

MASTER DATA MANAGEMENT

Master Data Management is Key to Data as an Organizational Asset

In an era of data-centric and digital transformations, most market-leading organizations already consider data a valued business asset. Master data management (MDM) is a vital necessity that is key to these transformations, ensuring the most critical, widely shared data is effectively used and managed enterprise-wide.

UNLOCKING MDM'S IMPACT

MDM's business value often starts with the discovery of untapped knowledge residing within existing systems. This insight can be used to improve performance, drive business value, boost operational efficiencies or address regulatory compliance — and often a combination of these.

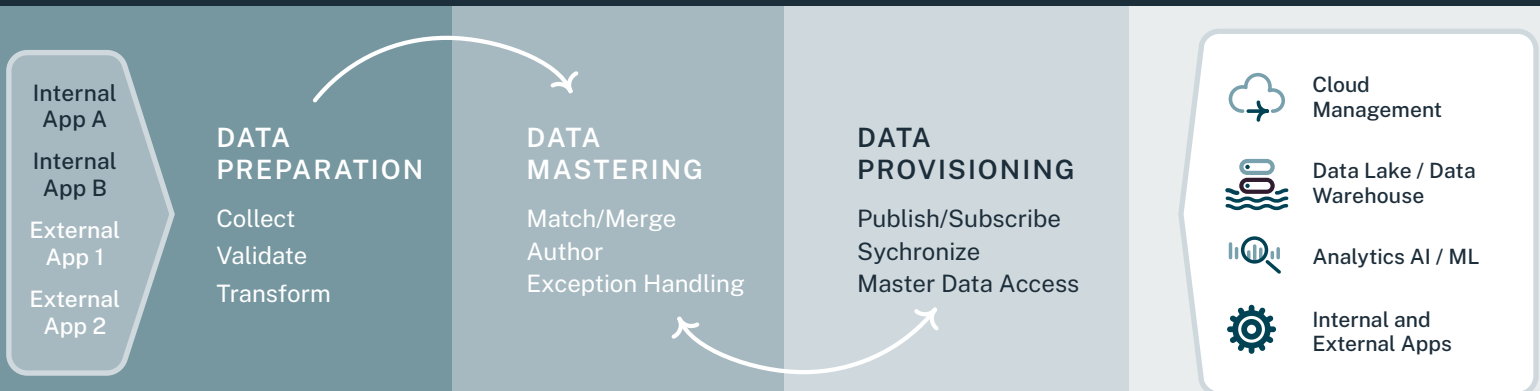
MDM plays a critical role in improving data quality, consistency and accessibility, indirectly and directly contributing to the success of other essential capabilities. Artificial intelligence (AI) and cloud data management are just two examples that benefit from a successful MDM capability.

- AI and ML models thrive on high-quality training data. MDM ensures data used to train these models are consistent, reliable and accurate — and truly reflect your business.
- MDM enables seamless integration of data across cloud-based applications and services. MDM removes data silos in the cloud and ensures your most critical data remains accurate and synchronized.

SIMPLE SUCCESS STRATEGY

The quickest path to success often includes a synergistic blend of strategy and enabling tactics. Successful MDM is no different. First San Francisco Partners (FSFP) brings both strategy and tactics (a.k.a. accelerators) to bear, successfully guiding clients through the myriad complexity and challenges of implementing a holistic MDM solution that incorporates people, process, technology and data.

MDM: THREE MAJOR FUNCTIONAL AREAS



An MDM solution comprises three fundamental functional areas to form a comprehensive approach (pictured on page 1). Implementing a holistic MDM program requires an enterprise-wide effort, business and IT stakeholder partnerships and a well-defined implementation strategy. MDM projects often fail due to unrecognized business value, scope and complexity.

Additionally, inadequate implementation strategies fail to deliver a steady stream of incremental business-visible value, leaving stakeholders disengaged. With all its complexity, MDM can seem overwhelming. However, in its simplest form, an MDM solution encompasses these key functional areas to achieve success.

While every client situation is different, FSFP employs a leading best practice (but client-customizable), comprehensive approach that begins with our partnership with you – from developing your implementation strategy through activating your implementation and ongoing continuous improvement.

AGILE APPROACH

We take an agile approach to MDM – one that's collaborative, iterative and focused on outcomes. This approach yields efficient utilization of scarce resources and increased client satisfaction with faster incremental outcomes.

Our approach spans six phases that build toward a successful holistic MDM implementation solution and ensures balanced, "just right" attention to the people (e.g., organizational roles and responsibilities, change management and data fluency needs), the MDM processes and technologies that enable those processes, and target data domains.

Imagine this approach overlaid on top of the three MDM functional areas depicted previously where each functional area is closely analyzed through FSFP's six phases and treated as a whole. Our agile approach builds a winning strategy empowered by potent accelerators throughout its cycle.



ENVISION & ALIGN / FSFP partners with you to clearly articulate your desired future state MDM vision that supports business strategy and goals (business value alignment) and ensures critical stakeholder alignment.



DISCOVER / We work to understand your MDM environment, including maturity, processes, architectures, technologies, data usage (who is using data for what), and identify gaps between your current and desired states.



ARCHITECT & PLAN / Armed with an understanding of your current state and a future-state vision, we develop high-level future-state architectures, processes, organizational and change management requirements, an implementation strategy and a roadmap to achieve your MDM vision.



BUILD & IMPLEMENT / FSFP designs MDM data models, process flows, data preparation, mastering, publish/subscribe and synchronization functional specifications, and organizational requirements.



OPERATE & MEASURE / We can assist in executing the processes, education and tools we build (e.g., via a player/coach model). We can recommend baselines for performance measurements.



SUSTAIN & OPTIMIZE / FSFP can recommend continuous improvement practices to better integrate MDM into your organization and ensure the ongoing success of your new capability.

GET THE EDGE ON MDM SUCCESS

Regardless of where you are in your data journey, FSFP's expert MDM consultants will work to understand your overall business needs, friction points and requirements. We lead with our successful, client-tested MDM strategies, approaches and supporting tactics, working as part of your team to drive a successful MDM solution.

Unlock the full potential of your data with FSFP's MDM expertise and agile approach.

ABOUT US

FSFP supports some of the most notable data-driven, enterprise-level organizations in navigating change to make information actionable. Founded as a woman-owned business in 2007, we focus on implementing sustainable solutions to transform data capabilities and drive measurable business value.

With years of data-centered experience across a variety of industries, each of our consultants knows how to shape and activate business-driven solutions across the entire data lifecycle — from point of creation or acquisition to operational and advanced analytical usage to retention or destruction. By addressing people, processes, architecture, and technology, we strengthen organizations' data management and governance, enhance AI for insights and productivity, and optimize performance to lead their industries.