

# Master Data Management



## IMPROVE YOUR DATA QUALITY

Poor data quality is an increasing problem in many organizations. The issues are often related to Master Data, i.e. data about customers, suppliers, products, etc. In every business today (knowingly or unknowingly) Master Data is created, maintained and used across multiple business processes, organizational units and IT systems.

Add to this equation, inconsistent data maintenance processes, multiple definitions of the same data entities and missing synchronization between systems and you have what Master Data Management is all about.

Typical data quality problems include incorrect or missing data, duplicated data and inconsistent definitions. The costs of poor data quality are in many cases considerable and can limit competitive advantage and business effectiveness.

### PLATON SERVICES WITHIN MASTER DATA MANAGEMENT INCLUDE:

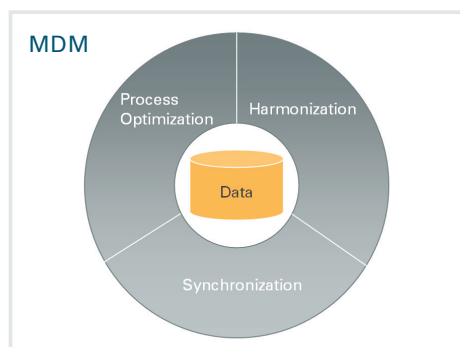
- DATA QUALITY ASSESSMENTS
- DEFINITION OF MASTER DATA MANAGEMENT STRATEGIES
- DATA PROFILING, STANDARDIZATION, DEFINITION AND CLEANSING
- DATA QUALITY SOFTWARE EVALUATION
- DATA HARMONIZATION AND DATA MIGRATION
- DESIGN AND IMPLEMENTATION OF MASTER DATA ARCHITECTURES
- DESIGN AND IMPLEMENTATION OF DATA GOVERNANCE MODELS

## CRITICAL BUSINESS INITIATIVES DEPEND ON HIGH QUALITY MASTER DATA

There are many good reasons to start a Master Data Management (MDM) initiative by itself, but quite often, MDM projects are driven by other initiatives that depend highly on data quality such as:

- Implementing a new ERP-system or other major IT systems
- CRM projects
- Mergers, acquisitions, strategic partnerships
- Subsidiary integration, enterprise consolidation
- Balanced Scorecard, EFQM or ABC
- Business-to-Business agreements
- Quality initiatives e.g. TQM or ISO
- Business Intelligence solutions
- Regulatory compliance or corporate governance initiatives

Master Data Management is an essential discipline for any company considering Information as a strategic asset or planning to do so. Platon is your partner in fulfilling such a vision ensuring a pragmatic and cost-effective approach delivering fast results but never losing focus of the overall goals.



### FACTS:

#### MASTER DATA

Master Data is data about customers, materials, vendors etc. Ideally there should be a consistent definition of each Master Data entity, as well as a common unique key across the enterprise. Master Data entities are the cornerstones of any Information Management initiative.

#### DATA MIGRATION

An often underestimated activity related to an implementation of a new ERP system (e.g. SAP R/3) is the migration of existing data from the old systems to the new ERP system. This migration will often require cleansing, standardization and harmonization of the data. Research shows that data migration efforts may add up to 20% of the overall cost of the ERP implementation. Therefore it's crucial that data migration is approached the right way.

#### DATA CLEANSING

It is often necessary to cleanse enterprise data to ensure data quality, by eliminating duplicate records, merging several data sources that contain redundant data and ensuring unique definitions etc. For simple data cleansing tasks, it is possible to use traditional ETL tools, but more complex tasks will require dedicated data cleansing technology, that includes functionality such as probabilistic matching, pattern recognition, fuzzy logic etc.

#### DATA HARMONIZATION

Harmonization is the art of building common Master Data that can be used consistently across organizational units, business systems and Data Warehouses. Data harmonization covers both the data as well as the underlying business definitions.

#### DATA GOVERNANCE

A key element in Master Data Management is ensuring business ownership and accountability for quality data. Principles for usage of data across the organization must be specified along with consistent processes for data capture that focus on quality. This is what Data Governance is all about.