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**\*\*CDI-MDM Alert™**

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## **“SAP to Acquire BOBJ for €4.8B”**

Subtitle: **SAP Does A Little (BI, DQ, EII) Shopping in Paris**

**Monday, October 8, 2007**

### **What are the PROs?**

- BOBJ adds revenue & profit to SAP financial picture as a S/W conglomerate fending off Oracle; an accretive but separate functioning entity; note that SAP has \*no\* experience in integrating any large acquisition
- **BOBJ adds ubiquitous presence of Crystal Exchange Server in SME (small to medium size enterprises) to enable SAP to better market to that segment**
- **BOBJ adds additional OLAP and overall Business Intelligence functionality to assist SAP in competing against Oracle’s marketing of Oracle BI Enterprise Edition (OBI EE a.k.a. Siebel Analytics)**
- BOBJ’s recent acquisition of enterprise (unstructured) search vendor Inxight will ultimately add a prescient touch to SAP’s MDM capabilities
- BOBJ’s acquisition of enterprise information integration (EII) French firm Mediance will continue to bolster BOBJ’s Data Federator / Data Integrator platforms (a.k.a. Acta) as separate & distinct MDM capability suitable for SME (unlike SAP MDM which is most definitely Global 5000 size appropriate)
- BOBJ’s lonely promotion of Gartner’s anemic & pedantic EIM (enterprise information management) model will deservedly fall by the wayside

### **What are the CONs?**

- **SAP does \*not\* gain any significant international data address cleansing capability as BOBJ’s previous Firstlogic acquisition (USA data quality vendor acquired spring 2006) does not provide any strength in this key area**
- **SAP has thrown a chill on other data quality vendor relationships**
  - **Harte-Hanks Trillium has invested tremendous energy in cozying up to SAP MDM for data cleansing but now will get the “cold shoulder”; Trillium needs to get serious about becoming an MDM hub**
  - **Strong but small international DQ vendor Human Inference loses one of its few “exit strategies”**
- Matching algorithm vendor Netrics as a recent partner for SAP MDM is still vital to the success of SAP MDM given the lack of such capability either by SAP Labs or this acquisition.

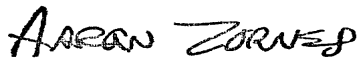
## BOTTOM LINE

**While of great interest to the financial analysts, this announcement is also a major wake-up call for IT executives as well.**

**In affirmation of the tremendous urgency surrounding master data management (MDM). We remind ourselves that IBM, Oracle, and now SAP have all increasingly "bought" their way into the MDM market instead of building their own "pure" technology stacks.**

**This should be a further wake-up call to IT executives at any Global 5000 company that have not yet launched their MDM initiative ... "Where there's smoke, there's fire - and there's a lot of fresh smoke out there now".**

"Heads up" from the MDM front lines (and see you at the next CDI-MDM SUMMIT events in London, New York City, Frankfurt, and Madrid later this year.



Aaron Zornes  
Chief Research Officer  
[www.the-CDI-MDM-Institute.com](http://www.the-CDI-MDM-Institute.com)  
<mailto:editor@tcdii.com>

Feel free to pass along a copy of this newsletter to colleagues who may be interested.

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