



Informatica™

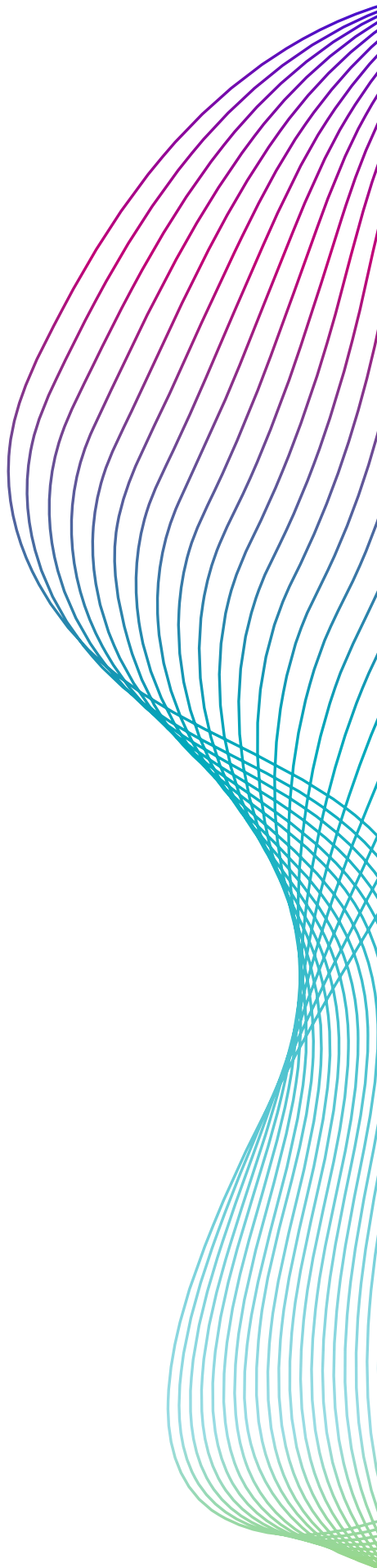
Workbook

# The Ultimate Guide to a 360-Degree View of Your Data

A 5-Step Blueprint for Success

# Contents

<b>Thriving In the Digital Economy: The Role of MDM</b>	3
<b>5 Steps to MDM Readiness</b>	4
<b>5 Steps to a 360-Degree View of Your Data</b>	5
- 1. Define Your Business Requirements	6
- 2. Translate Business Requirements Into Technical Requirements	10
- 3. Select the Right Tools and Vendors	15
- 4. Execute the Project	18
- 5. Evaluate Your Results	21
<b>Conclusion</b>	
- Using MDM as a Catalyst for Business Transformation	22
<b>About Informatica</b>	23



# Thriving In the Digital Economy: The Role of MDM

In today's digital economy, data is your most strategic asset. Not only can it enable you to deliver a unique customer experience; it can also accelerate critical decisions and increase productivity – all must-haves in a high-pressure, demanding climate.

Yet organizations continue to struggle with disparate, duplicate and conflicting information from a wide range of data sources across the enterprise. In fact, according to a recent survey of CDOs, 55% of data leaders reported they have more than 1,000 sources of data in their organization.<sup>1</sup> Plus, the proliferation of analytics and applications across multiple cloud ecosystems has increased data silos.

This lack of consistency can slow down decision making and impede productivity. What can help? A single view of data that spans the entire enterprise. This visibility can help you make mission-critical decisions based on trusted data. And it can help you effectively compete in a crowded market.

**Master data management (MDM)** provides a 360-degree view and single source of truth to enhance targeting efforts, unleash cost savings and improve overall performance of your business. Taking it a step further, multidomain MDM brings customer, product, supplier and other data together so you can gain insights across your entire business – insights that you never had before that can set you apart from the competition.

Advanced organizations that want to stay relevant in today's demanding landscape are adopting multidomain MDM for use cases that include:

- **Customer experience:** Having a trusted and enriched view of customers and their relationships across your organization can help you run targeted and personalized marketing campaigns, which can boost loyalty and increase sales.
- **Digital commerce:** Providing customers with a comprehensive view of the products they've shown interest in and items they've already purchased can simplify product information management, boost productivity and accelerate time to market for new products.
- **Advanced analytics:** Multidomain MDM delivers visibility into customer data and the associated business relationships you can use to make strategic and tactical decisions to create new business value.
- **Operational efficiency:** Creating a 360-degree view of data and relationships from multiple transactional systems across your organization can help you streamline business processes and enhance collaboration.

Ready to learn more? Then roll up your sleeves and dive into this hands-on workbook to better understand the five steps to MDM success.

<sup>1</sup> CDO Insights 2023: How to Empower Data-Led Business Resiliency, Informatica, 2023.

# 5 Steps to MDM Readiness

An MDM solution brings together critical business information that is distributed across multiple systems in your organization into a single, consolidated, authoritative view, often referred to as the “golden record.” Implementing an MDM strategy enables you to improve data quality and provide a single source of truth. This can help you gain access to the trusted data and relationships you need to make the right decisions that generate the greatest business impact.

Thousands of organizations across more than 35 industries have implemented **Informatica Intelligent MDM** and 360 applications, services of **Intelligent Data Management Cloud™** (IDMC). Based on this extensive experience, we came up with five steps to develop the right strategy to implement your MDM solution most effectively:

1. Define your business requirements.
2. Translate business requirements into technical requirements.
3. Select the rights tools and vendors.
4. Execute the project.
5. Evaluate your results.

Let's examine each phase and the critical actions you'll need to take to deliver long-term business value with your MDM solution.

# 5 Steps to a 360-Degree View of Your Data

# 1. Define Your Business Requirements

**The key to an effective MDM project is making sure it aligns to your business goals and stakeholder objectives. The only way to uncover these goals and objectives is to involve the relevant business leaders from the start and bring them in over the course of the project.**

## Identify the business opportunities

Get input from your business stakeholders and leaders to determine the key business objectives they wish to support, the challenges they face and the potential opportunities MDM can deliver.

Jot down the answers to these questions:

- What are the goals for the business leaders?

- What challenges are they experiencing that impede success?

Examples include:

- Deliver relevant experiences to attract, retain and grow customer base
- Reduce procurement costs
- Accelerate financial close
- Increase cross- and upselling
- Increase ROI from marketing campaigns
- Reduce supplier spend and management cost
- Accelerate new product introduction
- Reduce risk associated with large modernization efforts such as ERP

# 1. Define Your Business Requirements (continued)

## Define the business requirements for success

To make progress with your MDM initiative, you need to define specific, measurable goals and what business processes need to change. Identify what key performance indicators (KPIs) you will need to measure the success of your MDM business initiative. Based on the strategic objectives your business leaders have identified, determine specific, measurable key performance indicators you can use to measure your progress.

KPI 1

KPI 2

KPI 3

KPI 4

## Sample KPIs

- XX% increase in sales from loyal customers
- \$XX million savings by reducing customer churn
- XX% boost in sales conversion rates
- \$X million savings in marketing efforts from increased campaign efficiency
- X% increase in sales and revenues resulting from faster product introduction
- X times faster onboarding of new products/suppliers
- XX% reduction in time to market with new product/service
- XX% increase in customer satisfaction score (or Net Promoter Score)
- \$XX million in savings in supplier costs due to better negotiating power on pricing and payment terms
- XX% reduction in returns from online orders due to high-quality product data
- \$X million annual savings due to efficiency gains from compliance reporting
- X% reduction in inbound calls leading to lower call center costs and an increase in happier customers



# 1. Define Your Business Requirements (continued)

## Assemble the right business subject matter experts (SMEs)

Bring together the relevant stakeholders:

- For projects related to customer experience, include leaders and managers in sales, service and marketing.
- For projects related to product data, include representatives of research and development, manufacturing, merchandising, digital commerce, logistics and finance teams.
- For projects related to supply chain, include representatives of supply chain, procurement and finance teams.

List the stakeholders who will define the business requirements for your MDM project and identify their pain points:

**SME:**

**Pain Point:**

**SME:**

**Pain Point:**

**SME:**

**Pain Point:**

**SME:**

**Pain Point:**



# 1. Define Your Business Requirements (continued)

## Educate business leaders about MDM

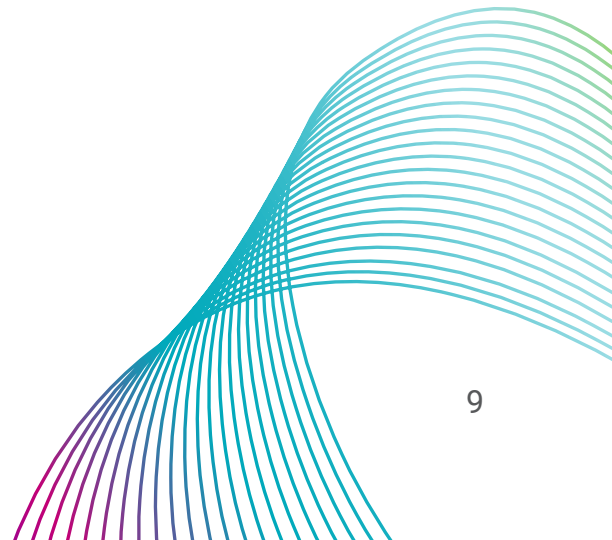
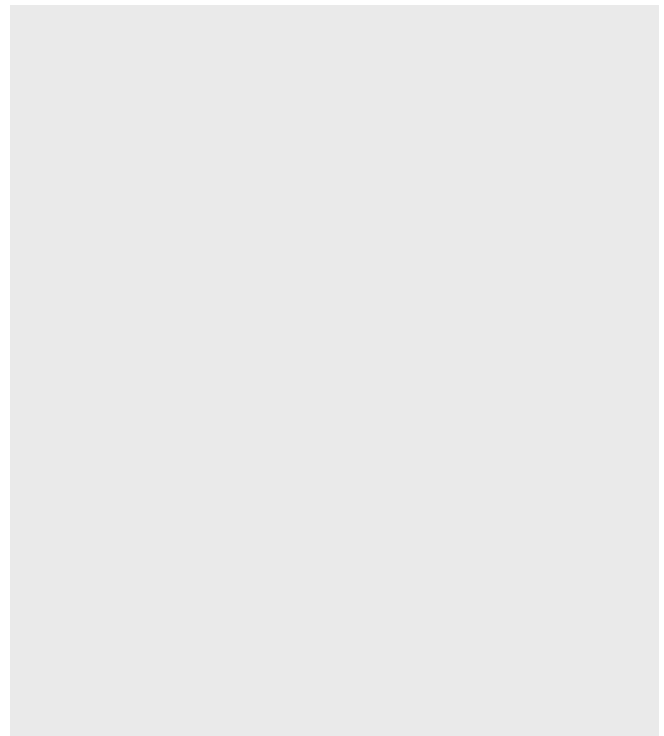
To develop realistic goals, your business leaders need to understand what MDM is and how it can potentially impact your overall business.

Training efforts should include:

- A high-level overview of how MDM can help address your business goals using language your stakeholders can relate to.
- Examples showing how MDM has been leveraged by similar organizations for similar use cases. In many cases, your MDM vendor of choice will be able to provide this information.
- Taking stakeholders to industry events that feature organizations that are on a similar journey and have already invested or achieved benefits from MDM.

List the training steps you need to take (e.g., find examples of other companies who have completed similar initiatives or list relevant events you wish to attend).

## Training Steps



## 2. Translate Business Requirements Into Technical Requirements

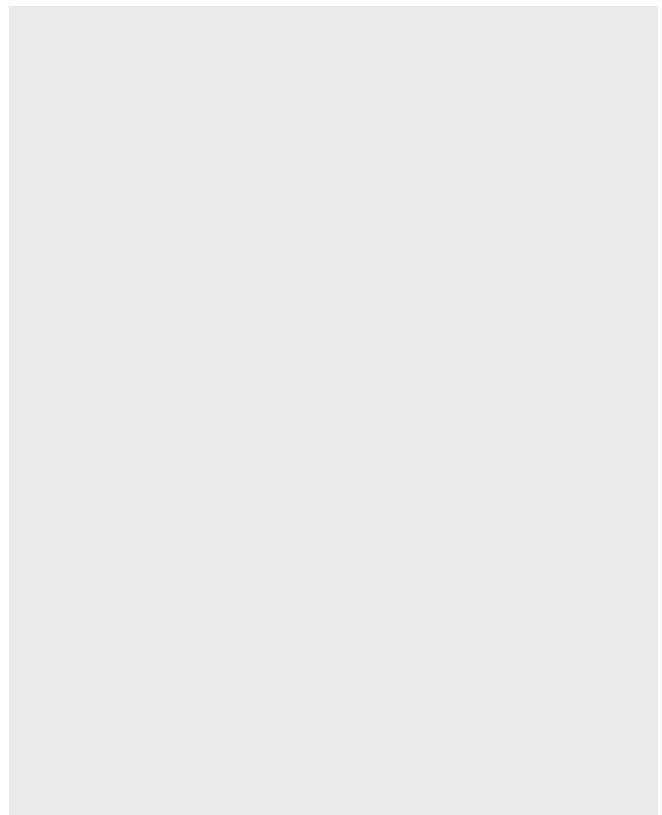
**Once you've identified the business issues you want your MDM project to address and the measurable impacts your organization wants to achieve, it's time to align these issues with your data-related challenges. This will help you develop MDM strategies that will drive your desired business results.**

### Define functional requirements

Functional requirements describe what the software should do. For example:

- The MDM solution should automatically treat two customer records as duplicates if the names, dates of birth, addresses and phone numbers match with a 90% confidence level.
- Data stewards should be able to update multiple records at once to process them quickly and in a controlled manner.
- Business users should be able to capture and visualize person-to-person, person-to-company and company-to-company relationships along with historical views.

List your functional requirements here:



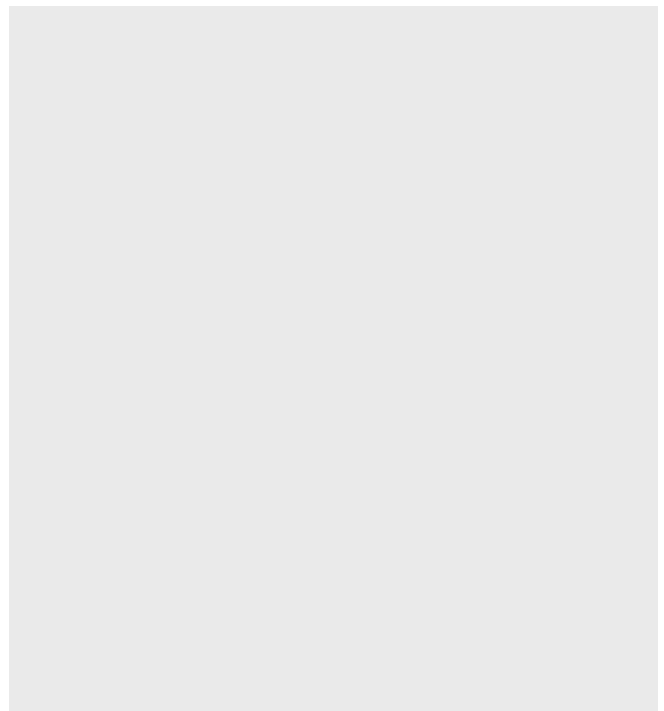
## 2. Translate Business Requirements Into Technical Requirements (continued)

### Define technical requirements

Technical requirements describe how the system will meet the functional requirements. Technical considerations may include that the MDM system must:

- Be able to integrate data from disparate sources, such as CRM, ERP and other applications
- Be able to cleanse and standardize data from different sources, remove duplicate records, correct errors and consolidate data into a single view
- Provide a framework for managing **data governance**, defining data stewards and establishing data policies and procedures
- Provide a secure environment for storing and managing data, including encrypting data, accessing controls and monitoring for security threats
- Provide the ability to view, analyze and report on master data and its quality

Describe your technical requirements here:



## 2. Translate Business Requirements Into Technical Requirements (continued)

### Define the scope of your project

The time frame for the project will depend on the numbers of domains, subject areas and data sources. The following table gives you an idea of how long different types of projects of different complexities are likely to take:

Domains	Data Sources	Records	Batch Interfaces/ Loads	Workflow	Web Services	Time
1	2-4	1-5M	2-4	Basic	None	3-4 weeks
2	5-10	2-20M	8	Moderate	Basic	8-10 weeks
4	10-15	50-100M	12	Advanced	Web services	12-15 weeks



## 2. Translate Business Requirements Into Technical Requirements (continued)

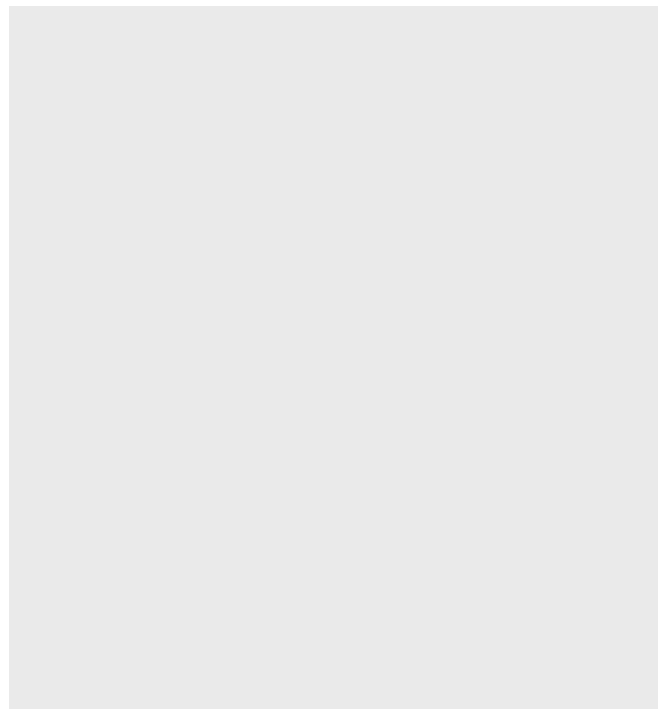
### Build your initial logical data model

The logical data model represents your data architecture in a graphical manner without regard for the physical implementation or the database management system involved in storing the data. It provides all the information about the various entities and the relationships between the entities present in a database. This will help you to understand the details of your data without worrying about how they will be implemented.

The logical model includes:

- Entities
- Attributes of entities
- Key groups (primary keys, foreign keys)
- Relationships
- Normalization

Describe your data model here:



## 2. Translate Business Requirements Into Technical Requirements (continued)

**Develop an initial high-level project plan.** Your project plan should include the following elements:

1. **Goal:** What is the goal of the project? What are the phases?

2. **Scope:** What parameters are necessary within each phase to achieve the goal? How many data sources? How many domains? How many records?

3. **Process:** What is your process for implementing the plan? Define: what, who, how, when and where.

4. **Deliverables:** Define what will be delivered in each phase to meet the stakeholders' expectations.

5. **Resources:** Identify all the resources necessary to create and deliver the final product, including human resources.

6. **Limitations and dependencies:** What factors will inhibit your ability to complete the project and each phase? How do we mitigate those factors?

7. **Deadlines:** Record all deadlines and determine whether they are hard or soft.

8. **Stakeholders:** Record how much time the stakeholders may need to review and approve any of the deliverables.



## 3. Select the Right Tools and Vendors

**You want your MDM project to provide a trusted 360-degree view of business and relationship data to drive your strategic initiatives and support your tactical decisions. To achieve these goals, your MDM solution must be comprehensive and flexible. In turn, you can start with your most pressing data challenges and business needs and scale as your needs expand.**

To maximize your investment, look for the following capabilities in an intelligent MDM solution:

- **Workflow and business process management**

Look for a solution that offers a range of workflow and business process management capabilities.

- **Data quality**

The solution should enable you to create and maintain your “golden record” by profiling, cleansing, matching, linking and semantically reconciling master data from different sources.

- **Performance, scalability, availability and security**

High performance, scalability and availability are non-negotiable. The solution should also ensure security by enabling your organization to establish privacy policies as well as configure and manage access rules that provide different views for different roles.

- **Hierarchy management**

The MDM solution should model and store multiple hierarchies within and across data domains to classify all instances of master data for various business requirements and for functions such as searching and reporting.

- **Data stewardship**

A well-designed user interface and a full range of capabilities should enable the data steward to evaluate rules and policies to ensure accuracy of data and relationships.

- **Multiple usage scenarios**

The MDM solution should support both the operational and analytical use of master data.

- **Multiple domains**

The MDM solution should address the requirements of an MDM program that spans multiple data domains, including customer, product, supplier and reference data domains.

- **Internal integration within the product suite**

The MDM solution should seamlessly combine the data management capabilities such as cataloging, integration, data quality, enrichment, workflows and governance into a single solution.

### 3. Select the Right Tools and Vendors (continued)

Use this table to see how well the MDM vendors you are evaluating compare in terms of functionality:

Capabilities	Vendor 1	Vendor 2	Vendor 3
Available workflows			
Data quality features			
Performance, scalability, availability and security features			
Hierarchy management			
Data stewardship			
Ability to support operational and analytical use cases			
Support for multiple domains			
Integrated product suite			

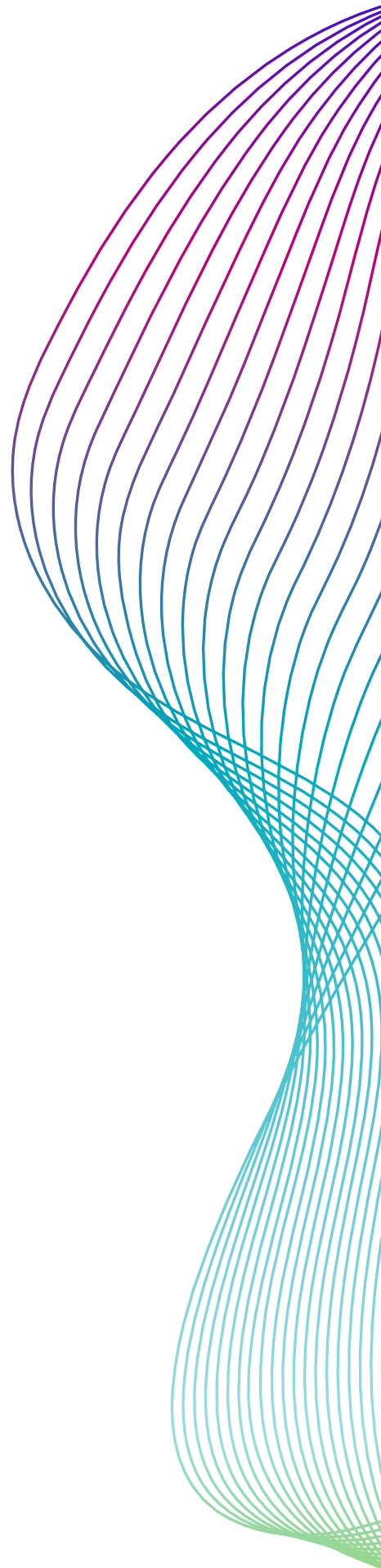


## 3. Select the Right Tools and Vendors (continued)

### Evaluate vendors

In addition to MDM features, it's also important to consider the capabilities of the MDM vendor. Some questions to ask when evaluating MDM vendors include:

- Can the vendor provide world-class support and service across time zones and geographies, 24/7?
- What are the vendor's professional services, subject matter expertise and industry experience?
- Does the vendor offer on-site and virtual training and enablement for ongoing maintenance and management of MDM systems?
- Does the vendor have certified technical experts available in the market across partners and system integrators?
- What out-of-the-box functionality does the vendor provide? What functionality is not provided by the vendor? What functionality requires customizations (including integration with third-party tools and solutions)?
- What are the statistics for total cost of ownership and return on investment, based on existing customer implementations?
- What is the product roadmap for the next 12–24 months?
- What proof points can the vendor provide? Have any independent research organizations benchmarked the MDM solution?
- Does the vendor offer flexible, consumption-based pricing so you can more easily grow and innovate as your business needs change?



## 4. Execute the Project

Now's the time to put the wheels in motion for your MDM project. In the project execution phase, you'll develop and complete deliverables. Tasks include assembling your team, assessing risk and creating an implementation plan.

### Assemble your project team

Every MDM project requires the right mix of skill sets. Roles needed for any MDM project team include the following. They are split by business roles and IT roles for easy reference.

#### Business Roles

- **Project sponsor:** Provides the business sponsorship for the project; champions the project within the business and guides the project managers in understanding business requirements and priorities
- **Project manager:** Manages the day-to-day activities for the project team, including timing and budget; coordinates with the implementation team's delivery manager with other invested teams to synchronize project plan throughout engagement
- **Business core team:** Verifies existing business requirements of MDM solution; supports regression testing by validating business requirements still being met and leads the execution of any business change management stemming from the modernization
- **Business SME:** Represents the interests of upstream and downstream systems interacting with MDM solution and validates any impacts
- **Business analyst:** Documents business requirements, validates functionality requirements with implementation team and supports testing by validating strategy and test cases
- **Data stewards:** Manages data assets to improve data reusability, accessibility and quality; responsible for monitoring and maintaining data quality and taking corrective actions when necessary
- **Testing team:** Leads the testing strategy and test plan creation; supports business user acceptance testing (UAT) with enablement and training; conducts system and user tests using the test plan and test cases; and creates test data to support test plan as required

## 4. Execute the Project (continued)

### IT Roles

- **IT project lead:** Coordinates the technical support aspects of the project
- **Enterprise architect:** Develops and maintains the client's enterprise-wide view of the data; analyzes information requirements specified by the user community and designs the required data structures to support those requirements; along with the project and MDM architects, determines requirements for supporting hardware, software and network resources
- **System administrator:** Supports provisioning of cloud software and set-up of Secure Agent, security assertion markup language (SAML) integration and other interfacing of customer systems
- **MDM production support:** Manages the daily execution of workflows and sessions in the production environment; receives knowledge transfer from implementation team on MDM solution design and configuration; and leads the code control and promotion to upper environment of the solution
- **Database administrator:** Supports the batch integration connectivity of MDM solution's initial data load and supports integration connectivity with customers' relational database management system (RDBMS) for ingress and/or egress
- **Security administrator:** Validates that the MDM solution meets the customer's security requirements for cloud solutions
- **Network administrators:** Supports the technical networking needs for MDM and related security features to efficiently integrate with customer enterprise

## 4. Execute the Project (continued)

### Assess your risk

A thorough understanding of related risks is critical to managing trust with your MDM data. To properly evaluate data risks, answer the following questions:

What sensitive data is involved?

Have you mapped consent attributes?

How does the data move across your ecosystem?

How do you perform user authentication?

How do you manage user privileges and data rights?

Do you need masking and encryption?

### Develop a phased implementation plan

Starting with a limited pilot project will help you quickly demonstrate impact and share results. When users see the value, they're more likely to adopt the MDM solution. That's why it's important to create a project management plan with a phased implementation that delivers value in short intervals.

Start by assigning a project manager to direct and manage project execution. This project manager should:

- Assign tasks to the right individuals.
- Set up tracking systems for deliverables.
- Ensure that tasks are executed on time and with the highest quality.

## 5. Evaluate Your Results

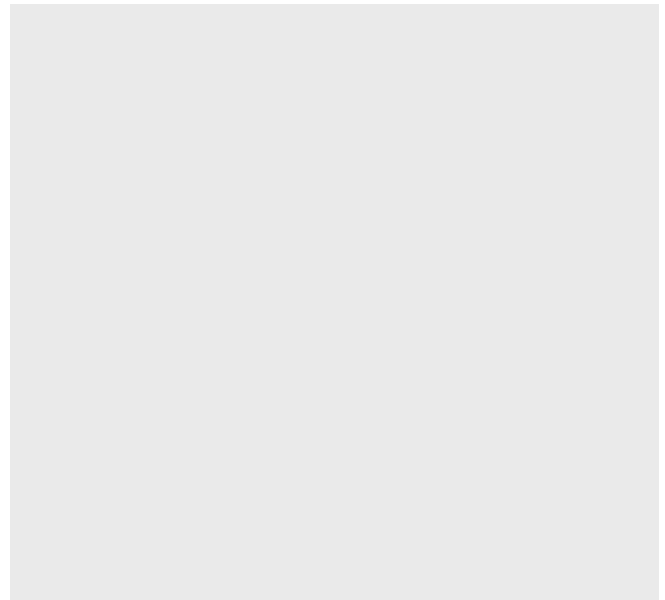
**The success of your MDM project depends on the business impact it delivers. To be clear, maximizing the value of your MDM implementation is an ongoing process. MDM is a journey, not a destination. With that in mind, review and report results to the stakeholders on a regular basis. This will secure buy-in and support.**

### Track your results over time

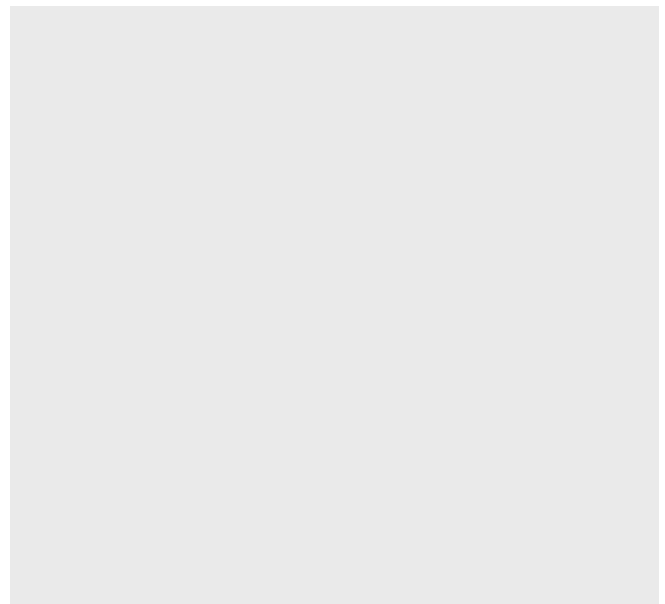
- When you start the project, create a baseline of the metrics you defined in Step 1.
- As you go live, continually monitor, measure and report.
- Share your results with both doubters and supporters of the MDM program. Ideally this will help everyone better understand its impact and why the project matters.

List the KPIs you defined at the beginning of your project and track the results you achieved here:

#### KPIs



#### Results



## Conclusion

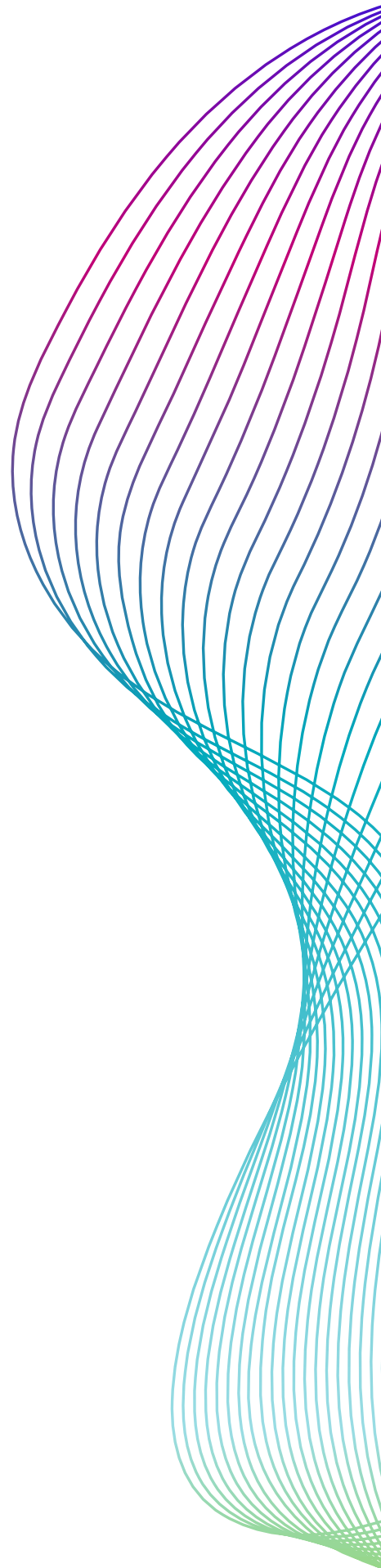
# Using MDM as a Catalyst for Business Transformation

**To stay ahead of the competition, organizations are always looking for ways to accelerate decision making, improve productivity and enhance customer experience. Data is the backbone of these efforts. Having the right data allows your business to make the right decisions to move your business forward.**

An intelligent MDM solution helps consolidate all your data about your customers, products, suppliers, operations and more into a single view. Being able to capture the relationship between the different data domains can help deliver game-changing insights. Plus, having this type of visibility can help you stay ahead of the curve in a crowded market.

If you're ready for success, follow this five-step MDM implementation blueprint to help drive meaningful results.

Contact us for a demo of **Informatica Intelligent MDM**, a service of **Intelligent Data Management Cloud**.





# Informatica<sup>®</sup>

## About Us

Informatica (NYSE: INFA) brings data to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across the organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are driving bigger ideas, creating improved processes and reducing costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform, with a simple and flexible consumption-based pricing model. **Informatica. Where data comes to life.**

Worldwide Headquarters  
2100 Seaport Blvd,  
Redwood City, CA 94063, USA  
Phone: 650.385.5000  
Fax: 650.385.5500  
Toll-free in the US: 1.800.653.3871

**informatica.com**  
**linkedin.com/company/informatica**  
**twitter.com/Informatica**

[CONTACT US](#)

IN18-3637-0823

© Copyright Informatica LLC 2023. Informatica and the Informatica logo are trademarks or registered trademarks of Informatica LLC in the United States and other countries. A current list of Informatica trademarks is available on the web at <https://www.informatica.com/trademarks.html>. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided "AS IS" without warranty of any kind, express or implied.

[informatica.com](https://www.informatica.com)