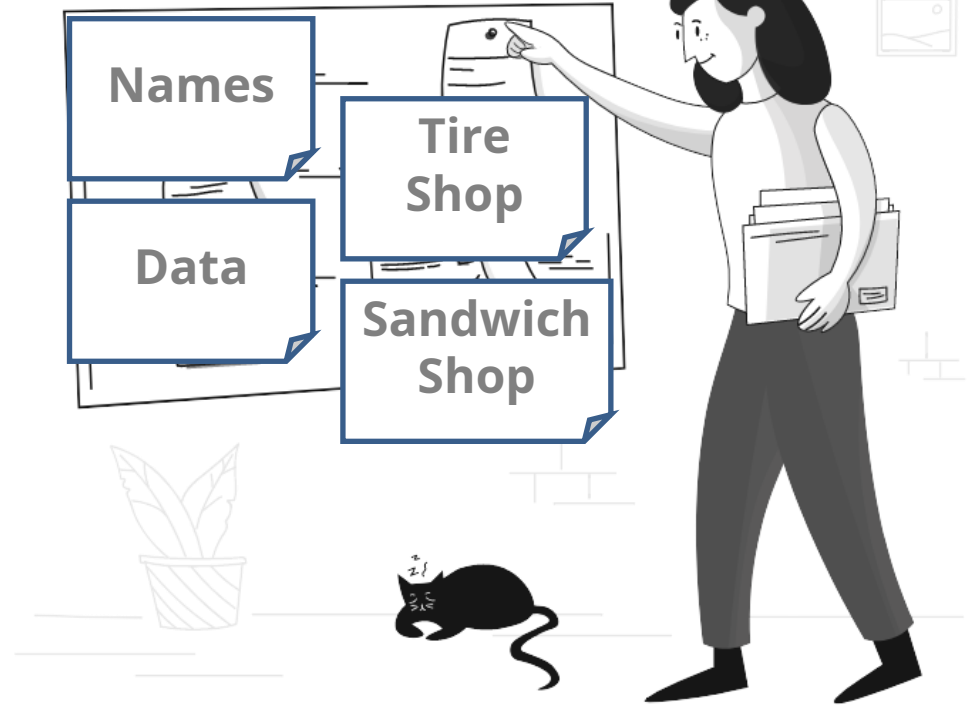


# Controlling master data to improve Supply Chain

Corey H. Hart, MBA, CPIM

Corvus Global Events  
Pharma Supply Chain  
Security World 2022

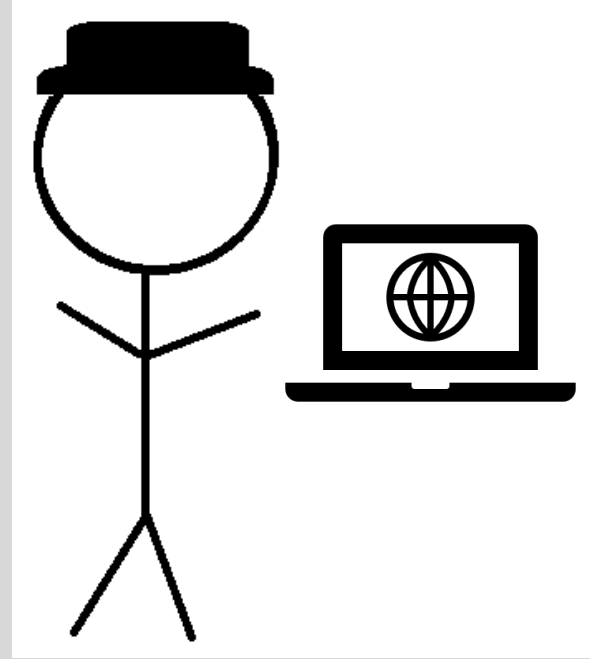
# Agenda



Illustrations by [Pixeltrue](#) on [icons8](#)



# Intro



# Names are Hard



Name Reuse

Map Software,  
Business Location.

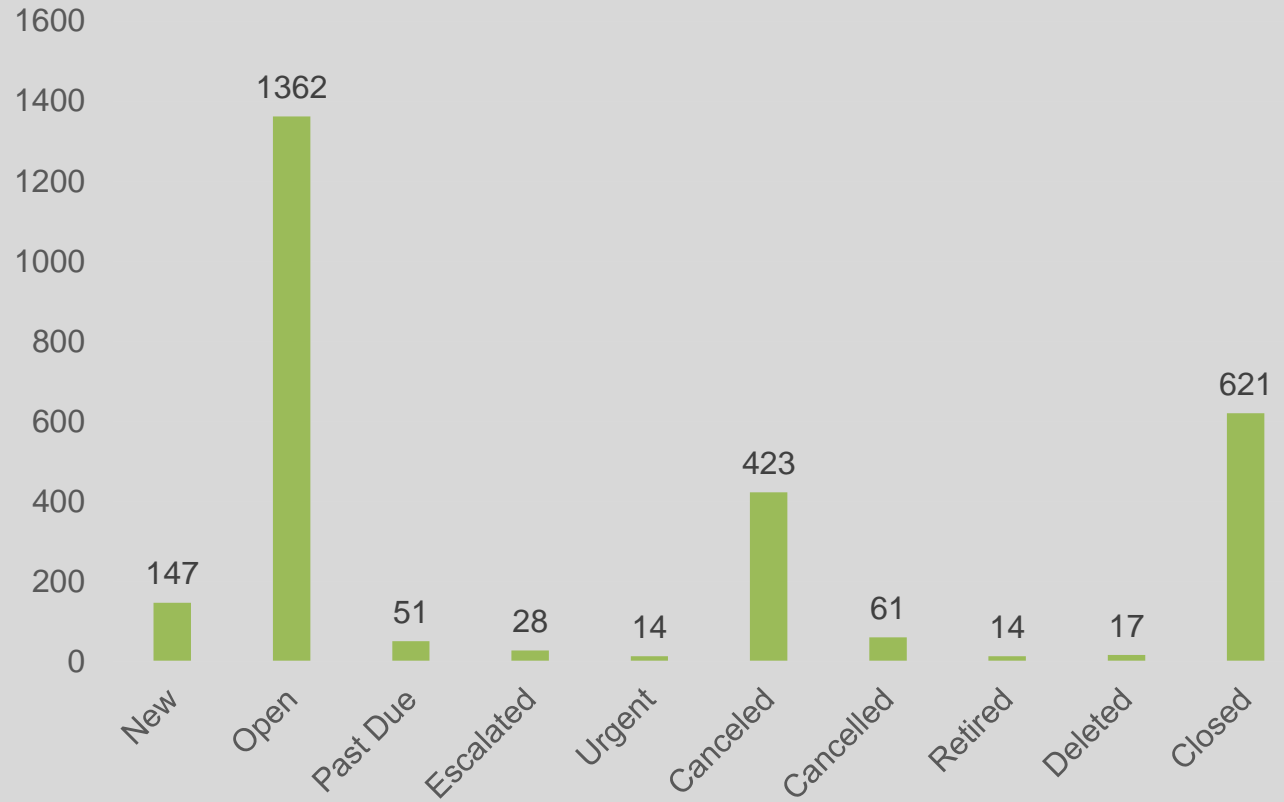
Canoe rental, Catskill  
*City or River?*

## Example

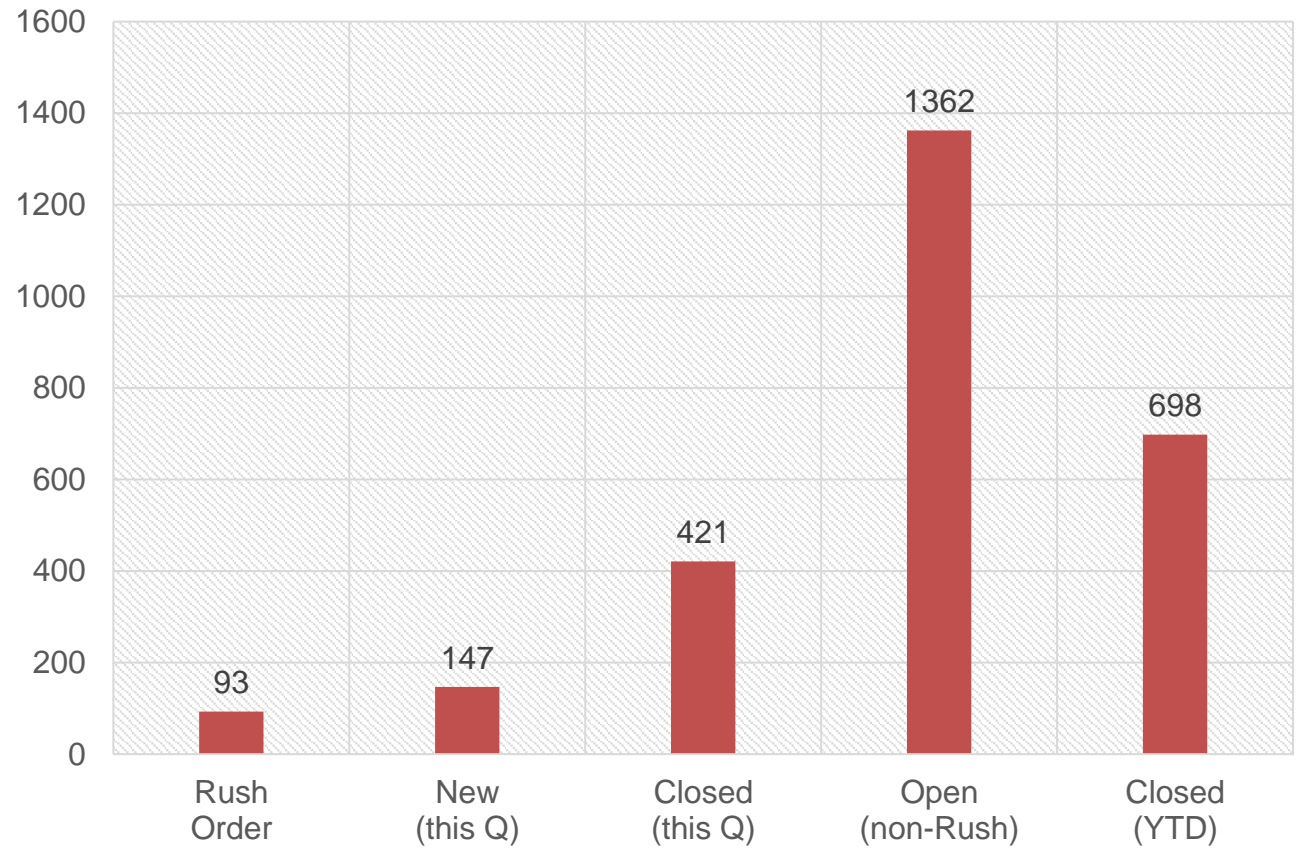


Photo by: [HopsonRoad \(Stephen Flanders\)](#) licensed [CC BY 4.0](#).

## Order Status



## Order Status





# Control



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Master Data

Business Logic.

Links Data Sets.

Decision Support.

What is "Master Data"?

*Business Logic*  
*Links Data Sets*  
*Decision Support*

Birthday?

Address?

Favorite Color?

Number of Pets?

Government ID Number?

Credit Card Number?

Temperature Reading?

Choice



Photo by  
[ambergmckinney1988](#)  
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## Types of Data

<b>Permanent</b>	<i>Cannot Change</i>
<b>Persistent</b>	<i>Infrequent Change</i>
<b>Transactional</b>	<i>Multiple Occurrences</i>
<b>Real-Time</b>	<i>System Observation</i>

## Example



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## Sandwich Shop

Point of Sale	
Permanent	Credit Card Number
Persistent	Legal Name
Transactional	Menu Item # 5
Real-Time	Current Location, Timestamp, Price Paid



CRM

Permanent	Customer ID
Persistent	<b>Legal Name</b>
Persistent	<b>Credit Card Number</b>



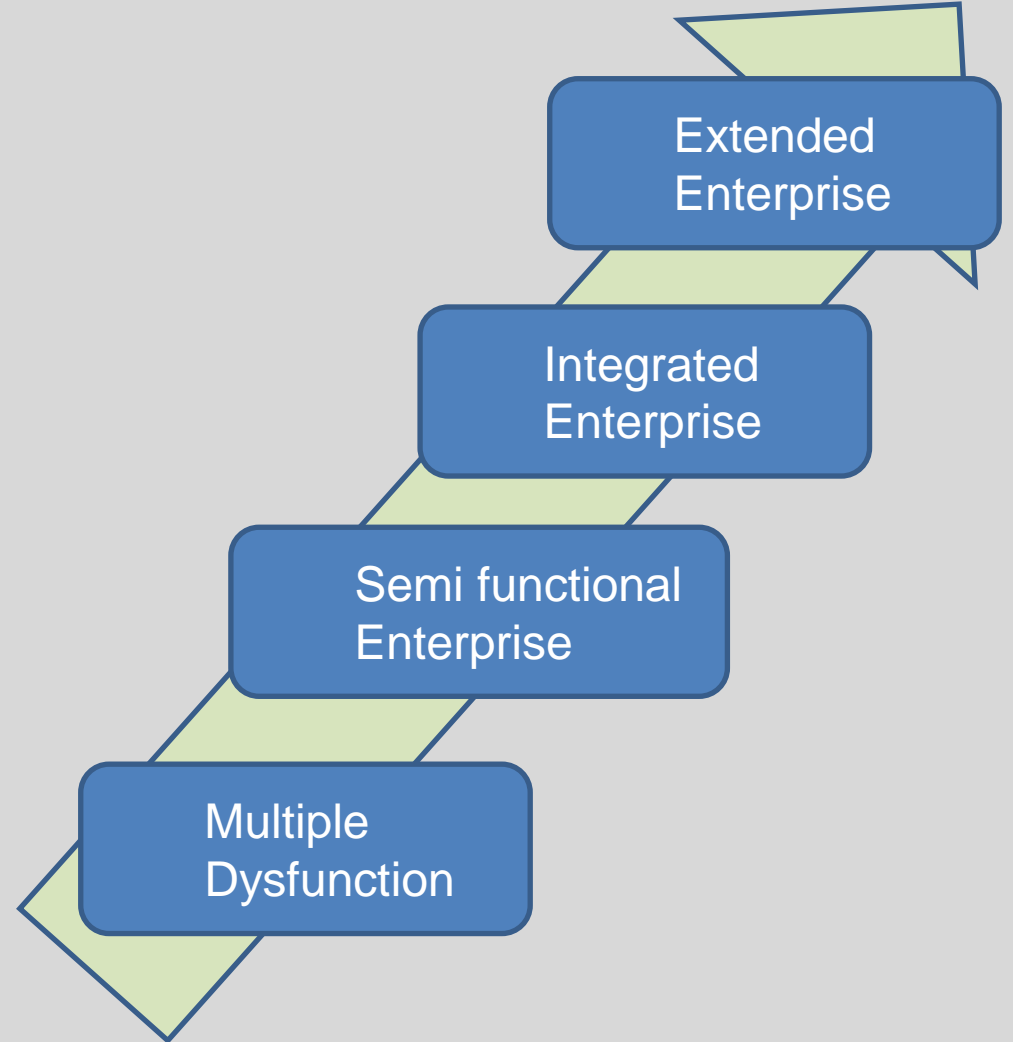
Forecasting

Permanent	Product ID
Transactional	Timestamp

## Sandwich Shop

Point of Sale	Links to
Credit Card Number	CRM
Legal Name	CRM
Menu Item # 5	Planning
Current Location, Timestamp, Price Paid	None (Yet), Planning, None (Yet)

All Data



Controlling Master Data  
Improved Supply Chain

All data, eventually

Master Data  
Business Logic  
Linking Data Sets (Systems)  
Decision Support

Classify Data

Permanent	<i># Systems</i>
Persistent	<i>% Blank</i>
Transactional	<i>% Expected</i>
Real Time	<i>Control Charts</i>