



First San Francisco Partners

Master data complexity made simpler

Company Overview



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your critical data assets to improve operational efficiency and profitability

First San Francisco Partners provides data governance and data management consulting services that deliver faster time-to-results for complex organizations.

By employing a holistic, incremental approach - *Agile Master Data Management™* and *Agile Data Governance™* - data quality improvements are delivered sooner with reduced project risk and lower data management operational costs.

The company's service offerings are both strategic and tactical, and include data governance, data quality and master data management strategy, business and IT alignment workshops, data management architecture and master data management implementation.

First San Francisco Partners supports organizations of all sizes across any phase of a data management initiative.

When companies are able to transform their data into actionable intelligence they can improve decision-making and customer value, and institute business process efficiencies that fuel business growth.



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The first step in master data management (MDM)

First San Francisco Partners focuses on helping clients solve their data management challenges so that data is recognized and managed as a corporate asset. The company is managed by senior-level technology executives with a combined 20+ years domain expertise in enterprise data integration and MDM.

A single focus and core competency in data management provides the highest value in the least amount of time, and that is just one of the differences our clients experience working with First San Francisco Partners:

- Agile Master Data Management™ allows you to start your MDM implementation in small increments, reduce project risk, optimize time and costs, and facilitate business and IT to work towards common goals.
- Agile Data Governance™ ensures your data governance initiative delivers measureable impact by focusing on high value “projects” while deploying an enterprise governance “program”.
- A unified cross-functional, enterprise-wide approach to master data management and data governance delivers tangible results.
- A holistic approach to data management looks at data from both a business process and technology management perspective, ensuring your strategies are in synch.
- Organizational alignment ensures the right people are involved in determining standards, usage and integration of data across projects, subject areas and lines of business.

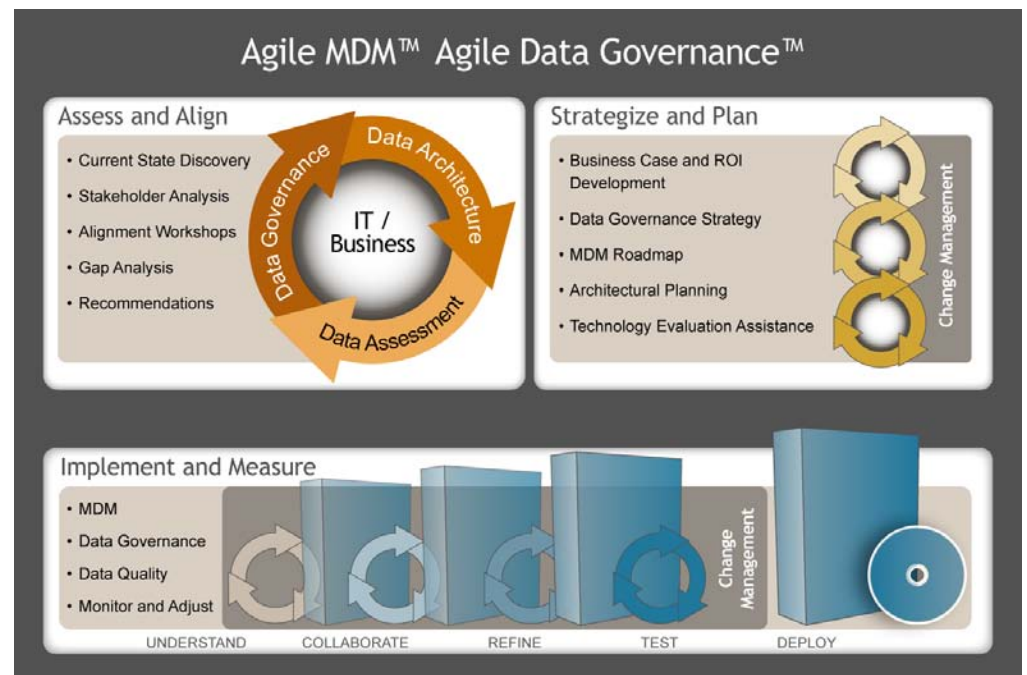
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Agile Master Data Management™

A paradigm shift is needed when implementing an MDM solution because it is very different than a typical CRM or ERP application. The more business is involved early and frequently in the project lifecycle, the greater the success. Agile Master Data Management™ ensures early and frequent immersion for both business and IT resources as opposed to a traditional waterfall approach.

Agile MDM™ is proven to deliver a well adopted, working MDM solution with the lowest amount of risk by focusing on the following guiding principles:

- Close and continuous collaboration between business and IT.
- Keep it simple and grow incrementally.
- Rapidly deliver results through frequent, regular iterations.
- Client empowerment through critical knowledge transfer.
- Uncover risk and misconceptions early and adjust accordingly.



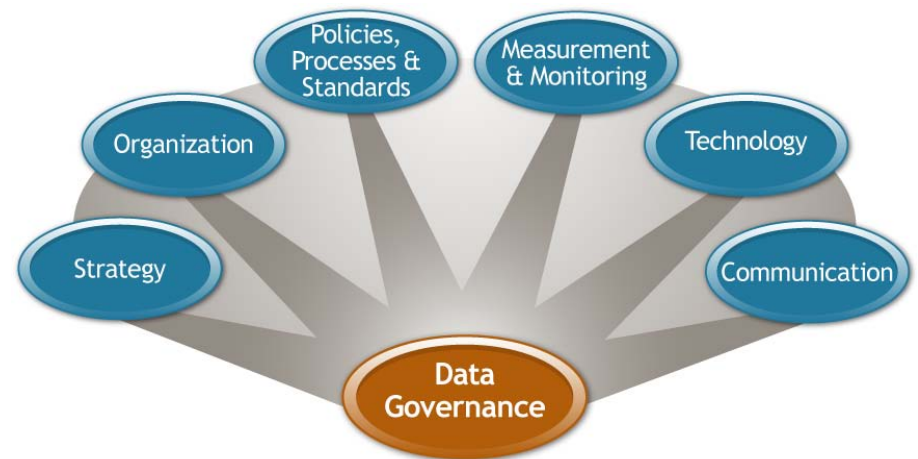
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Agile Data Governance™

Data Governance, or any form of governance, is traditionally viewed as a necessary evil. However, good Data Governance can help an organization become more streamlined, more efficient and more productive by ensuring the right people are involved in the right decisions at the right time.

Agile Data Governance™ leverages the same guiding principles as Agile MDM™ to ensure your data governance program adds value - not bureaucracy. Agile Data Governance™ incorporates the following components:

- Complete Stakeholder Analysis to understand who uses the data, how and why it's important.
- Identification and execution of high value tactical projects within the strategic program.
- Measurement and monitoring to calculate business impact.
- Communication Plans to maintain alignment between stakeholder groups.
- Collaborative review process to readjust and improve.





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Professional Services

Our service offerings span data governance and data quality strategy, alignment workshops, data management architecture and MDM technology implementation.

First San Francisco Partners can assist with the formulation and roll-out of a data governance program and implementation of enabling technology, in addition to architectural and data governance guidance to ensure your data management initiative delivers business value over time.

Architecture, Data Quality and Data Governance Assessments

The first step in mastering your data is to understand the current state of data quality, data integration architectures and existing data governance processes. With this knowledge in hand, a strategy and roadmap is formulated to meet corporate mandates and achieve business objectives and business process efficiencies. A detailed set of priority recommendations emerge to improve data quality, integrate critical data into business processes and institute or streamline data governance. The outcomes of these thorough, methodology-based assessments include an actionable:

1. Data Governance Strategy
2. Data Quality Improvement Plan
3. MDM Architecture Roadmap



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Alignment Workshops

One of the biggest challenges in a data management initiative is aligning different and sometimes competing organizations to work towards the same long-term vision. First San Francisco Partners offers an alignment workshop to rapidly identify common goals across departments and business units and prioritize impact areas along with immediate, shared areas of success. A continual buy-in process with all project stakeholders is defined and committed to aligning executives, business owners and IT management – with defined success metrics and communications plans. Workshops are interactive, on-site and typically completed in 3-5 business days.

MDM Technology Implementations

MDM implementation experts hit the ground running with extensive experience in solution architecture and data integration across popular MDM vendor solutions – having deployed enterprise solutions at many Fortune 100 corporations.

First San Francisco Partners uniquely takes into consideration the myriad of non-technology data management/integration issues like organization, accountability and communication of key master data policies and processes – beyond any single software vendor product capabilities and across all master data types. MDM implementation expertise also includes data quality, data integration and measuring/monitoring solutions.



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Testimonials

First San Francisco Partners far exceeded our expectations, especially in helping the project team secure cross-functional executive team commitment to the customer master data initiative.

– Julie Cullivan, VP Sales Operations, McAfee

A hybrid data governance model uniquely accommodates Northern Trust's business model – with distinct lines of business having their own business-driven client needs – and supports collaboration across the enterprise.

– David Bailey, Senior VP, Northern Trust

Within a short time frame, the roles and responsibilities for data governance were clearly defined and understood—without which the company would have continued to “spin their wheels” and have ongoing miscommunication leading to inefficiencies and messy data.

– Associate Director, Customer and Market Operations, Biotech Client

First San Francisco Partners are among my go-to-trusted-experts in the MDM domain with deep experience in Data Governance. Their proven experience in the integration of MDM into the business employs change management, organizational alignment and strategic architectures that just work ... and their people are a pleasure to work with as well as being among those rare consultants who have experience with more than one MDM platform.

– Aaron Zornes, Chief Research Officer,
The MDM Institute
And Conference Chairman, The MDM
& Data Governance Summit series

First San Francisco Partner's contribution on the design of the Data Governance Manager has been instrumental to providing critical insight into customer's need as well as skilled resources for accelerating development and ensuring its high level of quality.

– Pascal Laik, VP Master Data Management,
Oracle Corporation

Representative Clients

Northern Trust | McAfee | Vertex | Hess | HSBC | Merrill Lynch | Navteq | Export Development Canada





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Kelle O'Neal, Managing Partner



Kelle founded First San Francisco Partners in 2007 following her early work with several software and systems integration providers who were key to the development and provisioning of customer data integration and master data management (MDM) solutions. Her prior experience includes senior management roles with Siperian as General Manager, EMEA, GoldenGate Software, Oracle and Siebel Systems in the U.S., Europe and Asia.

Kelle has an unprecedented ability to work through organizational complexity, build consensus and drive results at senior levels. Her background in customer relationship management, enterprise software and systems intergration enables her to provide expert counsel in the MDM market to the most complex, global organizations. Kelle holds an MBA from the University of Chicago Booth School of Business and earned a B.A. from Duke University.



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