

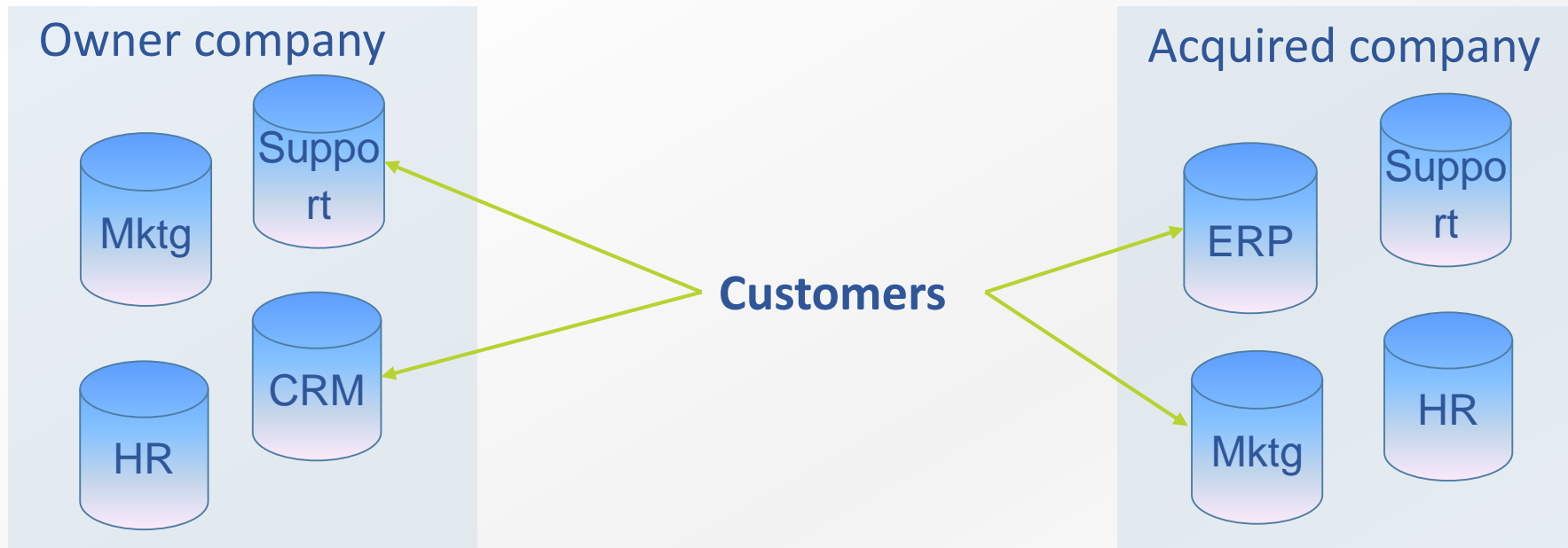
# Why MDM?



## Business-critical data

- Split in several applications, companies

Where is the master data located?



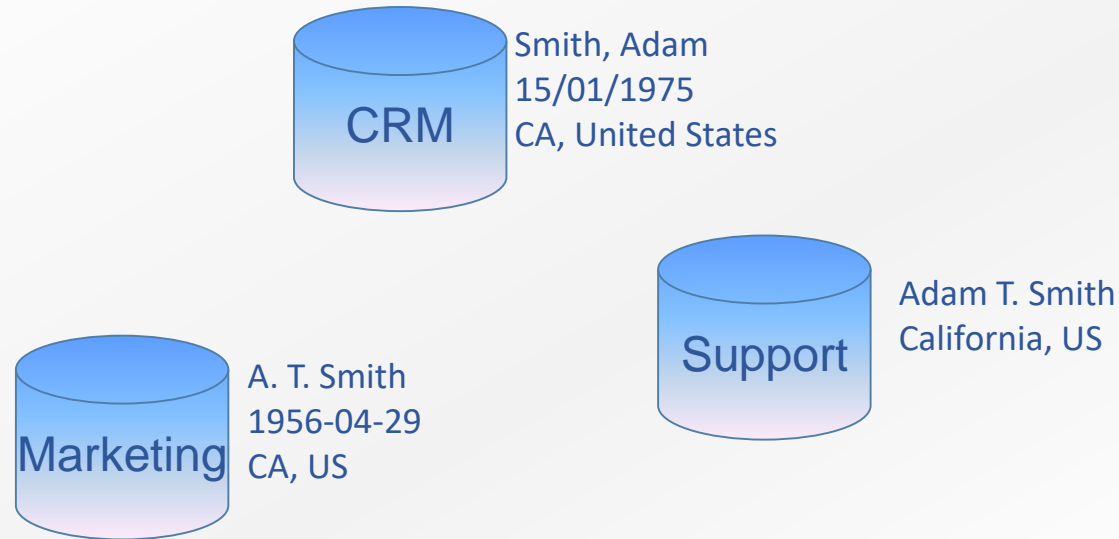
# Why MDM?



## Business-critical data

- Split in several applications, companies
- Incomplete and dirty

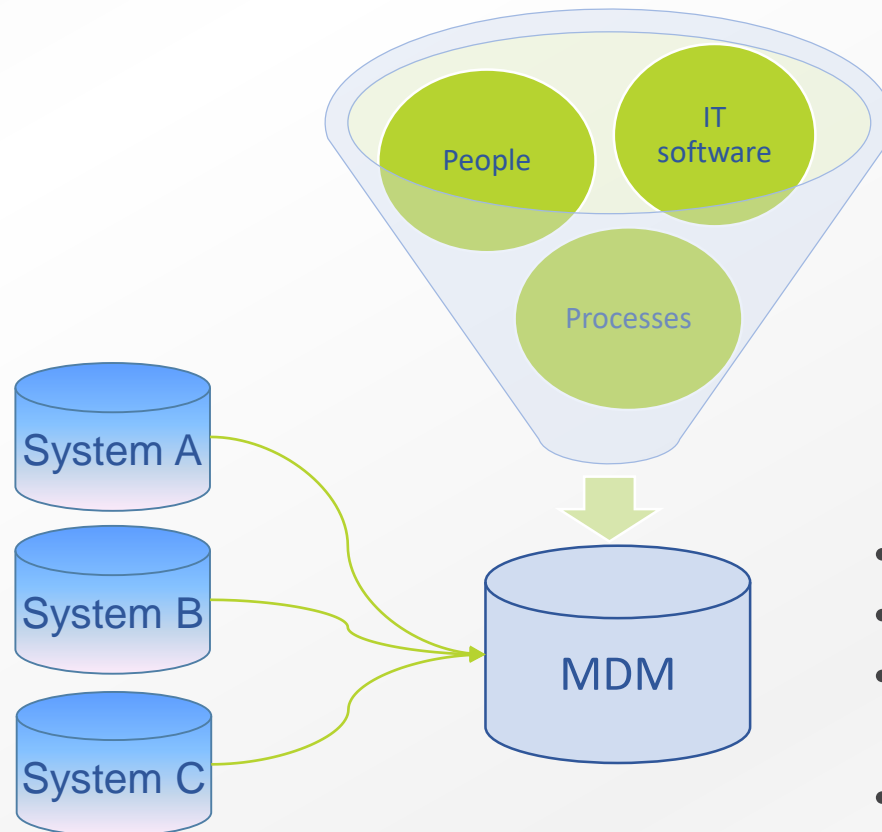
Does all of this data refer to the same customer



# What is Master Data Management?



A technology-enabled discipline in which a business and IT work together to ensure the **accuracy, stewardship, and consistency** of shared **master data**.



- Single version of the truth
- Golden records
- 360-degree view of business objects
- Data governance



## Analysis

- Can I trust my data?
- Where does it come from?
- What are the relationships between objects?
- Who knows the data?
- Who can validate the data?
- What are the current business processes? Do they need to change?

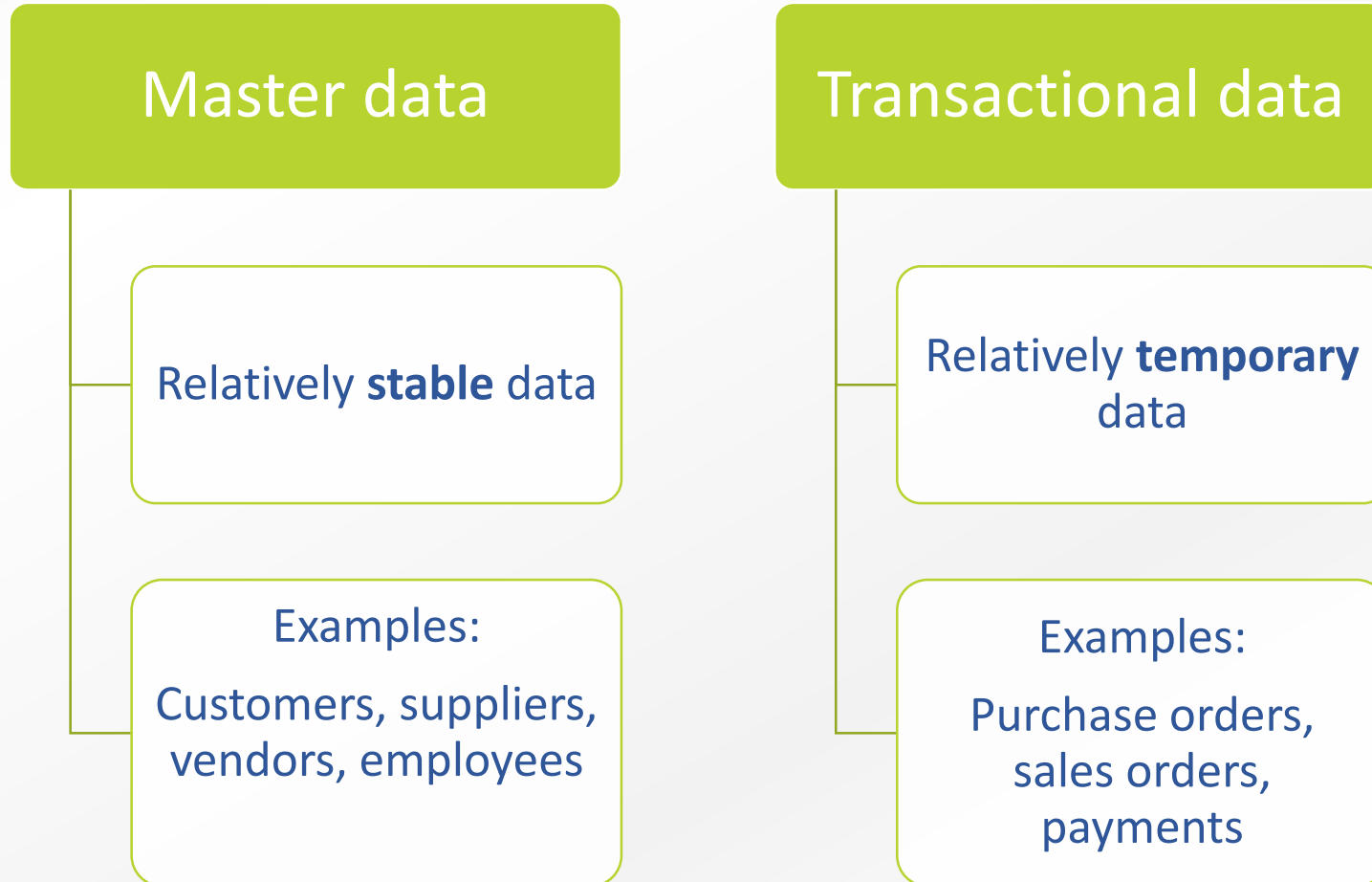
## Answering these questions will help you:

- Clarify MDM needs
- Define standards and validation rules
- Elaborate on the approval processes

# Which data is considered “master”?



## Master vs. transactional data



# MDM implementation styles

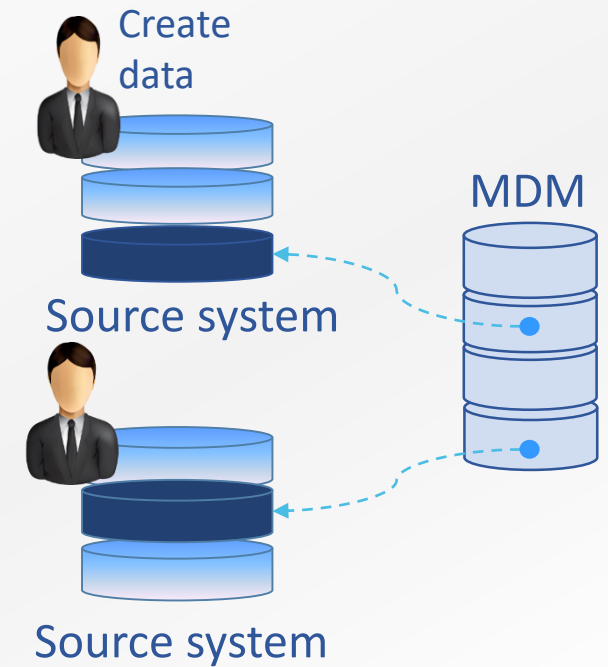


## ● Registry

- Consolidation
- Coexistence
- Centralized

MDM hub only stores links (IDs, keys) in source system data

Get **golden record**: query both MDM and source systems



# MDM implementation styles



- Registry

- **Consolidation**

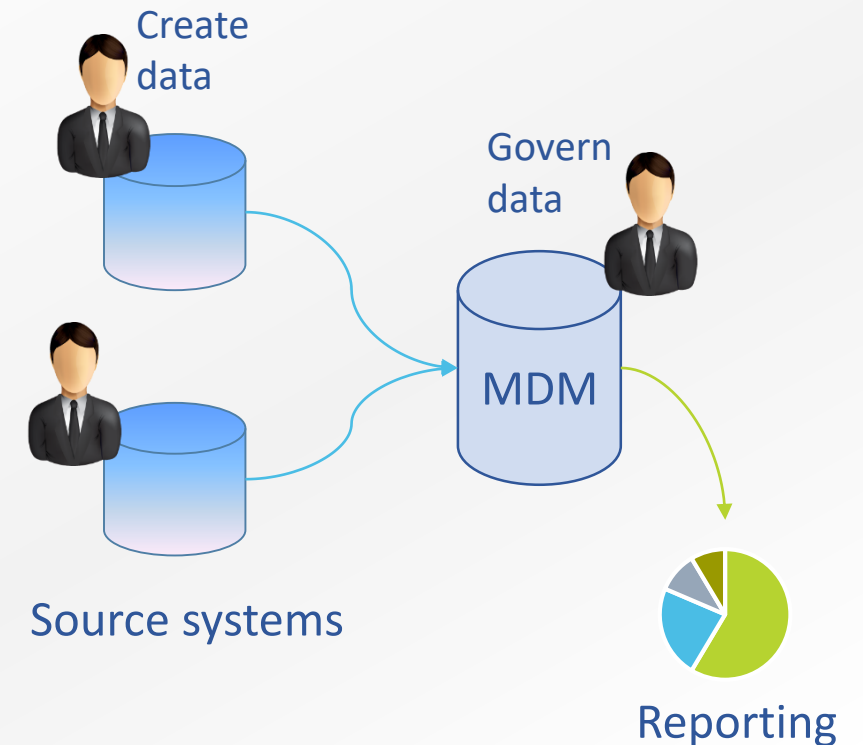
- Coexistence

- Centralized

MDM hub stores a consolidated view of data from source systems

Data is validated and governed in MDM

MDM contains complete **golden records**



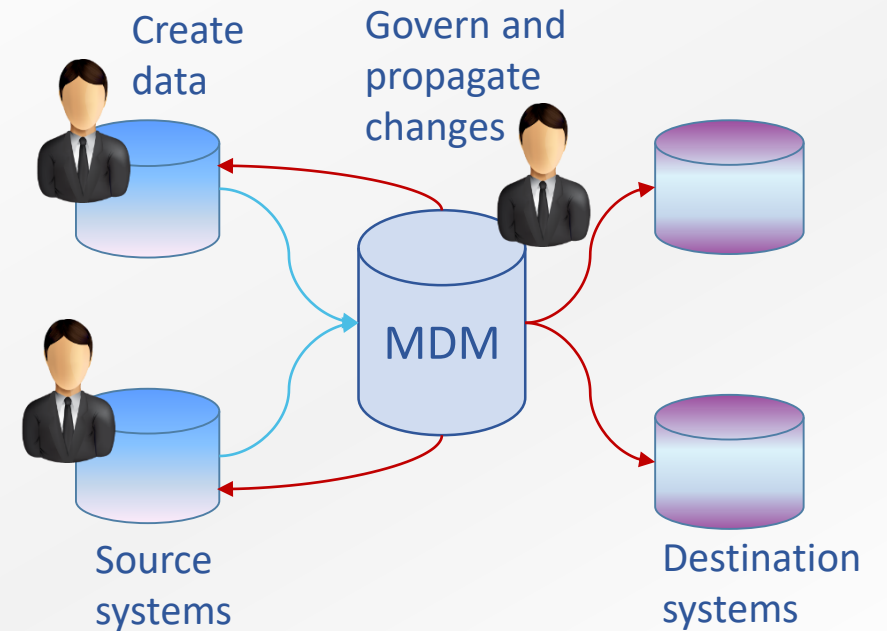
# MDM implementation styles



- Registry
- Consolidation
- **Coexistence**
- Centralized

MDM hub stores a consolidated view of data and writes back to source systems

Data validated, governed in MDM, and published (also made available for other systems)



# MDM implementation styles



- Registry
- Consolidation
- Coexistence

- **Centralized**

MDM hub is single provider of master data

MDM is source of truth for all applications

