3 Keys to Driving Economies of Scale when Mastering Your Data

A conversation with

Sue Pawlak
Director, Product Marketing, Precisely

Sachin Bapat
Vice President, Value Engineering & Business Architecture, Precisely
Today’s panel

Moderator
Mike Meriton
Co-Founder
EDM Council

Sue Pawlak
Director, Product Marketing,
Precisely

Sachin Bapat
Vice President, Value
Engineering & Business
Architecture,
Precisely
The Master Data Management Resurgence

$27.9B

Master Data Management market size by 2025

Source: Grand View Research

- Exponential data growth
- Complexity of data environments
- Demand for data-driven decisions
- Regulatory compliance
- Expanding use cases
Master data domains

- **Parties**: Everyone who interacts with the business
  - Prospects
  - Customers
  - Suppliers
  - Employees

- **Reference Data**: List of values that provide context to master and transactional info
  - Countries
  - States
  - Segments
  - Classifications

- **Locations**: Actual places that support the business
  - Addresses
  - Sites
  - Subsidiaries
  - Zones

- **Financial**: Reporting and accounting categories within the business
  - Chart of Accounts (CoA)
  - Cost Centers
  - Price Lists

- **Revenue**: What the business produces or manages
  - Products
  - Assets
  - Services
High priority domains differ by industry

<table>
<thead>
<tr>
<th>Domain</th>
<th>Financial Services</th>
<th>Insurance</th>
<th>Retail</th>
<th>MFG</th>
<th>CPG</th>
<th>Telco/Mediacom</th>
<th>Energy &amp; Mining</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parties</td>
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<td>Reference</td>
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<td>Locations</td>
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<td>Financial objects</td>
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<tr>
<td>Products</td>
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<tr>
<td>Assets</td>
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<tr>
<td>Services</td>
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</table>
3 Keys to Economies of Scale with Multi-Domain MDM

Deliver advanced insights at market speed

Increase operational efficiencies

Minimize risk and improve compliance
Multi-Domain Master Data Management In Action
Location Center of Excellence

At

Telecommunications Company

ЧALLENGES

• No single truth for location data across business
  • Lack of visibility into serviceable addresses in network
  • Inaccurate address created wasted marketing investments

• Duplicated and inconsistent data
  • Manual compliance reporting processes

• Inability to leverage data for decision-making
Location Center of Excellence

**Catalog & Govern**

**Step 1**
- Catalog Location Data
- Harvest metadata
- Create a Data Governance Framework

**Clean & Standardize**

**Step 2**
- Pull location data into MDM
- Clean and Sanitize records
- Establish persistent ID across systems

**Update & Enrich**

**Step 3**
- Periodic updates to source of truth
- Enrich location data
- Syndicate golden record
<table>
<thead>
<tr>
<th>Location Center of Excellence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Address Penetration</strong></td>
</tr>
<tr>
<td>4%</td>
</tr>
<tr>
<td>Faster marketing</td>
</tr>
<tr>
<td>Reduce mailing costs</td>
</tr>
<tr>
<td><strong>Improve Customer Servicing</strong></td>
</tr>
<tr>
<td>2%</td>
</tr>
<tr>
<td>Lower onboarding costs</td>
</tr>
<tr>
<td>Reduce # of Truck rolls</td>
</tr>
<tr>
<td>Better billing accuracy</td>
</tr>
<tr>
<td><strong>Serviceability Accuracy</strong></td>
</tr>
<tr>
<td>10%</td>
</tr>
<tr>
<td>Decrease bad address inputs</td>
</tr>
<tr>
<td>Improve view of network</td>
</tr>
<tr>
<td>Prevent failed delivery of service</td>
</tr>
<tr>
<td><strong>Compliance Reporting</strong></td>
</tr>
<tr>
<td>15%</td>
</tr>
<tr>
<td>Improve Data Accuracy</td>
</tr>
<tr>
<td>Reduce data collection time</td>
</tr>
<tr>
<td>Mitigate risk of fines</td>
</tr>
<tr>
<td><strong>Employee Productivity</strong></td>
</tr>
<tr>
<td>20%</td>
</tr>
<tr>
<td>Decrease manual data work</td>
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<tr>
<td>Improve IT development times</td>
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</tbody>
</table>
Multi-Domain Master Data Management
At American Multinational Energy Company

CHALLENGES

• Disparate asset data across multiple systems
  • Lack of visibility into supplier demographic

• Duplicated and inconsistent data
  • Manual compliance reporting processes

• Inability to leverage data for decision-making
  • SAP & MDG not able to manage all attribution for the data products without IT development/customization

Industry use case: Oil & Gas
Solution

- Improved data accuracy, consistency, and quality
  - Enhanced asset management and maintenance planning
  - Streamlined procurement processes and supplier relationship management

- Golden Records and single source of truth
  - Consolidated MDM platform for data governance framework

- Decision making based on trusted data
  - Ability to create relationships between various data products

![Diagram of Multi-domain MDM](image)

**MANAGE & VIEW**
Master, application, reference, and metadata across domains.

**AGGREGATE & VIEW**
Analytics on transactional, behavioral, and unstructured data.
## Multi-Domain Master Data Management

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce Billing Errors</td>
<td>20%</td>
<td>Improve CSAT, Decrease customer service costs, Improve cash flow</td>
</tr>
<tr>
<td>Faster New Product Introduction</td>
<td>30%</td>
<td>Increase revenue, Operational efficiency, Supplier/Material/Product connections</td>
</tr>
<tr>
<td>Reduce Asset Maintenance &amp; Repair costs</td>
<td>10%</td>
<td>Improve Analytics, Streamline procurement process, Asset maintenance history</td>
</tr>
<tr>
<td>Optimize inventory costs</td>
<td>18%</td>
<td>Reduce Material Duplication, Improve traceability, Better demand forecasting</td>
</tr>
<tr>
<td>IT Efficiency</td>
<td>5%</td>
<td>Decrease costs of external resources, Improve IT development times</td>
</tr>
</tbody>
</table>
Master Data Management & Process Automation

At

North American Food & Beverage Manufacturer

CHALLENGES

• Resources constrained by manual processes
  • Lengthy customer onboarding process
  • Manual compliance & reporting processes

• Duplicated & inconsistent data from data silos
  • Bottleneck supply chain; unable to scale for seasonal peaks

• Inability to leverage data for decision-making
  • Legacy systems whose support has been sunset

Industry use case: Food & Beverage
Solution

• Automate data entry into SAP & streamline workflows
  • Reduce customer and supplier onboarding cycle time

• Eliminate data silos for singular consistent data
  • Provide scalability for seasonal peaks
  • Ability to create relationships between various data products

• Improved data accuracy, consistency, and quality
  • Confident decision-making based on trusted data
Master Data Management & Process Automation

Automate Data Entry
- Improve data quality
- Increase employee efficiency
- Eliminate bottlenecks

90%

Decrease Customer Onboarding
- Additional days transacting
- Operational efficiency
- Higher Customer Satisfaction

25%

Employee Productivity
- Reduce manual data collection
- Modernize tools for ease of use
- Lower ramp time for high turnover positions

50%
Questions?

precisely

EDM Webinar
Master Data Management

Economies of scale to superpower your master data

Precisely EnterWorks Multi-domain MDM

- Support for any data domain
- Configure not code approach
- Cross-domain Intelligence
- Scalable & extensible
- Data Integrity for MDM
- Automation & workflow
Accurate, consistent, and contextual master data is part of a wider Data Integrity journey.
Value Engineering & Business Architecture: Building the case for change

Answering the Why and How for large technology initiatives across industries

**Value Engineering**
- Collaboratively define business value
- Value realization roadmap for customer success

**Deliverables:**
- Outside-In business case
- Collaborative business case

**Business Solution Architecture**
- Solutions Subject Matter Experts:
- Precisely Offerings in context of customer business
- Help solve vertical-specific business problems

**Deliverables:**
- Big-P Overview
- Solution Point-of-View
- Multi-year partnership roadmap

**Collaborative Business Case**

- Strategic benefits
- Operational benefits
- Risk and fraud management
- Optimized IT spend
Three Key Take Aways

Multi-Domain Master Data Management
with agility, speed, and cross-domain intelligence

Part of a wider Data Integrity Journey
to augment with modern data integrity capabilities

Leverage Domain expertise
through strategic partners to deliver speed to value
Thank you!

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