

## Kalido® Hierarchy & Rule Management Solution

Kalido offers a robust solution for easily managing rules and hierarchies in an enterprise data warehouse. With the Kalido Hierarchy & Rule Management solution, business users will have a self-service environment for navigating and selecting information with less manual effort and cost.

### The Challenge

Your enterprise data warehouse is the central repository for important operational information populated from multiple sources. Business analysts rely on it to access key data needed to understand the business and make important operational decisions. Many organizations face complex information management challenges due to acquisitions, third-party data sources or regional/divisional requirements. While a successful enterprise data warehouse alleviates many of these challenges, the need to change business rules, hierarchies or business definitions can make such data warehouses less effective than they should be.

### The Solution

Kalido's Master Data Management capabilities manage hierarchies in a way that delivers business users greater control over their business information, enabling them to make better, faster decisions. Users can gain more control over the business rules and hierarchies that govern the data held within the data warehouse. Using the power of the Kalido business information model, users will have the ability to create new rules, change existing rules, audit and approve all changes, all while maintaining a history of changes made.

### Sample Uses

- A large cable/internet provider needed to manage product segmentation more quickly to correctly pay content providers.
- A leading CPG company needed to map external product information to internal product codes to measure market share and track competitors.
- A global Pharmaceutical manufacturer needed to understand prescriber affiliations to determine market penetration and leverage a smaller sales force.
- A heavy machinery manufacturer wanted to look at ship locations such as stores & DCs, but finance needed to view the same information by sales region.
- A diversified financial institution needed to create a rules structure that depends on other rules and attributes for accurately valuing securities to calculate risk exposure.

### Key Features

#### Graphically create hierarchy rules

The Kalido business model creates business rules and relationships between entities, easily modeling multiple hierarchy types.

#### Easily view published hierarchy information in a business context

A dedicated interface allows business users to access and view rules and hierarchies using familiar BI drill-down, web search and model-based navigation.

#### Rule and hierarchy approval

Robust workflow alerts hierarchy stewards to errors, change requests, approvals and authorization for publishing.

#### Rapidly change hierarchies in response to business needs

Business change that drives the need for new or altered hierarchies and business rules can be done in minutes versus days or weeks.

#### Fully governed environment

Custom workflows with notifications, time triggers and escalations ensures secure and timely issue resolution and approval process.

#### Full audit trail

Robust history tracking capabilities provide a bulletproof audit trail for all changes in the system, critical in today's compliance-focused environment.

## Key Benefits

### Enhanced business control & ownership

Business users can more easily bring context to rules and assume ownership of creating and maintaining hierarchies for rapid analysis.

### Auditability & Transparency

Rules and hierarchies are visible to business users vs. being buried in complex IT code, enhancing consistency and accuracy.

### Reduced IT & support cost

Self-service for business means less maintenance and custom code development by IT support staff.

## About Kalido

Kalido is a product brand of Magnitude Software, a leading provider of Enterprise Information Management software that drives real business value for customers. Magnitude Software offers a family of award-winning products, from business intelligence and data warehousing to master data management, reporting and analytics.

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