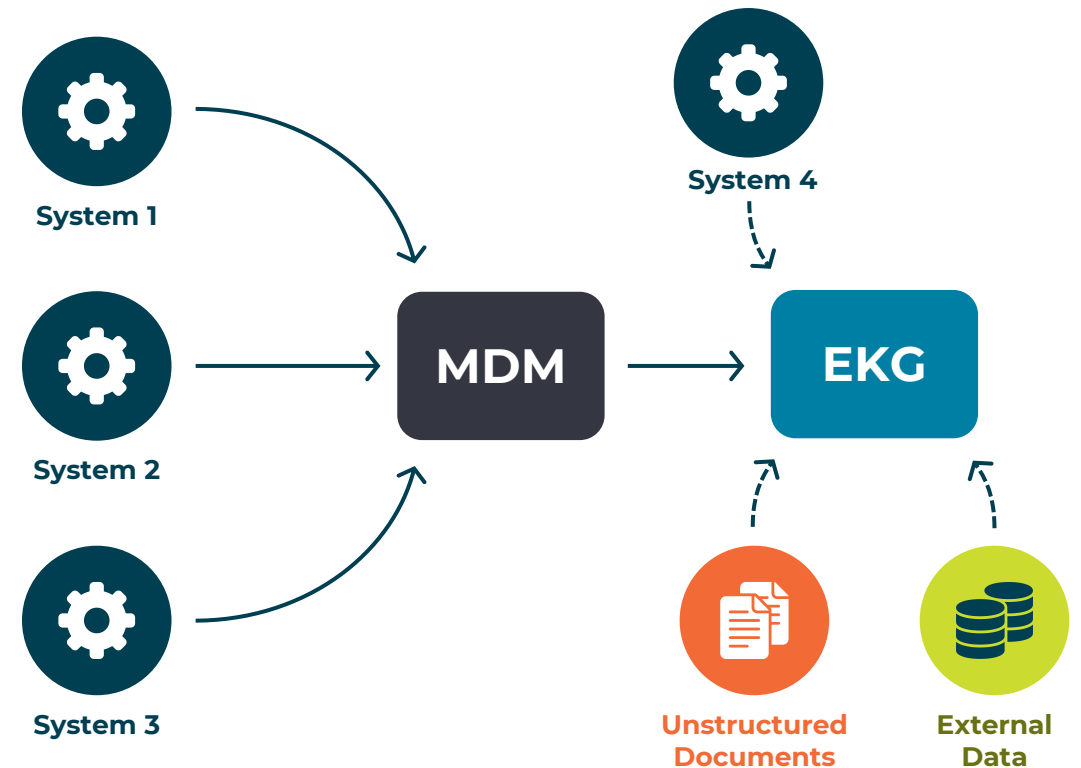
How can an **MDM** and **EKG** work together?

Two main paradigms

EKG as a **PRECURSOR** to an MDM solution:



EKG **ALONGSIDE** an MDM solution:



EKG *alongside* an **MDM** solution

- When there is a need to bring together master data and transactional data (or unstructured data) for a complete view of a customer (or product, citizen, site, etc)
- When there are sources that are not appropriate to bring into the MDM solution due to data quality or compliance reasons but you still need an enterprise consolidated view



EKG as a *precursor* to an **MDM** solution

- When you want to see a consolidated view of the data *before* you implement your MDM, to better understand your data overlap and data quality issues
- When you need to run searches more oriented towards entity connectiveness





About Stardog

Our Enterprise Knowledge Graph helps you make better decisions with data

We help companies:

- Build innovative products
- Create efficient, data-driven operations
- Unlock access to data

Headquartered
Washington, DC

50+
Global Customers



Morgan Stanley

SCHAEFFLER



Raytheon



SIEMENS



SPRINGER NATURE



ERICSSON

NOKIA



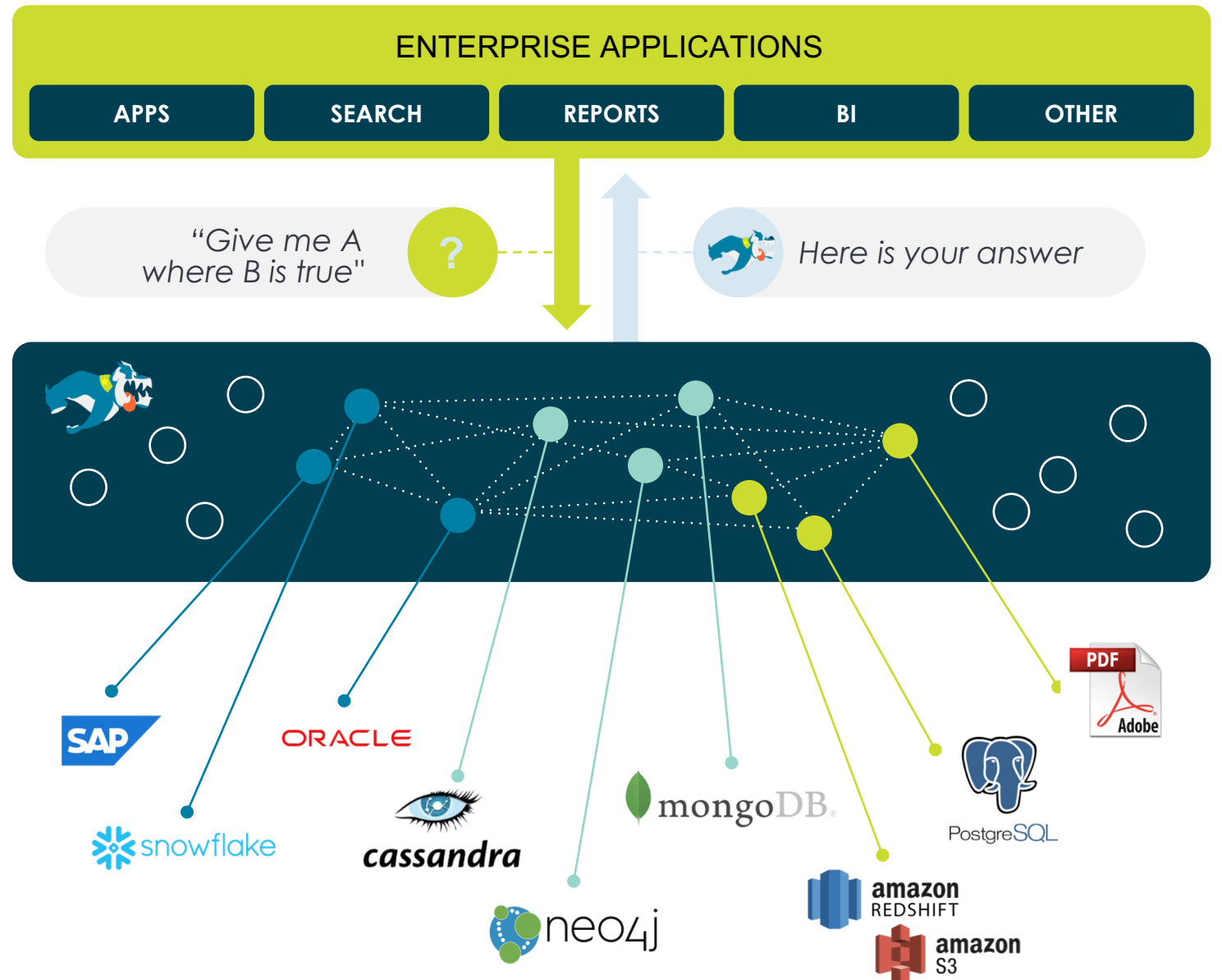
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How Stardog Works

We provide the features to build a Knowledge Graph

- Unique virtual graphs capabilities
- Best-in-class Inference Engine
- Built-in machine learning
- NLP pipeline
- Data quality management tools
- Proprietary graph database



Interested in learning more about Enterprise Knowledge Graphs?

Learn more about..

- Why knowledge graphs are on the rise
- How they differ and complement other data management technologies
- How the technology is being leveraged by organizations like NASA



[Download the Knowledge Graph 101 Guide](#)

Questions?



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