

The Master Record Promotion Checklist

Unfortunately, there really are no ‘best demonstrated practices’ when it comes to determining which customer or vendor record out of a cluster of duplicate candidate records should be ‘promoted’ to become the single gold master – also known as the ‘Best Version of the Truth’ (BVT). Determining which record should survive and which records should be archived or inactivated will ultimately require several iterations of testing and will likely involve as much art as science.

4 Factors Companies Should Consider When Creating Business Rules For “Gold Master” Record Promotion

- ☐ **1. ACCURACY**
Are your rules creating the most accurate outcomes?
- ☐ **2. DEFENSIBILITY**
Are you able to easily defend / rationalize your choices should you be questioned by your business stakeholders?
- ☐ **3. LEVEL OF AUTOMATION SUPPORTED**
There will always be edge cases which require human review, but, automation is always a preferred approach. How often do your rules ‘break’?
- ☐ **4. COMPLEXITY / LEVEL OF EFFORT REQUIRED TO IMPLEMENT**
Is the data required to support your business rules already present in your source systems, or, are new calculated fields or processes required?

4 Approaches For Creating Business Rules Used To Promote Records To ‘Gold Master’ Status*

- ☐ **1. CREATE A SCORING SYSTEM**
Based on 2+ weighted attributes of the record (or fields in a record), including its source. In this approach rules are created that assign a score to an individual attribute of a given record, but where several attributes are considered in creating the overall record score. This approach is beneficial in situations where the attribute being evaluated cannot necessarily support simple yes/no conclusions (e.g. number of days outstanding for an invoice).
- ☐ **2. PICK A WINNER**
Based on a single trusted source. Not only is this the most simplistic approach, but, when using a highly trusted reference source like D&B, it’s often the most defensible.
- ☐ **3. TAKE A ‘WATERFALL’ APPROACH**
Where a record will either pass/fail based on one or more criteria at each step in the business logic. For example: “Is the source of the record the ERP system and was it created in the last 6 months?” If yes, it’s promoted. Else, another layer of business rules is applied – and so on.
- ☐ **4. COMBINATION OF (1), (2), AND (3)**
In this approach, D&B customers will use a waterfall or cascade approach where an attempt is made to create a score for a record, and if that data is not available (or not current), then the business rules will default to promote a record purely based on its source.

* Your MDM Software provider will have varying degrees of support for these rules. Check with your provider to ensure your preferred approach is supported.

Factors To Consider When Creating Business Rules - Customer Master



When looking to implement one of the four approaches listed above, companies should consider the following field-level attributes when looking to create master customer records:

- Record create date
 - Last modified date
 - Source system (ERP, CRM, etc.)
 - Record completeness
 - Match confidence
- Match to a reference source (such as D&B)
 - Date since last match to a reference source
 - Successful Address Verification / Validation