

Master Data Management



Why are we here?

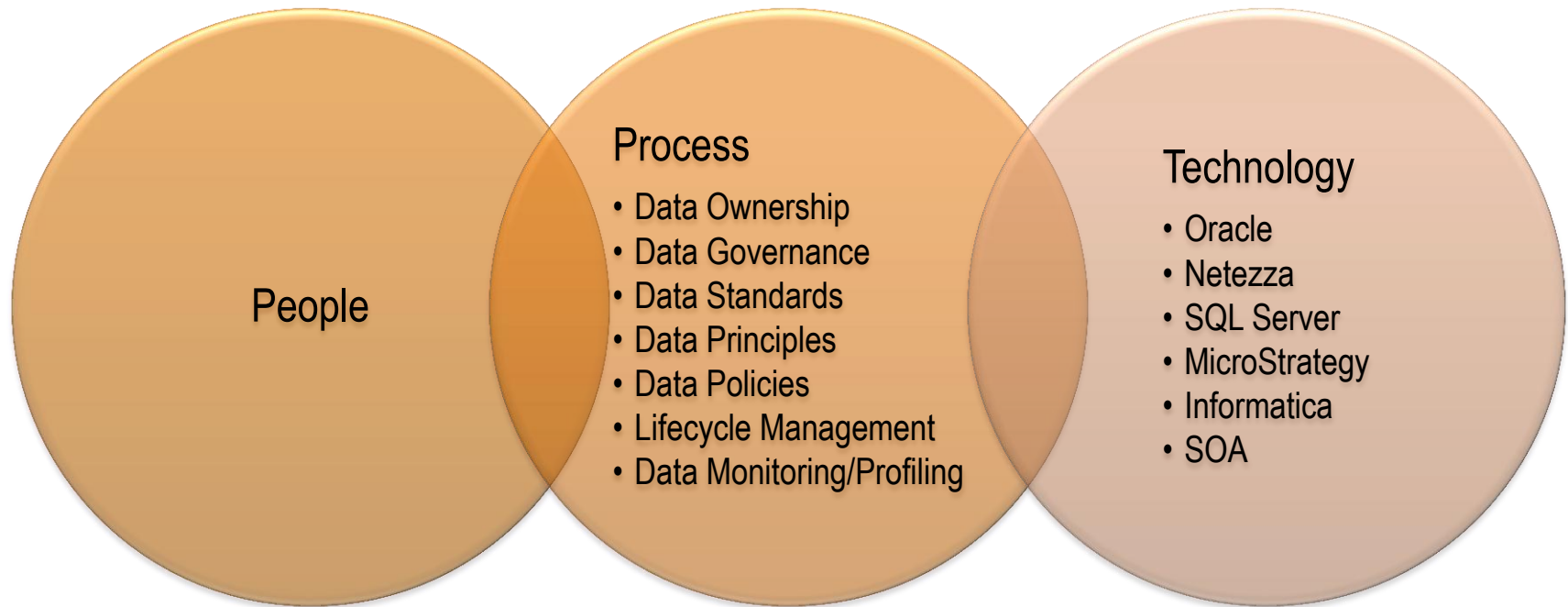
To learn about Master Data and Master Data Management

AGENDA:

1. What is Master Data?
2. What is Master Data Management?



MDM A Triad



Master Data

Master data is **not all data**.

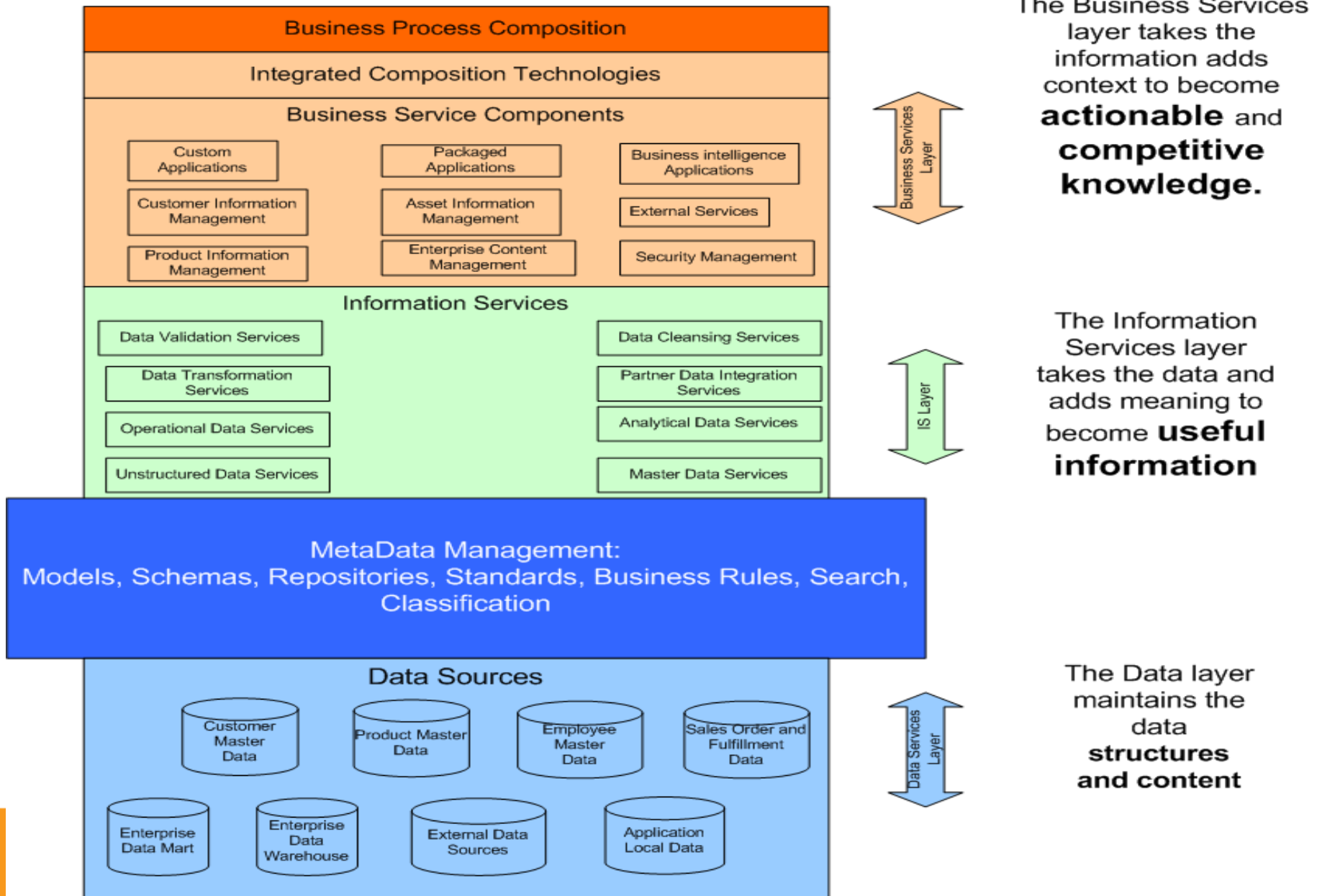
Only that required for sharing and standardization
across the enterprise.

Provides consistency, simplification and uniformity
across the enterprise.

Master data is infrequently changed and often
referenced by a business process or event
across the enterprise.

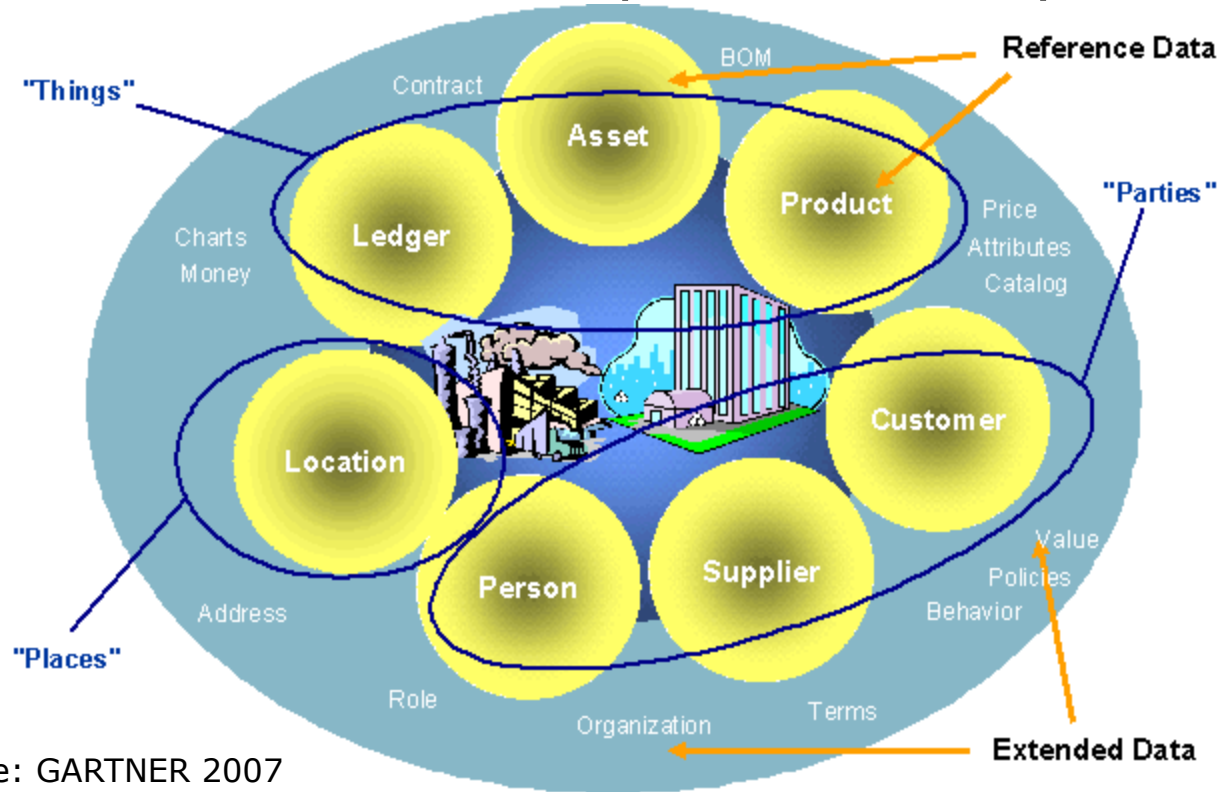


Information Management - Architecture



Master Data – Core Entities – Part 1

Master data is the consistent and uniform set of identifiers and extended attributes that describe the **core entities of the enterprise** — and are used across multiple business processes.



Source: GARTNER 2007



Master Data – Core Entities - Part 2

- Some examples of **core entities** are:
 - parties (customers, prospects, people, employees, vendors, suppliers or partners),
 - places (locations, offices, regional alignments or geographies) and
 - things (accounts, assets, policies, products or services).
- **Groupings** of master data include:
 - organizational hierarchies,
 - sales territories,
 - product roll-ups,
 - pricing lists,
 - customer segmentations etcetera.



Why are we here?

To learn more about Master Data and Master Data Management

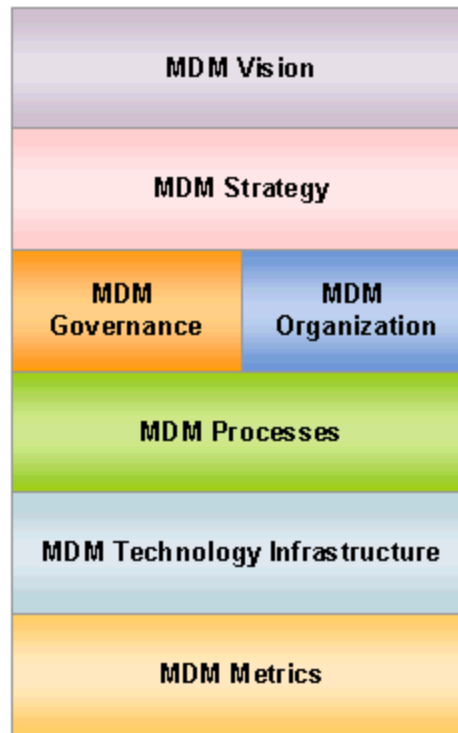
AGENDA:

1. What is Master Data?
- 2. What is Master Data Management?**



Master Data Management Program

7 Building Blocks



Source:
Gartner 2007



ATC MDM Vision

- What data domains?
 - Customer
 - Employee
 - Product
 - Inventory
 - Customer Purchases
- What use cases?
 - Support Sales
 - BI
 - Transactions
 - Be a valuable asset (that we can make money from)



Strategy

- How the MDM vision will be realized. The plan for how to manage master data assets within the organization.
 - This revolves around the life cycle and the architecture for master data.
 - How and where is master data going to be authored or sourced?
 - Who will validate it and how?
 - How and in what manner will it be enriched?
 - Where will it be stored and where will it be published?
 - Who needs to consume it; how and where?



Governance, Organization and Processes

- Without effective governance, an MDM initiative will fail: Someone(s) need to own the data
 - **Who decides**
 - **Who is accountable**
 - **What is the process**
- Brings together individuals from different parts of the **organization** and different levels of seniority to fulfill different roles.



Technology Infrastructure

5 Elements to support the MDM strategy:

- Data modeling
- Data quality management
- Data loading, integration and synchronization
- Data, Information and Business services
- Business Processes



Data Modeling

- You must be able to model your master data entities and attributes,
 - manage potentially complex relationships,
 - manage potentially complex hierarchies,
 - accommodate vertical-industry modeling requirements and
 - map to the master customer information requirements of the whole organization, not just selected areas.



Information Quality

- There should be well-integrated facilities for:
 - cleansing,
 - matching,
 - linking,
 - normalizing and
 - identifying data from different sources,
 - plus facilities for data stewards to manage them.
- There must also be facilities for profiling the master data to understand its quality level for visualizing and navigating complex relationships and merging data (with auditing and survivability).



Loading, integration and synchronization

- The central MDM system must be integrated with other systems that create or consume master data.
 - Internal
 - External
- This integration will take various forms, including the use of batch loads and message-oriented middleware.
- There is also the need for publish-and-subscribe mechanisms.

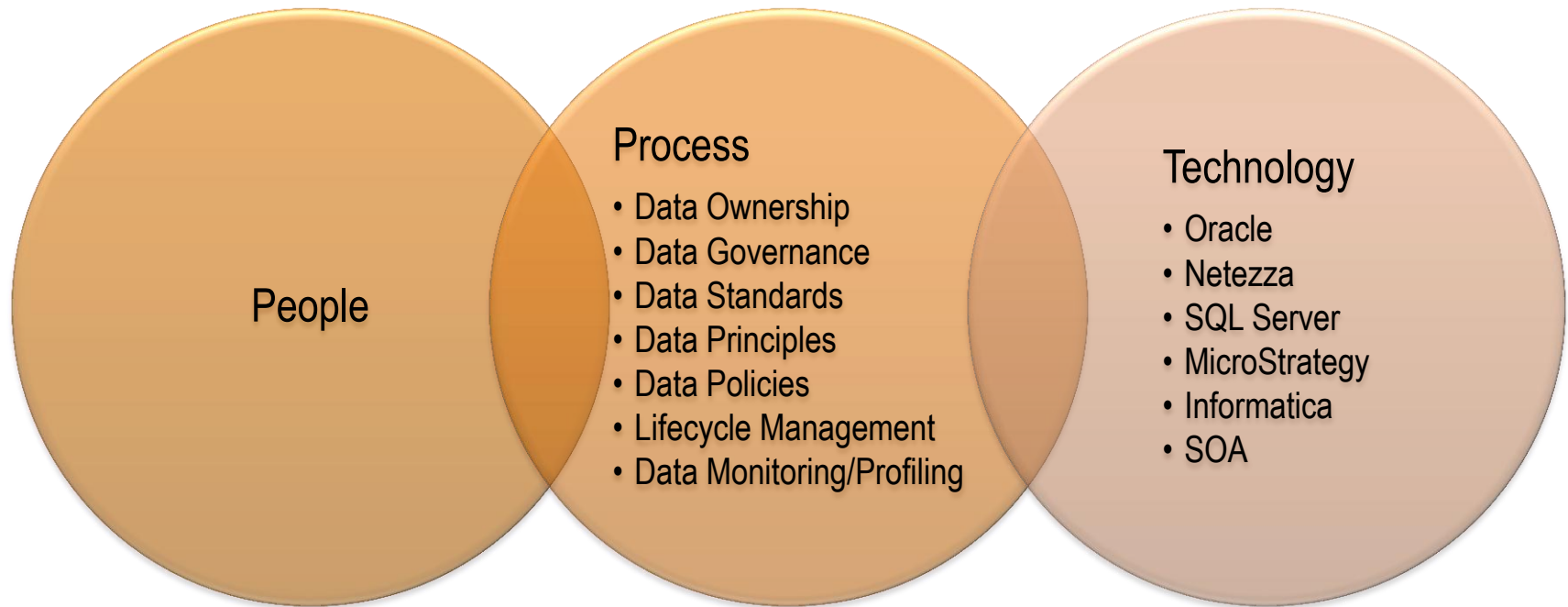


Business Process and workflow

- MDM system is a foundation for service-oriented architecture
 - will need a rich library of business services
- Also need a business process workflow to manage:
 - the creation,
 - validation and
 - publishing of master data.



MDM A Triad



Questions?

