# Accion Labs MDM Capabilities











- 15+ years
   of experience building customer-facing complex products & digital solutions
- 5500+ employees across 21 global locations with majority delivery in India, EE, LATAM, APAC
- Al-first solutions
   providing accelerated digital transformation
- 59 active clients with \$1Bn+ revenues
- 34 proprietary IPs with 13 dedicated to Al
- Production ready AI /GenAl systems

across diverse industries

# Our Services ( Deep Dive )





## Digital Strategy & Innovation

- Strategic Planning
- Digital Product Strategy
- Data and AI/ML
- Roadmap
- Enterprise Architecture
- Emerging Technology
- Innovation
- Design and Prototyping
- Design Thinking
- UI/UX Prototyping
- Assessments and Analysis
- Data Privacy and Ethical Al
- Competitive Analysis
- ROI and Investment Planning



# Software Development & Engineering

- Architecture and Development
- Cloud-Native Architecture
   Full-Stack Product
   Development
- API and Microservices
- Enterprise Solutions
- Modernization
- Data and AI Engineering
- Data Pipeline and Warehouse AI/ML
- Model Development IoT and Edge AI
- DevOps and Security
- CI/CD and DevSecOps
- Serverless Architecture



#### Operations & Management

- Cloud Management
- Infrastructure
- Orchestration
- Cost Management
- Edge Computing
- Performance and Security
- Application Monitoring
- Cybersecurity
- Automation
- Database Optimization
- Automation and Support
- RPA Orchestration
- Chatbot/VoicebotIntegration
- Auto-Provisioning and IaC



## Performance Optimization & Analytics

- Analytics and Insights
- Product Analytics
- Customer Journey
- Optimization Predictive and Prescriptive Analytics
- Continuous Improvement
- A/B Testing Al-Driven
- Personalization Feature Management
- Efficiency and Governance
- FinOps for Multi-Cloud
- Data Governance and Quality Real-Time
- Dashboards and Reporting

#### Enterprise Solutions & Consulting

Product Portfolio Rationalization

Legacy Modernization and Re-engineering

Data Strategy and AI Readiness

5P Agile Transformation Enterprise Platform Implementation

Application and Product Managed Services Professional Services

# **Accion Labs – Data and Analytics Solutions**



Service Segments		Corner Stones						
Data Science and Al Services	Strategy and Roadmap (Assess – Guidance – Maturity)		AI & ML Model (Develop – Evaluate – Deploy)		Productization and Management (Accelerate – Operationalize – Democratize)			Tools & Accelerators
	Business Advisory	Data Discovery and Data Mining	ML Modeling, Training, EDA	MLOps and Scaling Al	AI & ML Platforms	Data Sharing	Data Storytellin g	Industry Domain Expertise
	Technology Stack	KPIs and Metrics	NLP, NLG, NLQ,	Responsibl e Al, GenAl, Trusted Al	CoEs, Workshop s	GenAl, GenBl and Self-serve	Optimal Dashboard s	Experience Engagement
Data and Analytics Modernization Services	Implementation and Integration (Design-Build-Integrate)		Migration and Modernization (Run-Optimize-Scale)		Data Management & Governance (Policy – Regulation – Execution)			Governance Ethics
	Data Engineering	Pipeline Automation BI & Reporting	Hyperscaler s, Data Clouds & Platforms	DataOps and FinOps	Data Lineage, Cataloging, Data Marketplace  Data Trust, Security, Compliance & Access		Co-innovation Collaboration Change	
	Data Fabric and Mesh	Data Hub, Streaming Data	EDW, Lake House	Edge & Distributed Computing	Data Quali Observabi	ly & lity	И, Metadata nd Data osystems	Management

### **End to End – Business Transformation Services**



# Process Digitization & Optimization

Biz Process Implementation

Business process Customization & Optimization

Workflow based applications

Integration Platforms | Enterprise Integrations

Robotic Process Automation

Gen-Al based Process Automation

#### Tech Landscape Rationalization

**Enterprise Architecture** 

Application portfolio Rationalization

Re-engineering & Modernization

**Product Engineering** 

Design Engineering | UX / UI

IoT Applications

Gen Al Powered (Potentially)

# MS Dynamics Salesforce ServiceNow LC / NC Platforms - Power Platform, Mulesoft, Boomi, Appian RPA .NET, JAVA, Python Magento AEM

# Data Transformation

Org-wide Data Strategy | Data Model

Data Governance & Data Quality

Data Modernization | Data Migration

Data Engineering | MLOps, Al Ops, Data Ops

Analytics – Bi. Reporting, Realtime | AI/ML

GenAl Powered Analytics & Insights

#### Snowflake

Azure Synapse & Fabric

AWS Redshift

Databricks

#### Cloud Transformation

Org Cloud Strategy & Roadmap

Application and Infra Cloud
Migration

GenAl-powered Managed
Services

CloudOps | DevOps | DevSecOps

Cloud Native Business Apps

Cloud Platform & Infra Services

Azure

AWS

GCP

**Cloud Platform & Data Services** 

Microsoft Azure Cloud Services | Azure Process Automation | Azure Data Services

# Accion's Focus - Enterprise Data Management Spectrum



Enterprise Data Model	Master Data Model	Data Org across Core Biz Apps	Data Org across Non- Core Apps	Application data Model	Data Sync Rules
Data Governance Ownership & Access	Data Ownership Matrix, R&R	Core Governance Policies & Standards	Data Lineage   Data Glossary	Data Access Mgmt.	Data Security & Privacy
Data Quality	Data Validity, Accuracy, Completeness	Data Quality Values and Thresholds	DQ integration with Data Systems	Quality – Data at Rest	Quality – Data being Transferred between Systems
Data Exchange	Data Synchronization	Defining Data Exchange Mechanisms	Data Integrations	Data Quality During Data Exchange	Target Data Exchange landscape Implementation
Data & Analytics Modernization	D&A Platform Modernization	Legacy Data Migration	BI , Reporting, Dashboards	AI/ML	Security / Access Mgmt.





# Partnerships and Alliances



































# **Data & Analytics - Technology Spectrum**





We work actively for clients in 120+ open-source and commercial distributions, application platforms, and data stores including

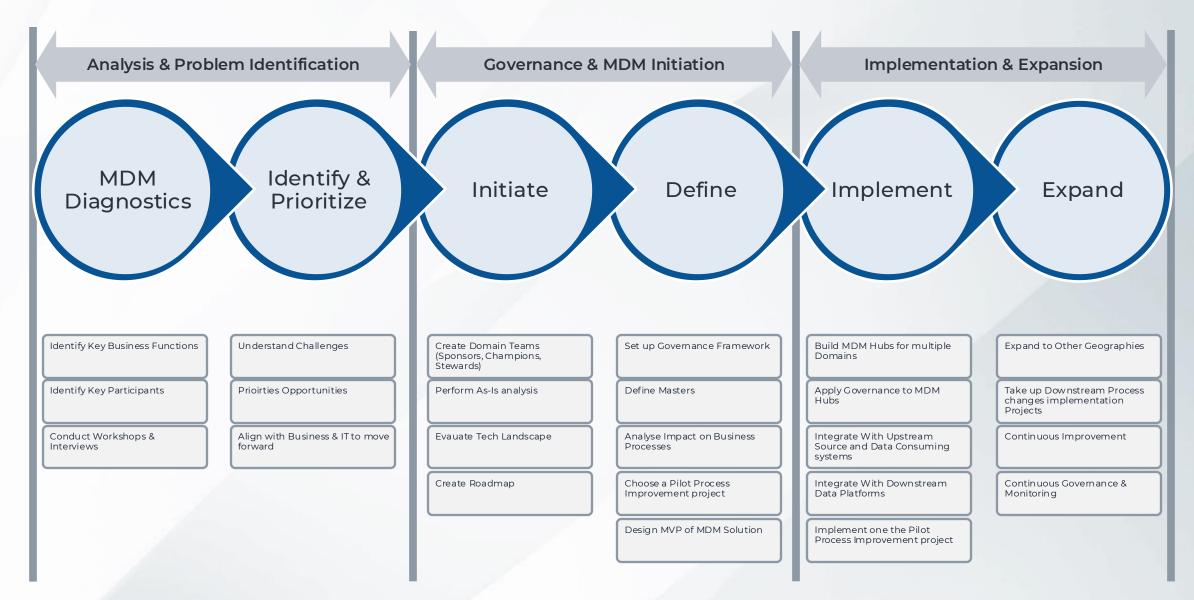




# **MDM Transformation Approach**

# **MDM Transformation Approach**





# MDM Transformation Approach (Diagnostics Phase)







#### IDENTIFY KEY BUSINESS FUNCTIONS

Business Functions across Value Chain. E.g.

- Commercial
- Operations
- Supply Chain
- Finance
- Compliance

# IDENTIFY KEY PARTICIPANTS

Identify Key Leaders from Business & IT -Directors and higher

#### CONDUCT WORKSHOPS

Workshops with Leaders from Chosen Group:

- Understand painpoints
- Understand Appetite to transform

# UNDERSTAND CHALLENGES

Identify areas most impacted by Master data problems

Analyze its impact on business

#### PRIOIRTIZE OPPORTUNITY

Scope out the areas or lines of business where Master Data needs to be fixed or modernized (e.g. Customer Master for NAs)

# ALIGN TO MOVE FORWARD

Create a multi-stage Program (1-2 year)

Estimate Costs and get approvals

Identify an implementation team (internal or Vendor)

Align with identified Busness and IT owners and stewards of data

Establish Steering Committee

# **MDM Transformation Approach (Implement Phase)**











#### INITIATE

#### **DEFINE**

#### **IMPLEMENT**

#### **EXPAND**

#### INITIATE

- Create Domain Teams (Identify Sponsors. Champions. Stewards. Custodians)
- As-is Analysis
- Define To-Be MDM State
- Tech Evaluation for Target State
- Implementatio n Roadmap

#### SET UP **GOVERNANCE**

- Design Governance Framework
- Create Governance Council (Members from each Domain)
- Define Roles & Responsibilities

#### **DEFINE MASTERS**

- Choose Scope (Product, Customer etc.)
  - Establish Domain Taxonomy
  - Identify Domain Attributes
  - Business Glossary
  - Meta-data Definition
  - Data Quality Rules
  - Regulatory Attributes (if any)

#### ANALYSE IMPACT

- Impact on Business Processes
  - Impact on IT systems and Tools
  - Impact on Operations
  - Impending Change Mgmt.

#### **DESIGN MVP OF** MDM SOLUTION

- Target Solution based on chosen Tech Stack
- MDM Implementation.
- Provide Overview on Changes to Biz Processes
- Set up New Hierarchies (Product Hierarchy, Customer Hierarchy)

#### **BUILD MDM** HUBS

- Build select domainspecific MDM hubs
- Structure MD as per new Hierarchy
- Cleanse Data
- Fix Data Ouality in Source Apps

#### APPLY GOVENRANCE TO MDM HUBS

- Onboard Governance Teams
- Onboard Governance Procedures & Policies

#### **INTEGRATE WITH** DATA **PLATFORMS**

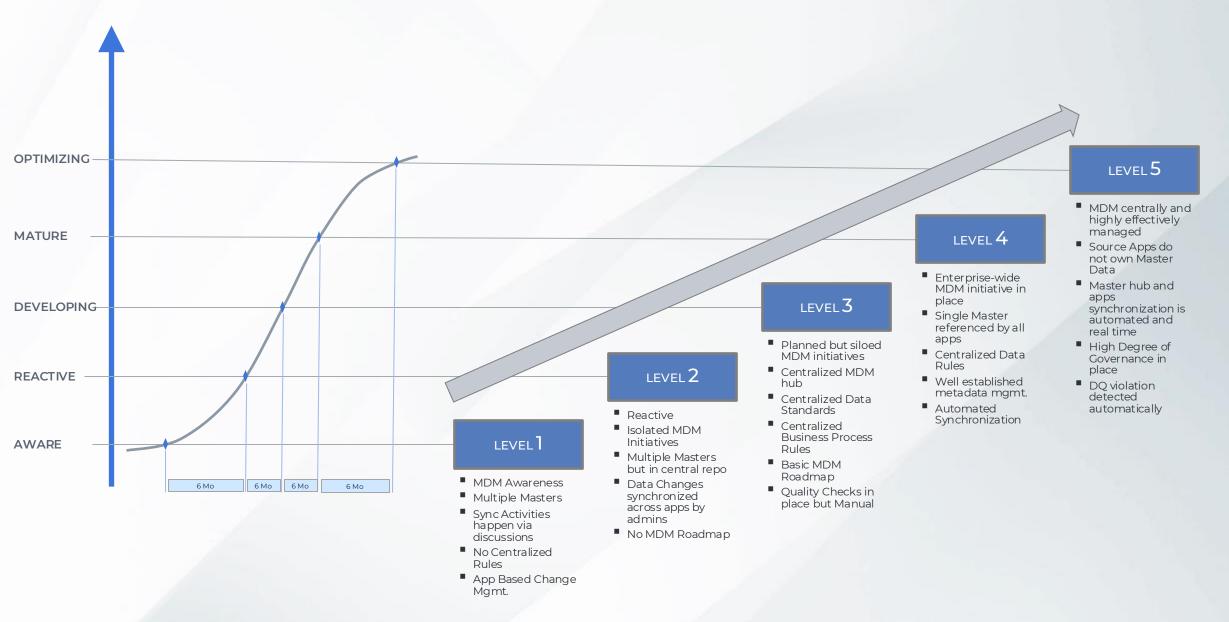
- Integrate MDM with upstream (Source Systems)
- Integrate MDM with Downstream Systems (Data Platforms)

#### INTEGRATE WITH DATA **PLATFORMS**

- Implement additional Domains / Sub-Domains
- Expand to multiple geographies
- On-going Mgmt. of Data Domain under enterprise governance
- Continuous improvement

# **Our Approach on MDM Maturity Enhancement**







# **MDM Case Studies**

## 1. GenAl based MDM Transformation for Distribution Business



#### 1. Centralized

- AI-Driven Ingestion & Unification: Consolidated product data from multiple sources with automated normalization.
- Generate & Enhance Attributes: Identified missing attributes and enriched metadata using LLMs.
- Graph/MDM Repository Setup: Created a unified repository for seamless data access and semantic analysis.

#### 2. Enriched

- Semantic & Contextual Enrichment: Mapped relationships and enhanced data discoverability with Al.
- Natural Language Query: Enabled intuitive search and autogenerated insights for teams.
- Al Dashboards & Insights: Delivered self-service analytics with Al-driven summaries and visualizations.

#### 3. Visualized

- Interactive GigaMap: Illustrated product relationships and dependencies in dynamic maps.
- Al-Guided Link Detection: Uncovered connections like complementary products and supplier overlaps.
- Conversational Exploration: Enabled chat-based navigation for instant data access.

#### 4. Standardized

- Al-Driven Taxonomy & Schema: Automated the creation and refinement of taxonomies and classifications.
- Automated Attribute Validation: Verified consistency and resolved conflicts with Al.
- Lineage & Glossary Maintenance: Tracked data transformations and ensured consistent terminology.

#### 5. Operationalized

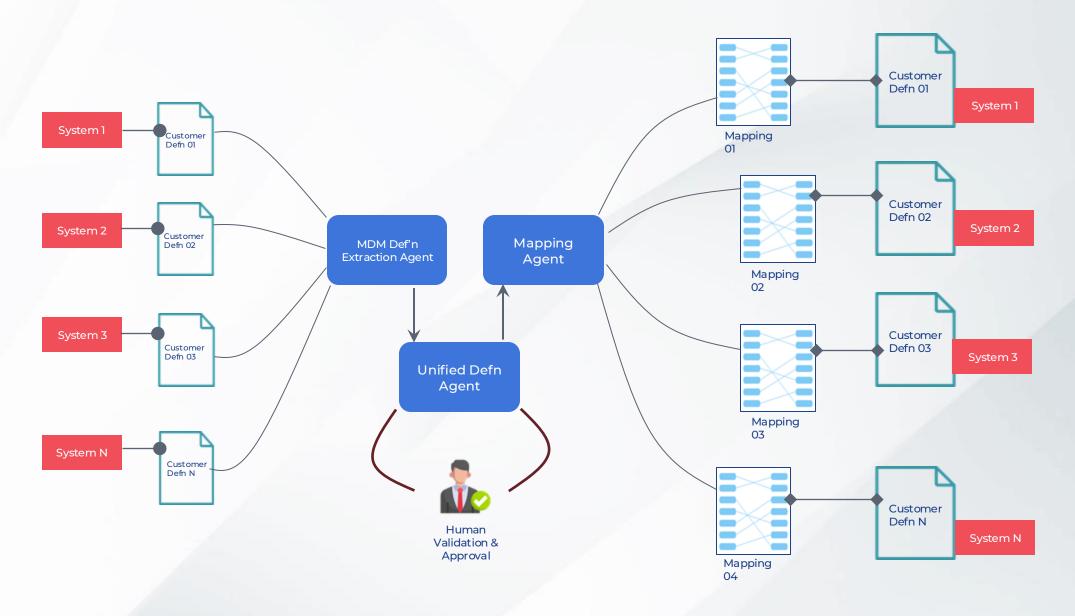
- AI-Integrated Data Flows: Embedded real-time enrichment into operational systems.
- Automated Content Creation: Generated product descriptions and marketing copy at scale.
- Continuous Model Learning: Adapted AI models to evolving data and product structures.

#### 6. Governed

- Al Recommendations for Ownership: Suggested roles and responsibilities for data governance.
- Policy & Compliance Enforcement: Automated compliance checks and anomaly detection.
- Data Quality Monitoring: Delivered real-time alerts for data accuracy and consistency.

## 1. GenAl based MDM Transformation for Distribution Business





# 2. MDM Transformation for Medical Devices Company



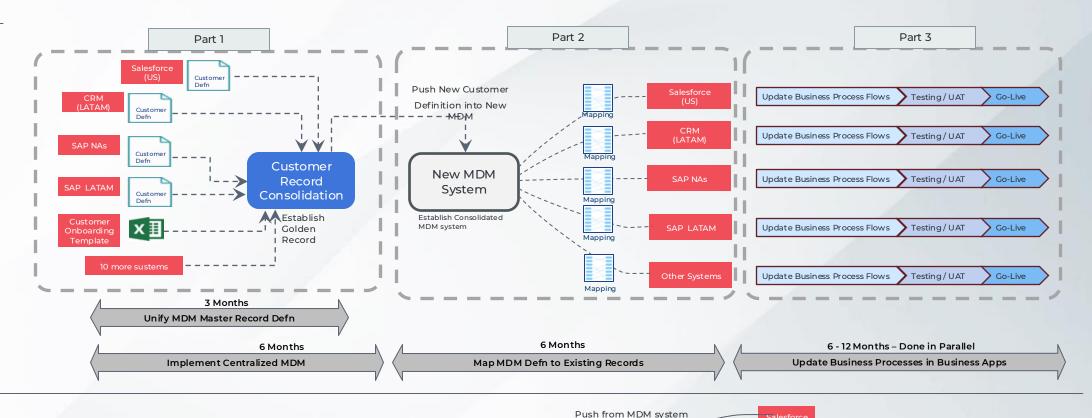
Company Background Global Life Sciences and Medical Devices Company with 3 main product lines, 10s of Thousands of SKUs and 15 Global locations (including 9 Manufacturing locations)

Challenge

14+ ERPs, 6 CRM and 5 PLM systems produced significant variants of Master entities leading to tremendous loss of efficiency and reconciliation at various levels (processes, back-office operations and Data Analytics)

#### Solution Approach

- 2 Yr Program to Fix Customer and Product Master for Americas Geography
- Impact across Product line that generated 55% of total revenue
- Inventory Mgmt. Cost reduced by 50%
- MDM Transformation program carried in parallel to ERP transformation program



Post Go-Live



# 3. Product Master Transformation for CPG Industry



Problem Statement: The organization seeks to establish a unified, authoritative 360-degree view of product data that currently exists in fragmented form across three distinct business tiers: manufacturers, distributors, and retailers.

#### Primary Data Quality Considerations:

- Manufacturer's data serves as the highest quality source, providing the foundation for product attributes and specifications
- Distributor data presents moderate quality concerns with inconsistent formats and incomplete attribute mapping
- Point of Sale (POS) retail data exhibits significant quality issues, including variant product descriptions, incomplete specifications, and inconsistent categorization

#### The objective is to create a golden record for each product that:

- Leverages the superior quality of manufacturer data as the authoritative source for core product attributes
- Enriches this foundation with valuable business context from distributor channels, including pricing tiers, regional availability, and channel-specific product variants
- Incorporates critical market performance indicators from retail POS data while implementing robust data quality measures to standardize and cleanse this information

# 3. Product Master Transformation for CPG Industry



