Oracle Enterprise Data Management Cloud
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Brief History
Oracle Applications began their journey towards enterprise data management in April 2002 with the introduction of the Oracle Customer Data Hub. Since then, it introduced many innovations including the Oracle PIM Data Hub, Oracle Supplier Hub, and Oracle Site Hub. In 2005, Oracle acquired Siebel and with it, the Oracle Universal Customer Master. This came to be known as Oracle Customer Hub. In June 2007, Oracle acquired Hyperion. With Hyperion, Oracle acquired a technology developed by Razza Solutions named Hyperion Master Data Management. This solution was renamed Oracle Data Relationship Management (DRM).

Oracle Data Relationship Management Suite (DRM)
At Oracle, DRM evolved from an analytical MDM solution to an enterprise master data management solution that served a variety of front office, back office and performance management use cases. In the front office, customers utilized DRM to master sales territories so they could optimize equitable distribution of sales opportunities across salespersons. B2B companies managed corporate hierarchies to align accounts with sales teams, understand aggregate credit risk across client entities, and model cohesive sales strategies based on a data-driven understanding of complex, ever-changing, customer organizations.

In the back office, customers utilized DRM to model structural and business model changes. Organization leaders and operations experts modeled legal entities, employees and cost centers to propose, approve and deploy organizational changes. Financial systems leaders commissioned the use of DRM to redesign their chart of accounts and modernize their business model to compete better. Others used this platform to simplify and reduce their sprawl of GL applications across operating currencies and business divisions, to push down processing to sub-ledgers and refocus their GL to enable better group level business insights.

In the performance management office, the office of the CFO used DRM extensively to map GL structures against planned budgetary and expense control structures, consolidation rollups, as well as management, tax and statutory reporting structures.

The Oracle Data Relationship Management Suite remains a compelling on premise and managed cloud offering for customers looking to master data across multiple domains, automate repeatable processes to govern changes based upon enterprise policies and standards, and analyze changes by subject area, while measuring performance and efficacy of processes that drive success through proactive data management and positive behavioral change among participants.

Introducing Oracle Enterprise Data Management Cloud (EDM)
With our new data management offering in the cloud, we intend to bring to life these very use cases and more via a simple, easy-to-use, model-driven, configuration-based cloud application called Oracle Enterprise Data Management Cloud. The new cloud service is not a "lift and shift" of Oracle Data Relationship Management Suite. Instead, it is a brand new application, with a new and differentiated foundation that will retain much of the desirable qualities of DRM while providing

customers a flexible and agile experience that straddles the spectrum of data management opportunities across a continuum ranging from pure application metadata management (reminiscent of Oracle EPM Architect) at one end of the spectrum to full-blown master data management (similar to traditional MDM applications) at the other end. Application owners and data stewards will have the opportunity to share dimensions and hierarchies between their applications on an ad hoc basis to facilitate informal crowd sourcing. As they gather a few quick wins, they can build momentum and funding for broader data management initiatives that facilitate governance across a wider spectrum of applications. This will stem the inertia from historical project failures that resulted from either big bang approaches that never got off the ground or endless phased approaches that never seemed to have anything to show as success stories.

The new cloud service will differentiate itself further by natively supporting data visualizations as a foundational component of modeling changes. Each change will be recorded using request items and actions. Changes will be decorated visually against the target structure, and recorded as actions within the request. This gives data stewards ample opportunity to analyze change impact prior to committing it.

Another critical differentiator of Oracle Enterprise Data Management Cloud is faster data onboarding. One of the biggest challenges of data management is not necessarily just rationalizing data from numerous sources, but actually getting the data into the application in the first place. To do so, Oracle is going much deeper with this cloud service to deliver end-to-end packaged integrations with Oracle cloud applications. Its initial focus will be on EPM cloud applications and this will evolve upstream to include Oracle ERP and GL cloud applications to deliver a whole solution for the Office of the CFO.

The solution is engineered to be model-driven. It is domain and data model agnostic. Enterprises can instantiate data sources, namely connected applications (Oracle or third party), as they might view them in their native application context. They can then tailor experiences to curate changes in one place within or across application contexts as desired. The product architecture is designed to scale across small and large data sets with millions of records to support large data sets.
Learn more about Oracle Enterprise Data Management Cloud at cloud.oracle.com.