

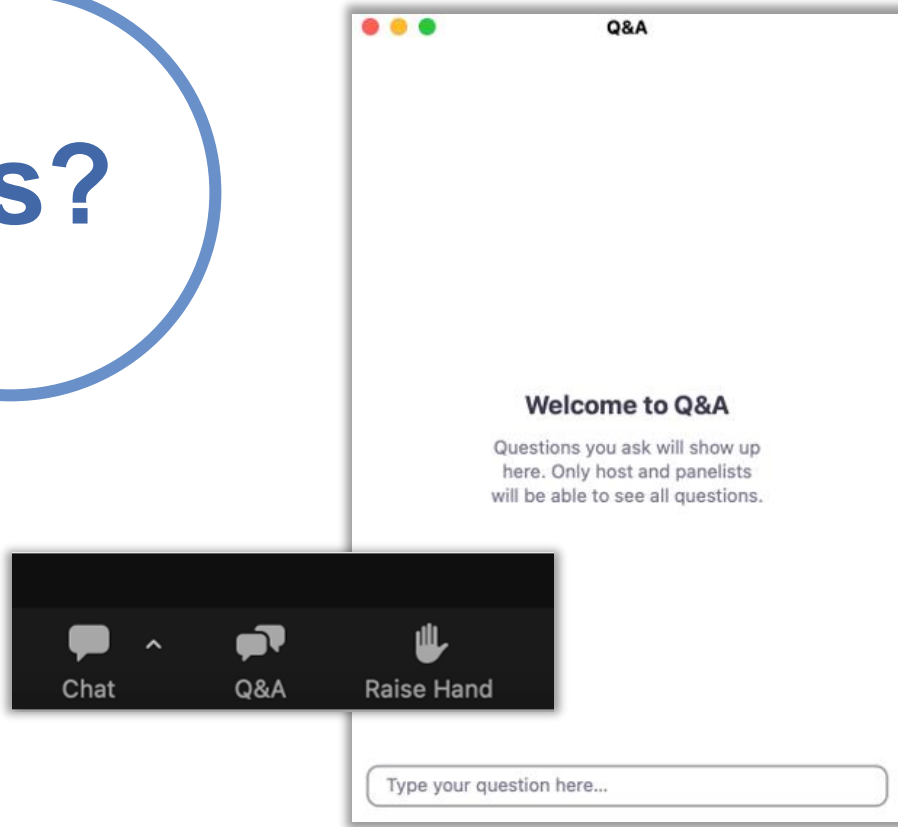


# Master Data Management:

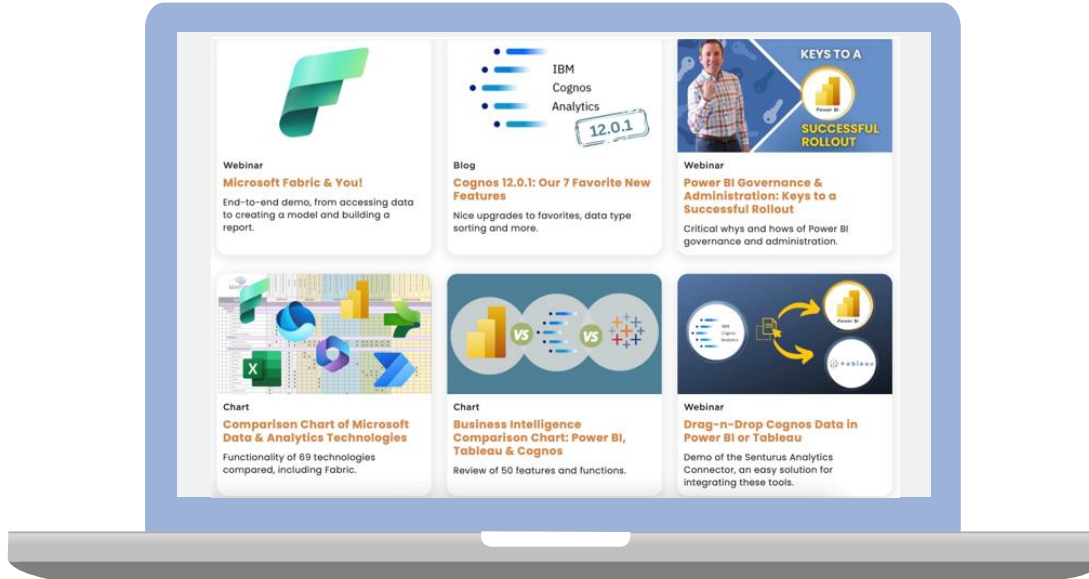
*De-Risking Data Modernization, AI & Fabric Initiatives*

# Questions?

Click Q&A at  
the bottom of  
your screen



# To get this presentation



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[senturus.com/resources](https://senturus.com/resources)

# Agenda

- 1 | Introductions
- 2 | MDM fundamentals
- 3 | Value drivers
- 4 | Implementation
- 5 | How to get started
- 6 | Additional resources and Q&A

# Introductions



**GREG FRASCA**  
Solutions Architect

Greg brings nearly 25 years of experience in data and analytics spanning numerous disciplines, industries, technologies, and lines of business. At present, his passion is ensuring that organizations are focused on the right strategy at the right time to maximize the impact of becoming data-driven.



## What is the current state of Master Data Management at your organization?



1. Aware (just learning)
2. Initially defined (reactive)
3. Managed/optimizing (proactive)



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# MDM FUNDAMENTALS

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# What is MDM?



**Data Domains:** Logical groupings of data relevant to business stakeholders and analytics entities

- Key master data domains include: people (not just customer), products, locations, vendors and assets



**Master Data:** Data about business entities that provide context for business transactions



**Master Data Management:** The discipline of conforming data across an organizations shared data assets to create a common definition (i.e. CRM, ERP, OMS, WMS, etc.)



# Why it's important



## INCREASE REVENUE

### New opportunity

- Improved customer satisfaction, loyalty and retention
- Identify more cross and up-selling opportunities
- Make better investment decisions with a comprehensive view of the business



## DECREASE COST

### Operational efficiencies

- Improved IT operating costs
- Streamlined business processes
- More efficient targeted marketing
- Better visibility into supply chain and assets

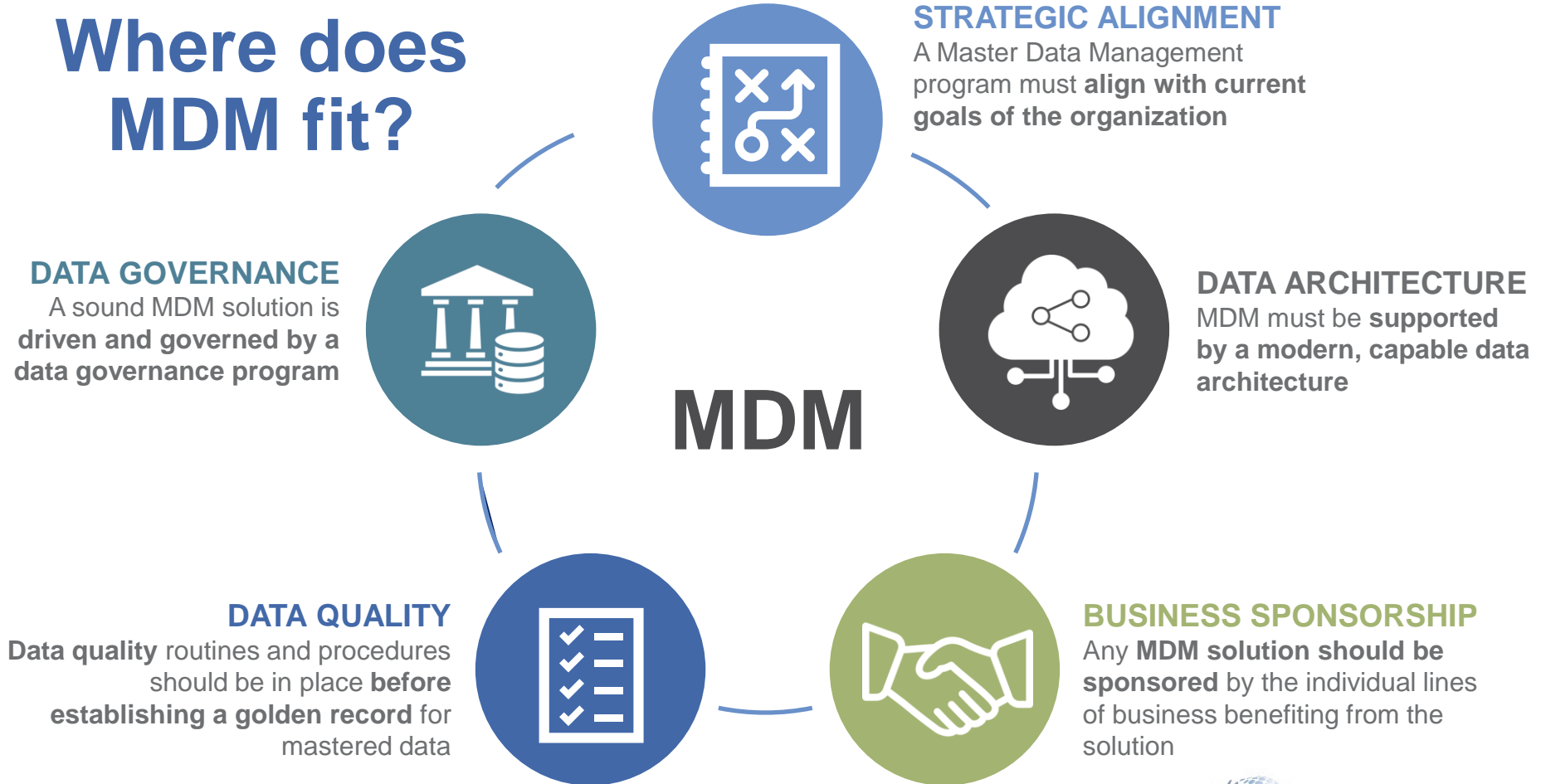


## RISK MITIGATION

### Compliance/regulatory

- Protect against PII, PCI, PHI infractions
- Better holistic view for regulatory auditing
- Remediate against costly errors and disruption in supply chain and other business processes

# Where does MDM fit?



# VALUE DRIVERS

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# The business case challenge

## Question

*What are the objectives that your organization wants to achieve with more mature Master Data Management?*

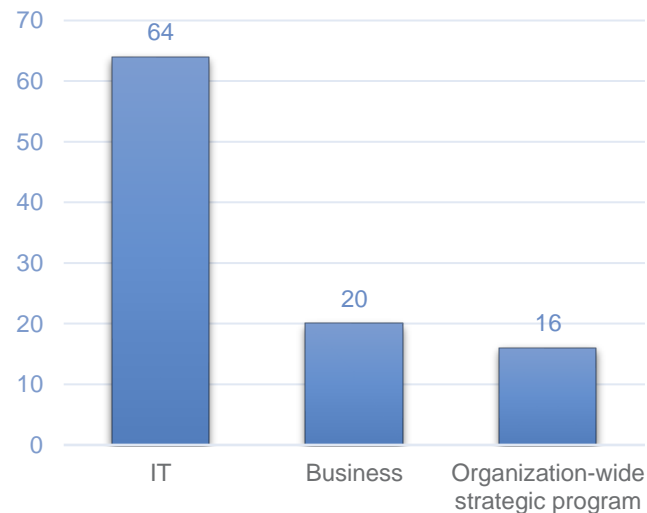
## Response



## Question

*How is the MDM program funded within your organization?*

## Response



\*Source: McKinsey Master Data Management Survey 2023.

# Building a better business case

- Identify and engage business stakeholders from inception
- Select the initial business domain and business sponsorship wisely
- Calculate the cost of not taking action
- Define the KPI's used to measure success up front
- Clearly articulate the benefits
- Demonstrate how the program will show value early and often (be agile!)
- Assess and present the value of the effort often



*Why it's important*

**62%**

*of consumers lost due to a poor personalization experience<sup>1</sup>*

**83%**

*of company leaders say operational efficiency is critical for the organization in 2024<sup>2</sup>*

**87%**

*of company leaders say **trusted** data plays a critical role in responding to market disruption<sup>3</sup>*

<sup>1</sup>Source: State of Personalization Report, Segment, 2022

<sup>2,3</sup>Source: Mastering Tomorrow's Markets, Experian, 2024

# MDM: Critical to AI realization

- The costly mistake of ignoring high quality data when implementing AI
  - Poor data quality = Poor decision making
  - Customer attrition
  - Responsible AI Principles and Environment, Social, Governance (ESG) scores continue to be on the forefront
- Mutually beneficial relationship between data quality and AI



*Why it's important*

**35%**

*of global consumers trust how AI is being implemented by organizations<sup>1</sup>*

**77%**

*of consumers think organizations must be held accountable for their misuse of AI<sup>2</sup>*

**36%**

*of business and IT decision makers are confident their organization has sufficient checks and balances in place for AI<sup>3</sup>*

<sup>1,2</sup>Source: Technology Vision 2022, Accenture, 2022

<sup>3</sup>Source: Avanade and McGuire Research, 2023

# The Unified Data Platform

- Single Source of Truth (SSoT) integrated at the foundational level (i.e. OneLake)
- OneLake is still sourced by disparate systems, all with uncommon definitions (i.e. Point of Sale, CRM, ERP, etc)
- Fabric allows for connection, management, and governance in a single logical area – improved consistency and conformity
- Fabric allows for Copilot to be a trusted advisor on implementation

## Microsoft Fabric



# Real-world applications of MDM

**Industry**  
**Automotive**  
**Retailer**

## Challenge

Automotive retailer in heavy acquisition mode was presented with an **unmanageable product and SKU** challenge that effected the services side of their business nationwide. **Current inventory was not visible** to leadership leading to costly procurement and supplier mistakes.

## MDM Solution

The organization leveraged an MDM solution to **better understand inventory on hand** and build an enterprise hierarchy and product management solution. Solution led to **reduced costs** associated with excess inventory, procurement and supplier management.

**Business**  
**Driver**  
**M&A**

**Industry**  
**Clothing**  
**Retailer**

## Challenge

A major clothing retailer was leveraging several 3<sup>rd</sup> party vendors to **facilitate a decentralized digital marketing solution**. The customer was dependent on a single firm to match and merge their customer base and then responsible for the ingress/egress of the data across their entire solution.

## MDM Solution

No longer wanting to depend on a single firm dictating their digital marketing campaigns, the firm implemented MDM to create a **golden record** of its **customer**. The effort led to **timelier, more accurate and consistent marketing efforts, improving customer acquisition and retention goals**.

**Business**  
**Driver**  
**Customer**





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# IMPLEMENTATION

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# MDM implementation styles



## CONSOLIDATION

- Master data consolidated from multiple sources to create a single “golden record”
- Most used in data warehouse and analytics solutions
- Data lives in the MDM hub



## COEXISTENCE

- Master data consolidated from multiple sources to create a single “golden record”
- Mastered data is fed back into individual source systems



## CENTRALIZED

- Store and maintain all data in a centralized environment
- MDM solution is the system of origin for data
- Highly-controlled environment



## REGISTRY

- Maintains an exact indexed copy of all data
- Source data will never be overwritten
- Good for data subjected to regulation or compliance
- Not common



# Building vs. buying an MDM solution

## BUILD

### Advantages

- Tailor-made solution
- Inherently remediates quality issues
- No licensing/software costs



### Disadvantages

- Development cost
- Data cleansing/enrichment vendor

VS

## BUY

### Advantages

- Faster to market
- Support and maintenance
- Regular updates
- Typically cleansing/enrichment built-in



### Disadvantages

- Additional software cost
- Some development cost still necessary
- Lack of customizations
- Vendor dependence

# Tools on the market



Informatica™



..... and many more!

# MDM domain implementation

PLAN — BUILD — IMPLEMENT —→



## Define and Prioritize

1. Define the business problem
2. Identify the domain
3. Scope the effort
4. Obtain the sponsorship
5. Build the team



## Develop

1. Profile the data
2. Create MDM repository/hub
3. Curate the source data
4. Build the data engineering routines
5. Test and refine, refine, refine
6. Integrate with existing solution(s)



## Promote and Apply

1. Define and implement change management program
2. Develop ongoing training for users
3. Demonstrate the value
4. Create feedback loop with users – adjust and apply

**REALIZE**

# HOW TO GET STARTED

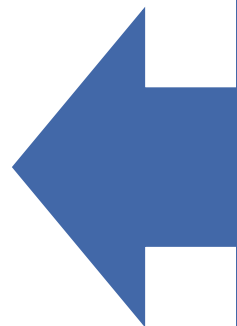
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# Taking the next step

## 01 Planning & Strategy

- Domain identification and prioritization
- Estimate cost & timeline
- Vendor selection process
- Build the business case
  - Develop ROI



### Half-day workshop to:

- ✓ Understand current state and desired future state of master data initiatives
- ✓ Elicit organizational goals and use cases related to master data
- ✓ Prioritize use cases and domains

### Deliverable:

- ✓ Executive readout of all findings and recommendations

# Support and content

[senturus.com/resources](https://senturus.com/resources)



## ON DEMAND WEBINAR

**Why Bother with  
Data Governance?**



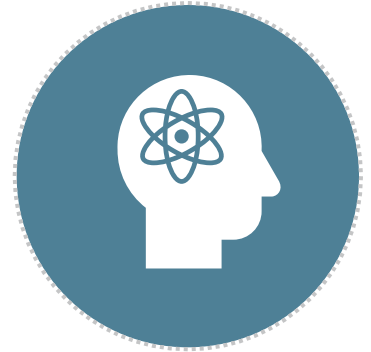
## BLOG

**Will Your Data  
Governance  
Program Hold Up to  
the Demands of AI?**



## SERVICES

**BI data governance  
and data security  
consulting services**



## KNOWLEDGE CENTER

**Blogs, webinars and  
resources available  
24/7**



# Additional resources



**INSIDER  
VIEWPOINTS**



**UNBIASED  
REVIEWS**



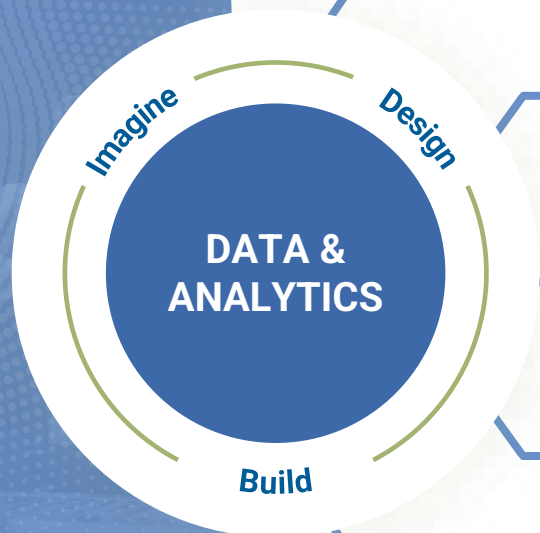
**TECHNICAL  
TIPS**



**PRODUCT  
DEMOS**

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# What we do



## ANALYTICS STRATEGY

- Data roadmaps
- Maturity assessments
- Data governance
- AI/ML enablement



## DATA MANAGEMENT

- Data architecture
- Data integration
- Cost optimization
- Master Data Management



## INSIGHTS & DATA

- Enterprise analytics
- Dashboards & visualizations
- Customer insights
- Self service & enablement



## SUPPORT & TRAINING

- Training/mentoring
- Change management
- Support services
- CBTs



## ACCELERATORS

- Senturus Analytics Connector
- Senturus Migration Assistant
- Envisor Cloud FinOps Platform



# History of success

🏆 23 years

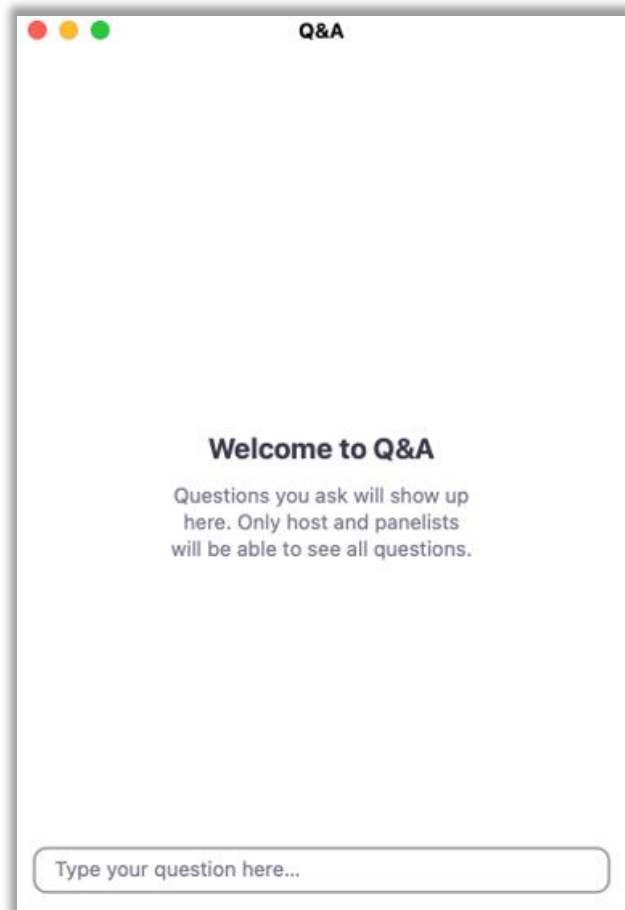
👤 1400+ clients

✓ 3000+ projects



# Q&A

If your question or issue is broader than what we can answer today, contact us at: [info@senturus.com](mailto:info@senturus.com) and we will set up a free consultation.





SENTURUS<sup>TV</sup>

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# Thank You!

Let's keep in touch



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