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Building the Bullet-Proof MDM Program

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Agenda

- Understanding the critical components and prerequisites of your MDM program
- Identifying the critical and non-critical players on your MDM team
- Establishing success criteria and ensuring measurement to illustrate your project's success
- Determining the skills and experience you will need to jump-start MDM Q & A

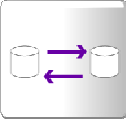
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Data is a Moving Target

- New data is being introduced daily—from both internal and external sources
- The number of relationships our customers can have with us is increasing
- Households and companies may have multiple hierarchies
- Different operational systems see data in different ways
- Data integration requirements transcend reporting
- There's more data than ever

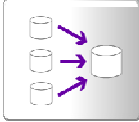
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Different Types of Data Integration



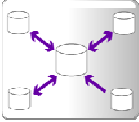
Synchronization

Data is shared between systems one another via custom code or specialized software



Data Warehouse

Data is transformed and loaded onto a specialized platform for business intelligence and analytics



Master Data Management

Subject-area data is reconciled and integrated dynamically across diverse systems

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Views of MDM from the Industry

"The discipline in IT that focuses on the management of reference or master data that is shared by several disparate IT systems and groups"

WIKIPEDIA

"MDM is much more than a single technology solution; it requires an ecosystem of technologies to allow the creation, management, and distribution of high-quality master data throughout the organization"

FORRESTER

"Master data management is a discipline involving people, process and technology, which helps enterprises define, link and maintain consistent definitions of "master" business objects such as customers, suppliers or products"

SearchDataManagement.com

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Master Data, Defined

Definition

Master Data Management Data (MDM) is the consolidation of methods, processes, controls, and automation necessary to standardize and integrate subject area data originating from different sources.



Customers



Suppliers



Assets



Products



Locations



Employees

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The Identity Picture

Dr. Bob is...

- A new physician is identified by a sales person
- Validated by the 3rd party data (AMA, DEA, etc.)
- Is a Targeted Physician
- Has a valid State License Number and is eligible for samples
- Belongs to a Group Practice
- Orders Vaccines directly
- Is a Thought Leader and Frequent Speaker
- Attends a dinner meeting for marketing/education purposes
- Participates in Clinical Trial Projects

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The Details of MDM

Content	Relationship	Processing	Admin
<ul style="list-style-type: none"> • Subject Area Details • Identification Attributes • Item Names • Definitions • Value Representation • Format Standardization 	<ul style="list-style-type: none"> • Party Identity ("Like" Attributes) • Groupings (Rules/Logic) • Hierarchy (Parent/Child) • Relationship Rules / Situations 	<ul style="list-style-type: none"> • Match and Identification • CRUD Processing • Data Correction • Data Change Logging • Survivorship Rules 	<ul style="list-style-type: none"> • Data Mgmt Configuration • Data Change And Approval • Security / Access • Data Maintenance

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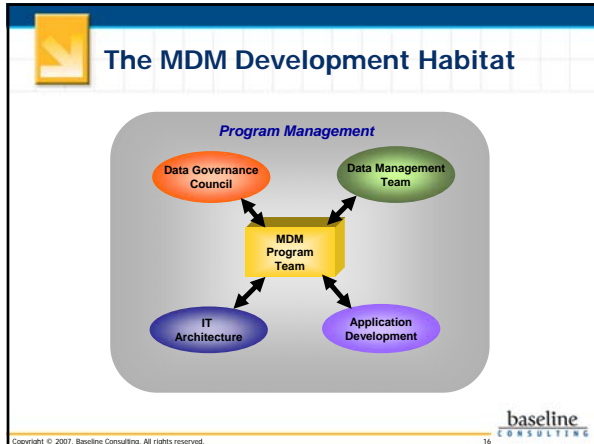
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The Critical Components

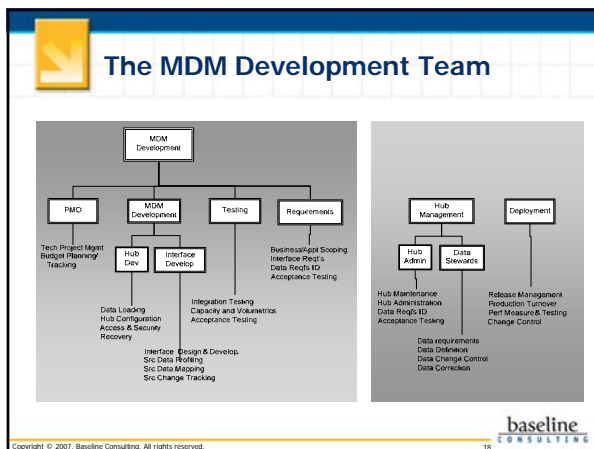
- ☑ Data standards are necessary to enable identification, matching, cleansing, and integration
- ☑ Data quality improvement and accuracy is driven by business metrics and decision making. *Quality is not Perfection*
- ☑ Data governance positions data tactics to support business policy. It's not optional for MDM
- ☑ Business needs and application requirements identify MDM function and process definition. Technology selection occurs last
- ☑ Improving data usability requires team members from both technology and business disciplines

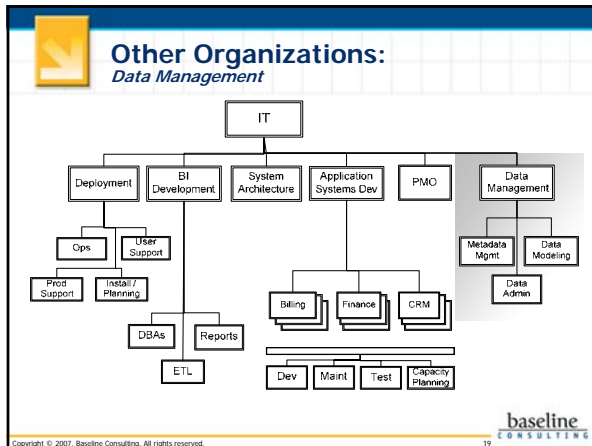
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- ## Organizations in the MDM Habitat
- **Data Management**
 This team owns and supports data models, metadata management, and data requirements. They are typically strong and experienced in gathering data requirements
 - **Data Governance**
 Many of the issues that aren't easily resolved through project methods (data quality problems, interface issues, etc.) can be addressed through the company's data governance process.
 - **Application Development**
 Development stakeholders that will use and leverage the MDM hub to support their application requirements
 - **IT Architecture**
 The enterprise IT architecture organization should participate in the design review processes to limit surprises. This ensures that MDM project conforms to company's development standards.
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Identifying the Key Players

- **MDM Project Manager**
The administrative and technical project lead. Participates in the requirements activities and ensures all stakeholders are held accountable for delivery
- **MDM Architect**
An IT architect familiar with the company's standards that owns the roadmap for technical delivery. Participates in data analysis and design steps and supports integration and development activities.
- **MDM Developer**
Technical team member focused on the two core development activities: application interface development and hub configuration. Typically team members will work on one area or the other.
- **MDM Data Steward**
Team member supporting developer questions on accessing the hub and understanding the hub's various data elements.
- **MDM Administrator**
The CDI Administrator configures the hub, working on data loading issues as well as ongoing data maintenance activities.

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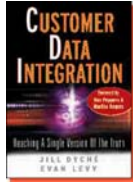
A Typical SDLC

- **System Development Lifecycle**
 - Exists to support a repeatable, consistent development process
 - Includes participation from all stakeholders (management, development, and end users)
- **Most SDLCs are IT-built and focused on application processing**
 - Typically lacks data rigor details (data testing, data acceptance, data certification)
 - Can easily master data management activities with minor adjustment

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**The Baseline on MDM:
5 levels of Maturity for MDM**