

MDM ON CLOUD JOURNEY

Why should you consider the Cloud as a base for MDM implementations?

Most companies are considering cloud, if not on a cloud adoption journey already. The benefits of cloud technology outweigh the challenges as it proves to be a solid base for future MDM implementations.



Impressive cost-efficiencies guaranteed



Enables agility for dynamic business models



What should you look for while implementing MDM on the cloud?



Combined product capabilities with cloud management service levels



Newer MDM products leveraging cloud Infrastructure-as-a-Service (IaaS) capabilities



Dynamic cloud IaaS features

Whether you're new to MDM implementation or are looking to migrate an existing on-premise MDM platform to the cloud, you need to explore some key concepts before you zero in on the solution.

Cloud/Managed service models:



a) IaaS

- Cloud IaaS layer offers ultimate control and customization
- The vendor provides the underlying infrastructure and tools to manage
- Enterprise owns installation, configuration, and management



b) IaaS with vendor-provided managed services

- Offload selected tasks to service vendors
- Covers specialized niche tasks like network management and security management
- Broader packages cover installation, monitoring, and management tasks



c) Vendor-managed SaaS

- No hassle of implementing and managing the platform, but less flexibility
- Multitenant by design, so ensure security and privacy controls are up to par
- Not included: solution configuration, testing, data migration, and management of on-prem integration

Cloud-native software:



Cloud-native MDM

- Newer micro-service, container-based design platforms
- Offers faster and more scalable deployments that leverage modern cloud dynamic scaling options
- May not have the full breadth and reliability of traditional MDM implementations

Apt for: Companies comfortable managing cloud technologies and have the applications and usages that will leverage the associated microservice design



Legacy MDM

- Older MDM products that use technology stacks and design principles that are monolithic
- Have traditionally proven MDM feature capabilities and reliability, including performance, scalability, and security
- Their deployment is typically more involved and longer

Apt for: Complex business requirements



Hybrid cloud/legacy MDM architectures

- Older MDM products that have been "re-platformed" to a newer container-based architecture
- Have architectural limitations, which prevents them from leveraging the full extent of Cloud capabilities

Apt for: Enterprises that have an existing on-prem MDM running and are considering joining the journey to cloud

What if you already have an on-prem MDM?

Enterprises that have an existing on-prem MDM running and are considering joining the journey to cloud will need to decide whether to migrate or re-platform.



Migrating on-prem MDM to cloud

- Allows migration from existing on-prem MDM instance(s) to a new cloud environment upon the same underlying MDM software
- Existing MDM investments are preserved, and benefits of infrastructure efficiencies are realized

Apt for: Enterprises that have a "cloud-understanding" or an existing cloud presence, with fast-growing volumes of MDM usage.



Re-platform to a new MDM on the cloud

- A suitable model for migrating from an MDM solution with limited capabilities
- Retires the current MDM implementation, rebuilds the solution completely on a new MDM cloud platform

Apt for: Enterprises looking to completely change their MDM solutions but also are prepared for a longer migration curve and learning curve

Word of advice:

If you plan on building a cloud solution tailored for your MDM, consider using a container-based microservices architecture, preferably on a graph database. Be mindful that the development of next-gen MDM solutions requires extensive infrastructure and cloud skills, over and above MDM domain and software development skills.

The cloud choices are many, complex, and not always obvious. It is ideal to have an IT data management services company that can offer assessment packages, MDM Center-of-Excellence (CoE), and operational support that display their cloud expertise.

