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Mistakes One & Two

1. ## Failing to ensure multiple business data entities can be managed within a single MDM platform

    - When selecting and deploying an MDM platform, it should be capable of managing multiple business data entities such as: customers, products, and organizations all within the same software platform.

2. ## Ignoring data governance needs at the project- or enterprise-level

    - Data governance is unique to every organization since it is based on the company's business processes, culture, and IT environment. Yet companies typically select an MDM platform without much thought to their enterprise data governance needs.

    - It is critical that the underlying MDM platform supports the data governance policies and processes defined by your organization.

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3. **Failing to ensure the MDM platform can work with your standard workflow tool**

    - Workflow is an important component of both MDM and data governance, as it can be used to approve the creation of a master data entity definition and to determine, in real-time, which conflicting data entities survive.

    - Workflow can also be used to automatically alert the data steward of any data quality issues.

4. **Failing to ensure the solution supports complex relationships and hierarchies**

    - With a single entity master data hub, such as customer, hierarchies and relationships are relatively straightforward. However, hierarchies among multiple data entities can be highly complex.

    - Examples include: retail locations in the Eastern region stocking only certain products; complex counterparty legal hierarchies determining credit risk exposure; or an account holder's spouse being a high net-worth individual. Make sure your MDM request for proposal requires the solution to be capable of modeling complex business-to-business (B2B) and business-to-consumer (B2C) hierarchies, along with the definitions of those master data entities within the same MDM platform.

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5. Relying on fixed Service Oriented Architecture (SOA) services

- Reliable data is a prerequisite to supporting SOA applications— which automate business processes by coordinating enterprise SOA services.

- As the foundation technology, MDM provides reliable data; any changes made to the MDM environment will ultimately result in changes to the dependent SOA services, and consequently to the SOA applications.

- IT professionals need to ensure the MDM platform can automatically generate changes to the SOA services whenever its data model is updated with new attributes, entities, or sources.

6. Cleansing data outside of the MDM platform

- The number of sources for an enterprise MDM deployment spans multiple departments and typically comprises tens or hundreds of systems. In this scenario, cleansing the data at the source systems is not viable. Rather, data cleansing needs to be centralized within the MDM system.

- If your company has already standardized on a cleansing tool, then it is important to make sure the MDM solution provides out-of-the-box integration with the cleansing tool in order to leverage your existing investments.

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Mistakes Seven & Eight

7. Thinking probabilistic matching is adequate

- The matching techniques commonly used are—deterministic, probabilistic, heuristic, phonetic, linguistic, empirical, etc. No single technique is capable of compensating for all of the possible classes of data errors and variations in the master data.

- To achieve the most reliable and consolidated view of master data, the MDM platform should support a combination of these matching techniques with each able to address a particular class of data matching.

8. Underestimating the importance of creating a golden record

- For MDM success, it is not enough to simply link identical data with a registry style because this will not resolve inconsistencies among the data.

- Master data from different sources needs to be reconciled and centrally stored within a master data hub.

- The MDM system should provide a robust unmerge functionality in order to rollback any manual errors or exceptions—a typical activity in large organization where several data stewards are involved with managing master data.

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9. Overlooking the need for history and lineage to support regulatory compliance

- Today, business users not only demand reliable data, but they also require validation that the data is in fact reliable. The history of all changes to master data and the lineage of how the data has changed needs to be captured as metadata.

- In fact, metadata forms the foundation for auditing and is a critical part of data governance and regulatory compliance reporting initiatives.

10. Implementing MDM for only a single mode of operation: analytical or operational

- An enterprise MDM platform needs to synchronize master data with both operational and analytical applications in order to adequately support real-time business processes and compliance reporting across multiple departments. In contrast, CDI and PIM solutions are most often implemented at the departmental level with the objective of solving a single defined IT initiative such as a customer relationship management migration or a data warehouse rollout.

- Without the ability to synchronize master data with both operational and analytical applications, your ability to extend the MDM platform across the organization will be limited.

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Achieving MDM Success

Begin with selecting an integrated and flexible MDM platform

- Your business needs will change...

  - *...they always do!*

- Your MDM solution should address these 10 challenges *out-of-the-box*

- Benefits of such an MDM solution:

  - Mitigates technology risk

  - Improves ROI

  - Software deployment is much faster and easier to migrate over time

- Don't take the vendor for granted – check references

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About Siperian

A leading provider of software platform that unifies the critical data about customers, products and organizations across different systems and delivers the most accurate, reliable and complete views of such data to reduce cost, improve compliance and drive operational effectiveness

Merrill Lynch · **Pfizer** · **Deutsche Bank** · **GLITNIR** · **STATE STREET.** For Everything You Invest In™ · **EMC²** where information lives™

AstraZeneca · **Vhi** HEALTHCARE · **LexisNexis** · **Forest Laboratories, Inc.** · **ALLERGAN**

Customers

Top-Tier Customers across 8 Industries and 2 Continents
All Customers over $1B in Revenue; more than 50% are Fortune 500
- **Largest Commercial Bank in North America**
- **Largest Trade Clearing House in North America**
- Largest Global Pharma Company
- Largest Rollout in Europe (20+ countries)
- Dominant in Health & Life Sciences (Top 15 Pharma Companies)
- **Growing Fast in Financial Services, Insurance, Manufacturing**

Technology

- Most Scalable Solution Proven in both B2B and B2C
- Largest Hub with over 450M Records
- Highest Industry Benchmark Published - Validated at IBM Labs at 1100+ TPS Throughput
- **Stellar track record → 100% Customer Implementation Success Rate**
- Rated by Gartner as a Magic Quadrant "Visionary"
- Most Flexible MDM **Platform**

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