



Morning Daily Motivation

, or an ode to Coffee.

Also see, why Major Definitions Matter.

Master Data Management, an overview

01

DEFINITIONS &
PURPOSE

Why?

02

COMPONENTS

What?

03

EXAMPLE
PROCESS

How?

Types

Master Data

- ◆ Attributes of an Entity
 - ◆ Person
 - ◆ Birthdate, Eye Color, Account Information
 - ◆ Product
 - ◆ Unit of Measure, Dimensions, Components
- ◆ Infrequently changed
- ◆ Often represents a set

Transactional Data

- ◆ Interactions between Entities
 - ◆ Orders
 - ◆ Inventory
 - ◆ Invoices
 - ◆ Service
- ◆ Time based
- ◆ Many occurrences

Master data is foundational data

- ◆ Poor control

- ◆ Inconsistent and errant transactional data

- ◆ Corrupt data pipeline, inability to support decisions with data

- ◆ Adequate control

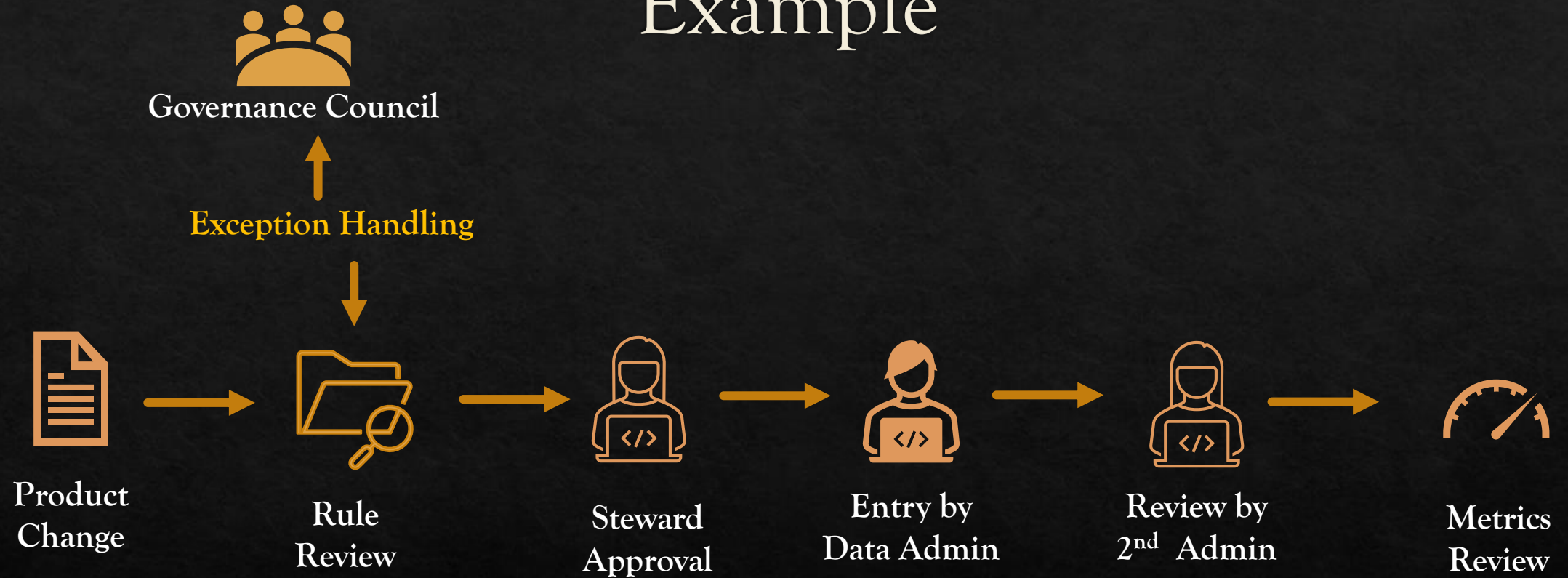
- ◆ Trust in data

- ◆ Ability to use decision support systems as intended

What does MDM look like?

Governance	Architecture	Stewardship	Monitoring
Master Data Policy <ul style="list-style-type: none">• Allowed updates• Appropriate updates• User feedback	Documented Data Flow <ul style="list-style-type: none">• Integrated Systems• Analytics Capability• Catalog, Genealogy	Roles and Responsibilities <ul style="list-style-type: none">• Established Ownership• Written Definitions / Specs• Part of Business processes, not in addition to.	Complete Consistent Accurate Timely
Exec. sponsorship, User empowerment	Technical data maturity	Easiest part to understand, Hardest to do.	CCAT Score, Regular review

Example



Control is maintained at the system of record.

Master Data Management is a journey and not a destination.

01

EDUCATE ON
MASTER DATA

02

ENFORCE DATA
CREATION &
UPDATE POLICY

03

REGULAR
MONITORING &
IMPROVEMENT