



Common Misconceptions About Master Data Management

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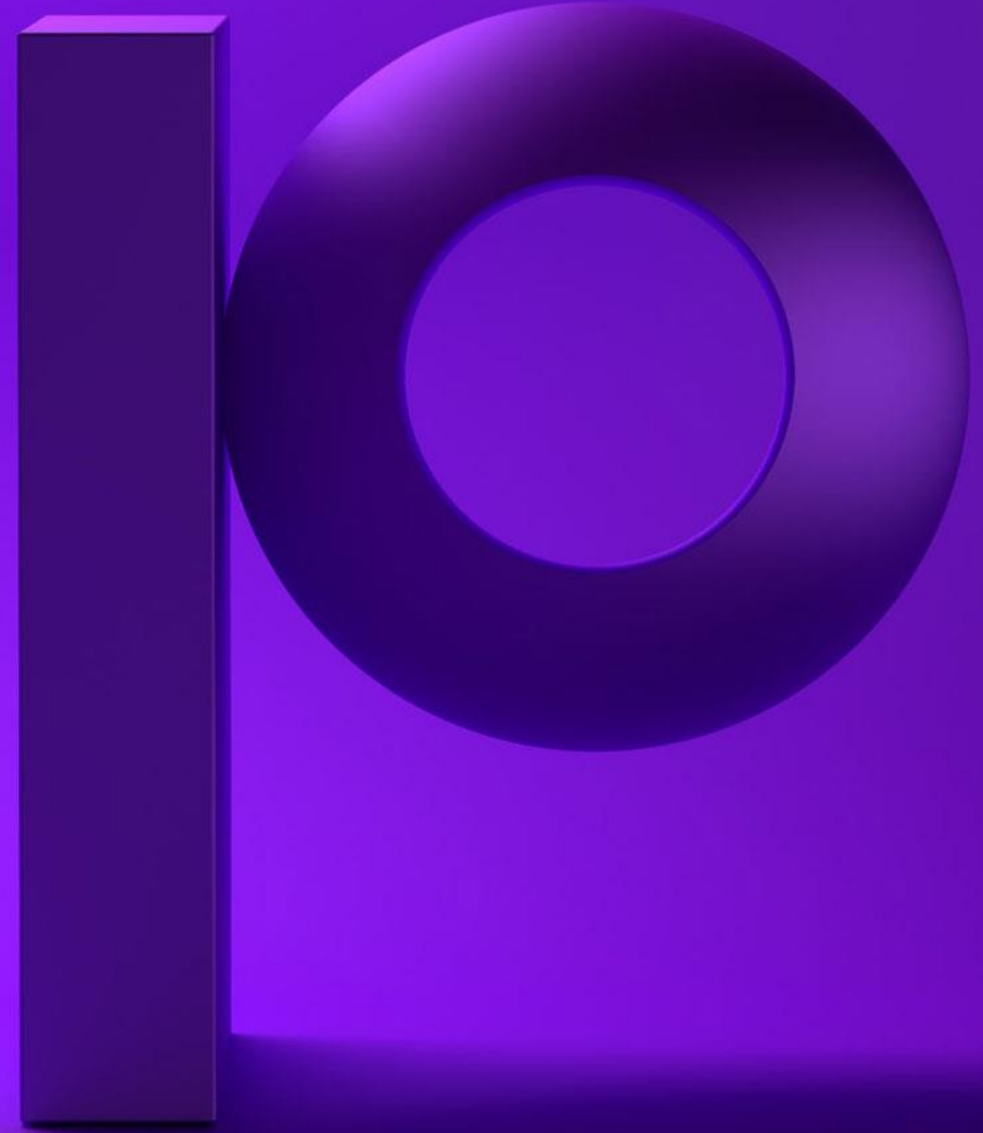
precisely

Master Data Management Powered by Data Integrity

Susan Pawlak

Senior Manager Product Marketing,

Precisely



Introduction



Susan Pawlak
Senior Manager
Product Marketing,
Precisely



**To compete and thrive in
today's dynamic economy....**



your core business data must be

right, compliant, and available everywhere it's needed—faster.



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

Things



What the business produces or manages

Products
Assets
Services

Modern MDM challenges



Poor data
literacy
enterprise-wide



Lack of data
readiness



Data risk
exposure

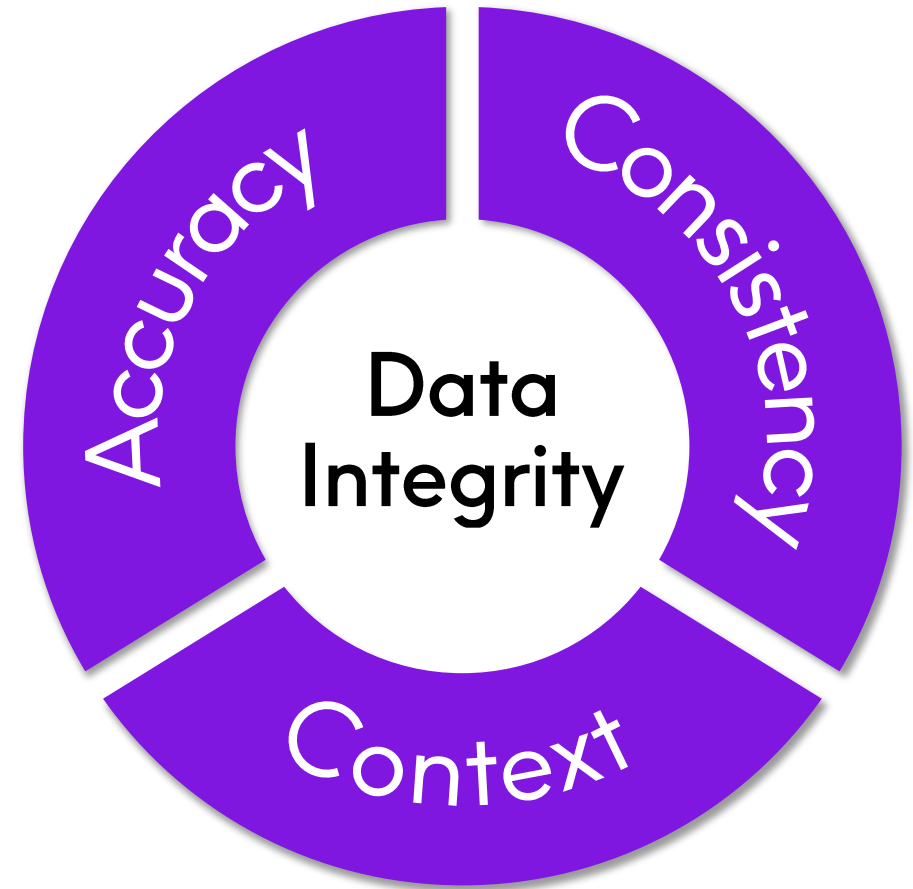


Unsustainable
processes

Modern MDM demands more augmented capabilities to meet a dynamic market

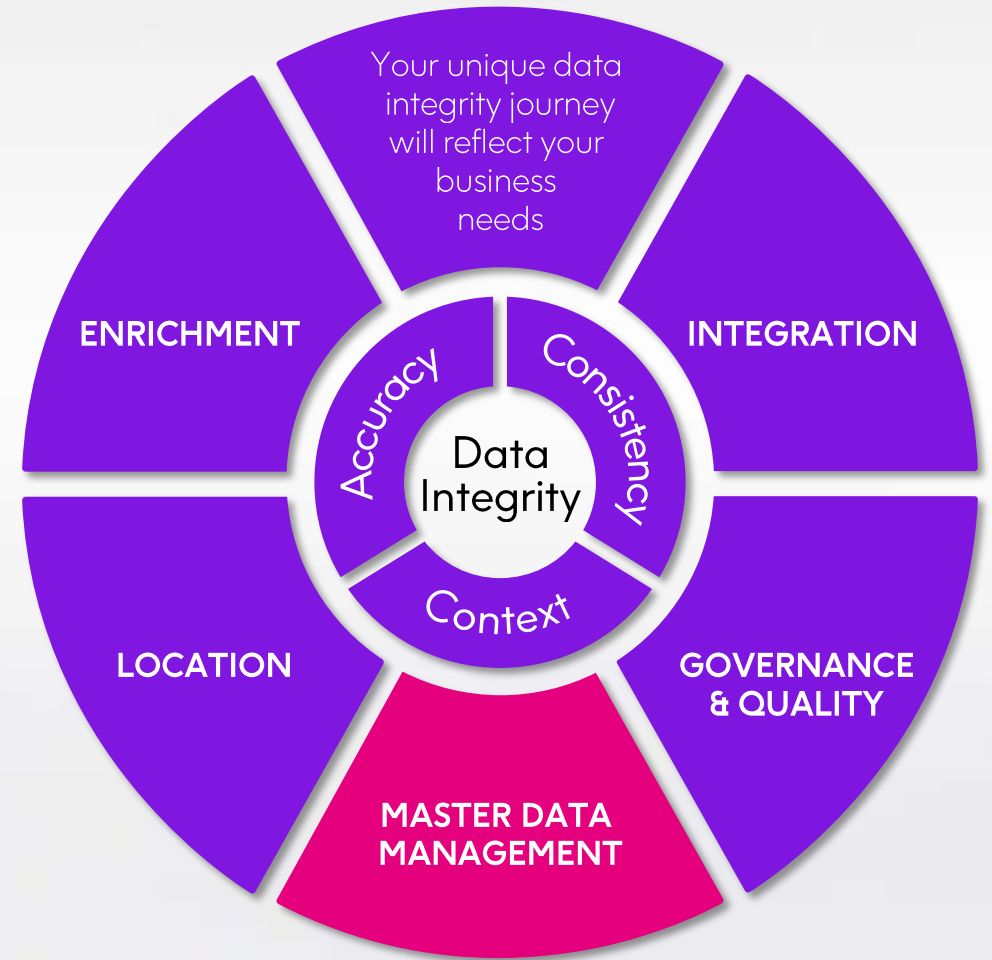
Modern master data management requires data integrity

Data integrity is data with maximum accuracy, consistency, and context for confident business decision-making



But data integrity is a journey...

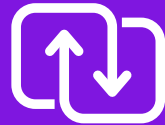
- Every journey to data integrity is unique and driven by business initiatives
- Market trends are accelerating the need for data integrity
- Precisely can help you at every step of your data integrity journey



Modern MDM data integrity outcomes



Enterprise-wide
understanding



Data fit for purpose



Data policy
management

Process
sustainability

Modern MDM to improve the quality, react faster, and be more agile with your most important data.

Value of data integrity powered MDM



Quickly find insights
and adapt to data
changes



Complete confidence in
critical data



Flexibility and
extensibility to grow
with your business



The leader in data integrity

Our software, data enrichment products and strategic services deliver accuracy, consistency, and context in your data, powering confident decisions.

12,000
customers

99
of the Fortune 100

100
countries

2,500
employees

Brands you trust, trust us



Data leaders partner with us



Let's continue the conversation...



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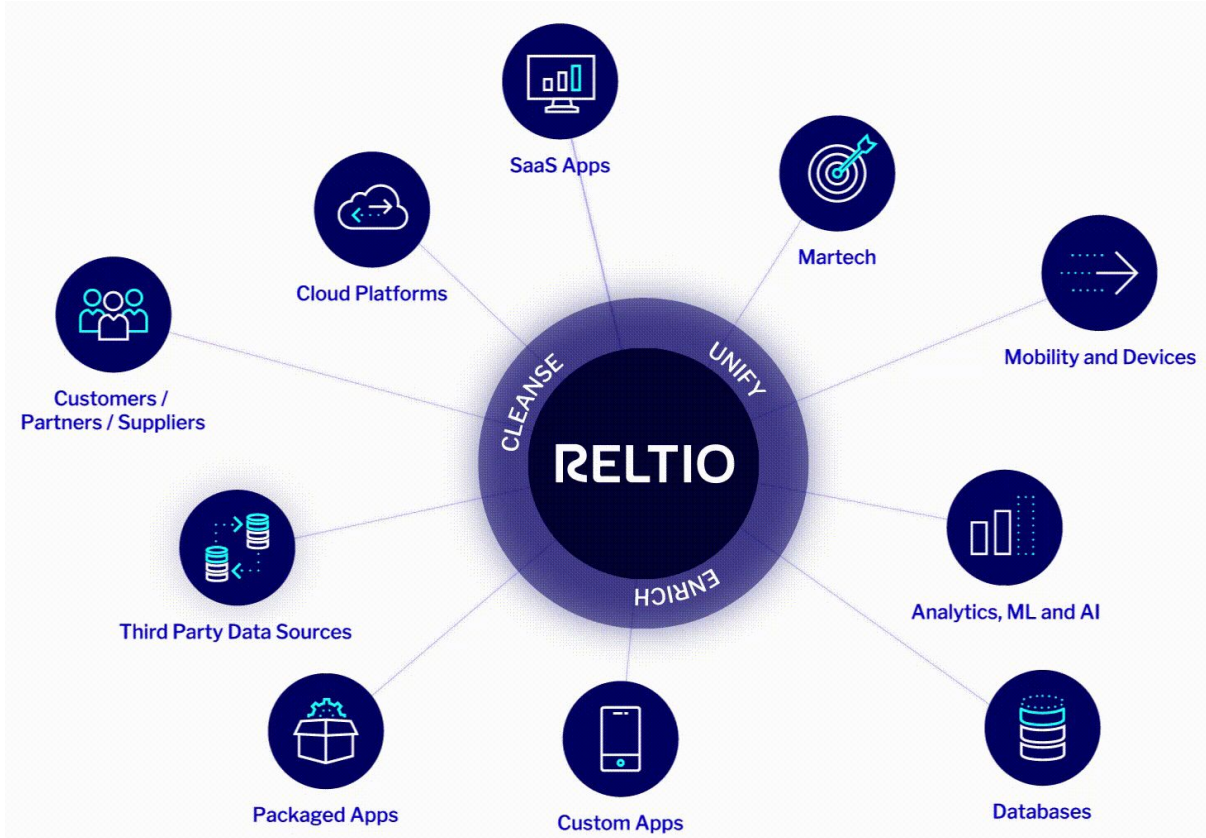


RELTIO

An abstract graphic consisting of a series of overlapping, wavy bands of small blue dots. The dots are arranged in a grid-like pattern that follows the curves of the waves, creating a sense of depth and movement. The overall effect is reminiscent of a digital signal or data flow.

Reltio Connected Data Platform

Faster, easier path to unified, trusted core data and immediate impact



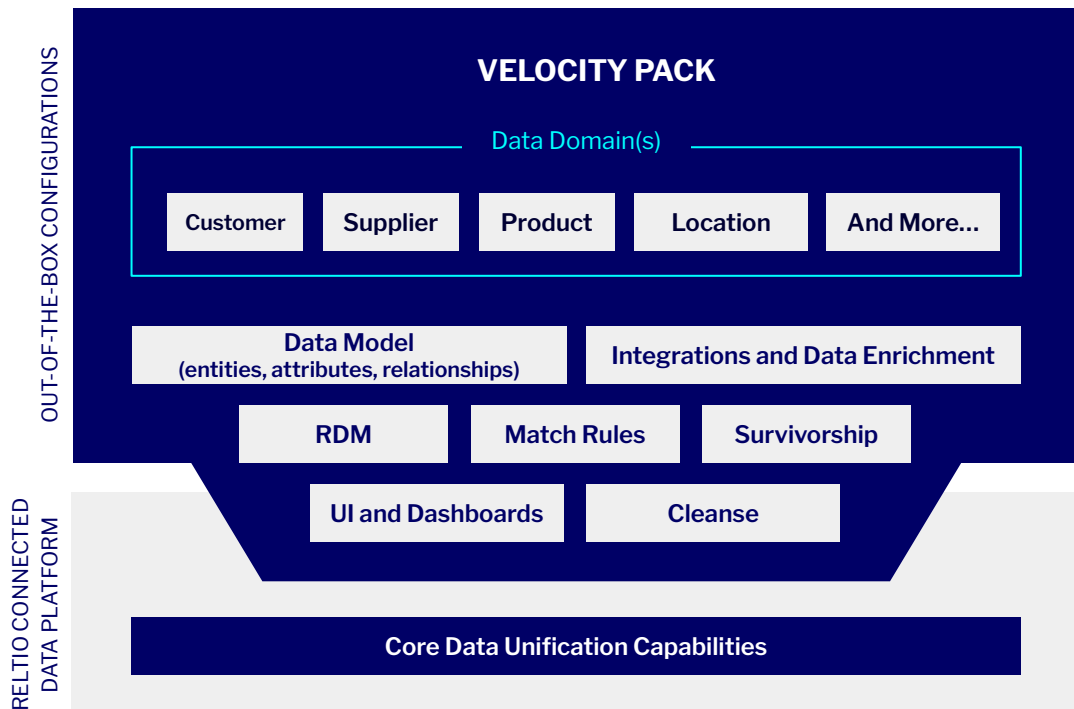
Single source of reliable core data

Trusted data with milliseconds latency

Time to value <90 days

Simple, flexible MDM saves costs

See value in 90 days with our industry-specific velocity packs



Available for every key market segment:

Vertical - Life sciences, healthcare, insurance, financial services

Horizontal - B2B, B2C

Simplifies and accelerates deployment with:

Out-of-the box, industry-specific configurations and data models

Prescriptive implementation with predefined assets enabling **value in less than 90 days**

Prebuilt connectors to popular applications and data enrichment sources

A few examples of *IT savings* our customers have achieved

9 months

saved time to add data source

78%

more efficient IT operations¹

~\$12M

5 year TCO savings¹

>9.8x

data steward productivity

£3.6M

annual MDM cost savings

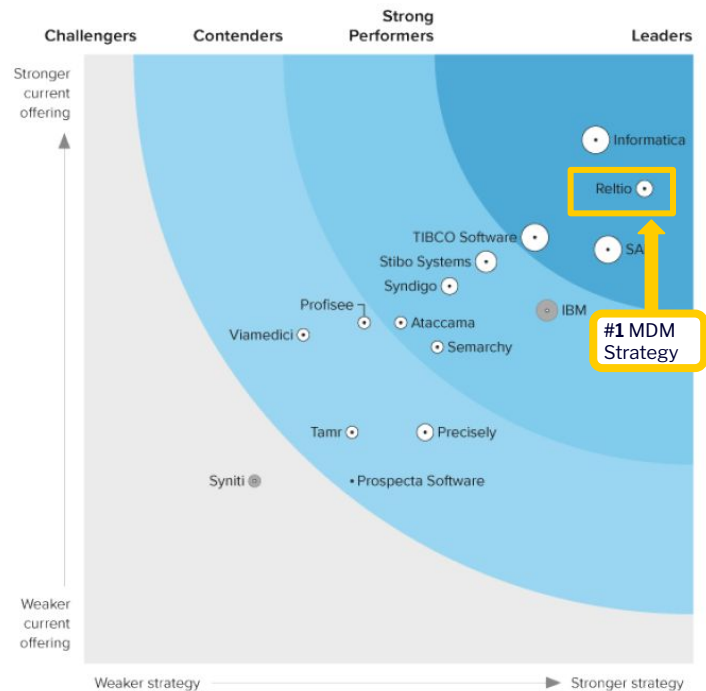


¹ [The Total Economic Impact of the Reltio MDM Platform](#). Forrester. Sep 2022.

Leader in Forrester Wave™ Master Data Management Q2 2023

Reltio earned the highest score possible in 10 criteria including Security; Matching, Linking, Entity Resolution; Multidomain; Scalability; Adoption; Roadmap; among others

- “Reltio’s **real-time AI-driven MDM** delivers **exceptional data quality and customer 360.**”
- “It provides **sophisticated ML models** capable of **integrating entities across domains** through built-in **entity-graph modeling in real time, automated stewardship**, and a **secure and scalable platform.**”
- “Reltio’s Connected Data Platform is a **cloud-native solution** offered on **public and multi-cloud** environments.”
- “Its **mature product** offering is **multidomain** and includes **advanced data enrichment, business templates**, and features for **compliance.**”



What Most Get Wrong About MDM

- **Myth 1:** MDM is a complex, highly technical project that doesn't deliver on business outcomes.
 - One of our customers, AstraZeneca lowered TCO by £3.6M by consolidating 66 MDM systems to 3 with Reltio.
- **Myth 2:** MDM takes several years to implement
 - With Reltio Velocity Packs, we have demonstrated that customers can go live with an MVP implementation in 90 days by focusing on the most value added aspects first
- **Myth 3:** MDM is only about data deduplication
 - MDM is much more than that. It includes data integration, cleansing, standardizing, managing hierarchies, enriching the data, and more

The background features a complex, abstract pattern of blue dots. These dots are arranged in a series of overlapping, wavy bands that create a sense of depth and movement, resembling a digital or data visualization. The dots are more densely packed in some areas and more sparse in others, contributing to the overall texture of the image.

Thank you

Robust MDM is half of the effort for Success

- Fraud Detection
- Call Center Chatbot
- Self-Driving/Transportation
- Predict Flight Delays
- Marketing - segmentation analysis, campaign effectiveness
- Smart Cities
- Retail, Manufacturing - Supply flow, Customer flow
- Oil and Gas Exploration

Enterprise Subject Areas

- Customer
- Employee
- Partner
- Patient
- Supplier
- Product
- Bill of Materials
- Assets
- Equipment
- Media
- Geography
- Citizen
- Agencies
- Branches
- Facilities
- Franchises
- Stores
- Account
- Certifications
- Contracts
- Financials
- Policies
- Weather

MDM Uses Circa 2023

- Customer Deduplication
- Name/Business Matching
- Customer Profiling for Marketing/Operations
- Product Catalogs
- Supply Chain Management
- Network Management/Identity Management

Where to Look for MDM Opportunities



The **products** you make and the services you offer



The **supply chain** for those products and services



Business operations (hiring, procurement, after-sale service, etc.)

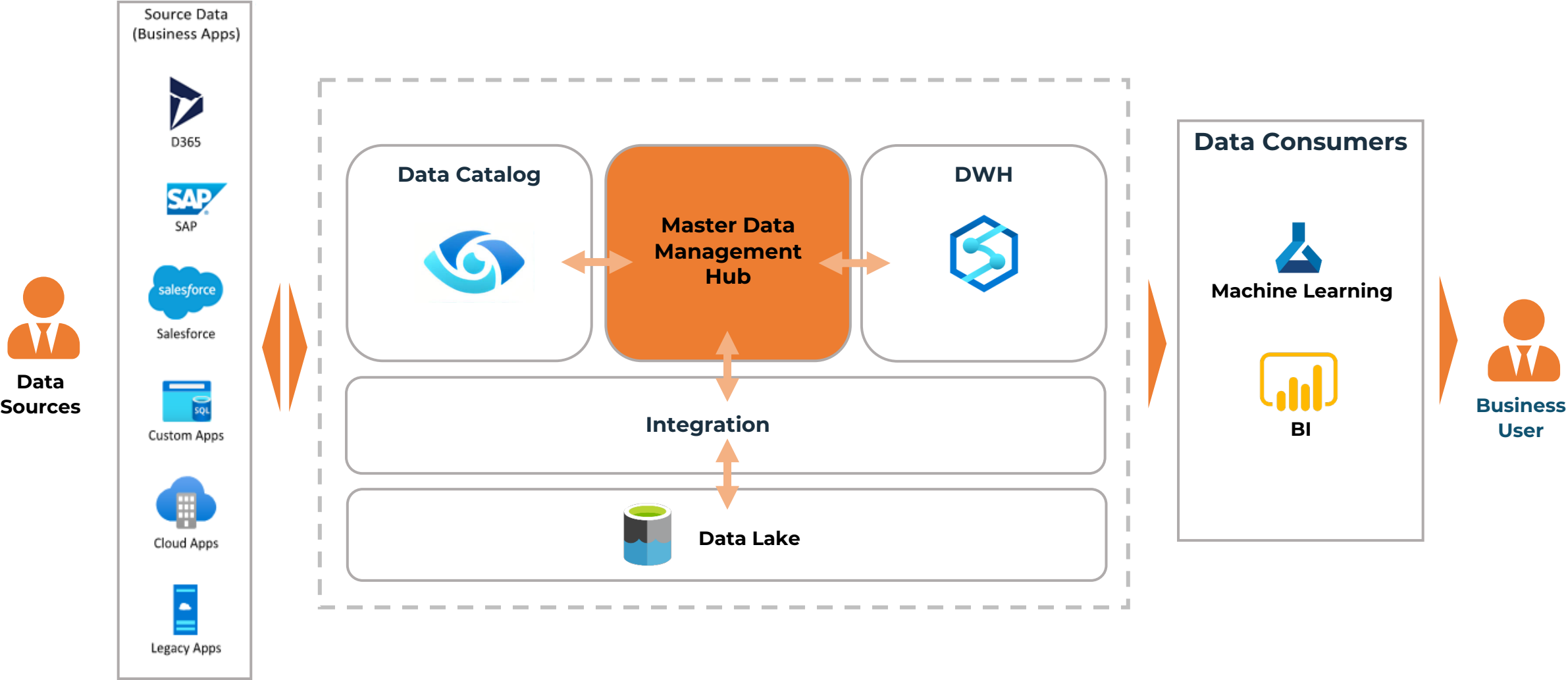


The intelligence used in **designing** your product and service set



The intelligence used in the **marketing/ approval funnel** for your products and services

MDM Reference Architecture



Empowering Attributes

dob_id
cust_status_id
marital_status_id
gender_id
mailable_addr_id
cust_type_id
mail_allowed_id
returned_mail.id
cust_title
first_name
middle_inits
last_name
name_suffix_1
name_suffix_2
date_of_birth
area_code
full_phone_nbr
email_address
city_name
...

Core

last_channel_used_id
last_visit_date
most_used_channel_id
lifetime value
lifetime_txns
lifetime_spend
lifetime_margin
lifetime_markdown
satisfaction
segment
cats purchased from
Propensity churn
Propensity buy prod
Propensity social
...

Empowering

An hourglass with blue sand is positioned on a beach of dark, smooth rocks. The hourglass is made of dark wood and has two glass bulbs. The sand is in the process of flowing from the top bulb to the bottom bulb. The background is a soft, out-of-focus landscape of a beach and sky.

Misconceptions about MDM



MDM Isn't Necessary. We have ERP (or CRM).



MDM is Just



**MDM is only about Technology
(and IT)**

A purple alien with large, dark eyes and a hand reaching forward, set against a background of several UFOs flying over a city at night. The alien is the central focus, with its hand extended towards the viewer. The UFOs are arranged in a line, flying from left to right. The city below is illuminated by streetlights, and a bright lightning bolt strikes the ground in the distance.

MDM is a One-Time Project

and it's for one application

and doesn't need a strategy

MDM is Expensive

MDM:



As an enabler, means improved project results



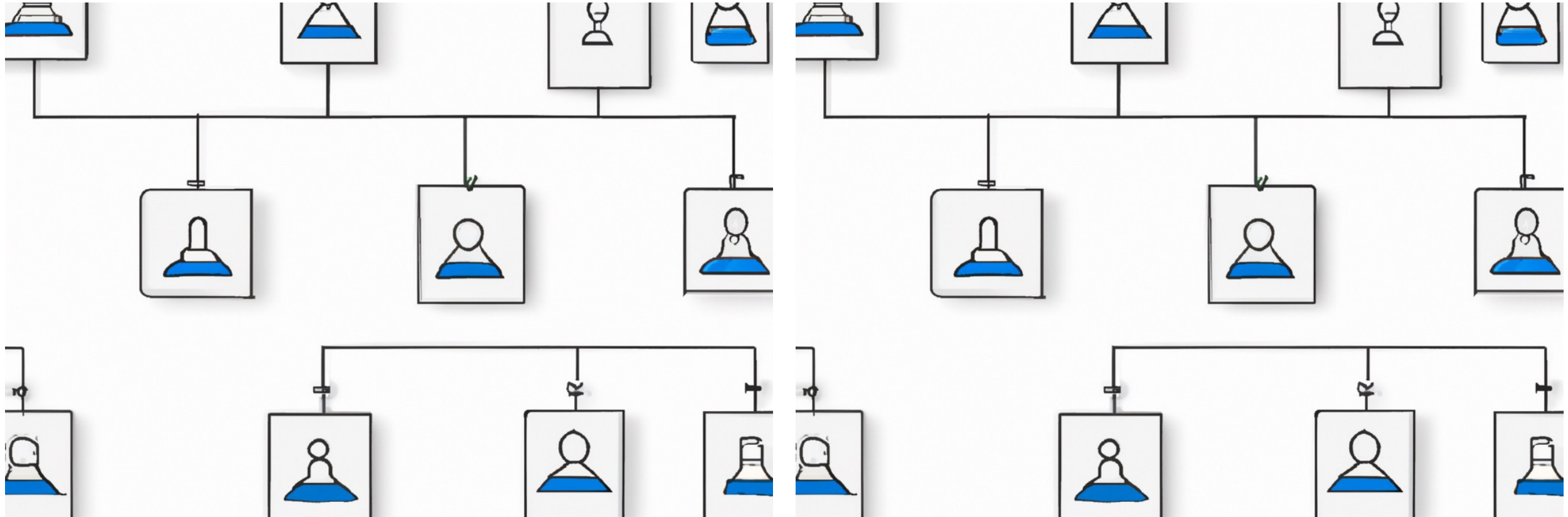
Should be made in conjunction with most projects



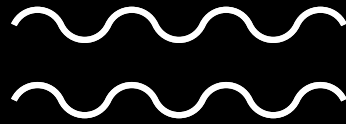
Project benefits are indirect



MDM is only for Large Organizations



Staff MDM Projects Entirely with Technical People



A construction worker wearing a yellow hard hat, safety glasses, a high-visibility vest, and blue gloves is carrying a long metal beam on his shoulder. He is standing in a construction site with stacks of metal beams and scaffolding in the background.

MDM Will Fix all our Data Issues Instantly

(like Data Quality)

MDM is another Data Warehouse

MDM is Operational



MDM is Real-Time




MDM is for Master Data Only



Similarities: Data Quality, Data Integration





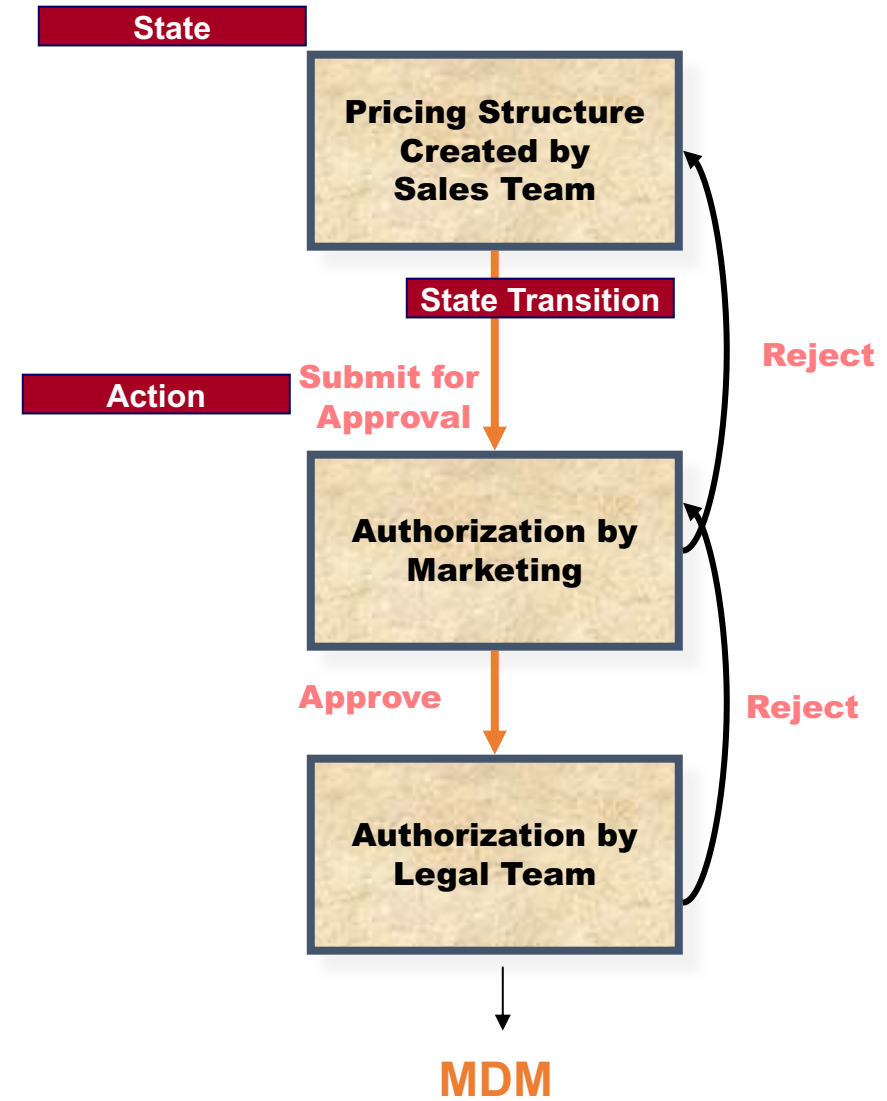
**MDM Hub is
Downstream/Analytical/Post-
Operational**

MDM is for Customer and Product Only



MDM and Workflow

- MDM has Workflow (and we must use)
- MDM doesn't have workflow (so we must bring the master data to it)



A hand holding a glowing lightbulb against a starry night sky. The lightbulb is illuminated with a warm, golden light, and the hand is silhouetted against the dark background. The sky is filled with stars and a faint nebula, creating a sense of wonder and discovery.

**MDM is not
for
Syndicated
Data**



MDM is for Operational Data

MDM is for Analytical Data

**All MDM
Subject
Areas Will
go as Slow
as the First
One**





MDM Will Be Unaffected by Generative AI

MDM is For Fully Centralized Organizations

We're Doing a Data Fabric/Mesh



You Won't Need Organizational Change Management with MDM

(and nobody's job will change as a result of MDM)

Summary

The MDM world is full of misconceptions

MDM is much more versatile than most people realize

Don't boil the ocean with MDM

MDM is not an option





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