## Sample MDM Roadmap Assessment Questions

The MDM Roadmap Assessment is designed to provide an organization that has already come up with an affirmative answer to the question, “Should we embark on an MDM initiative?” It is architected to be a way for that organization to answer the next inevitable question, “Where do we start?” In order to help answer that second question, we conduct a series of interviews (not more than 30 minutes) with business sponsors, business analysts, subject matter experts, and technicians.

Questions that we ask during the interviews will vary depending on who is being interviewed, naturally, and each interview will be unique. Providing exact questions is very difficult to do, but questions that are used to help direct the interviews look something like this:

*Sample business questions*

Can you describe the primary data domains you work with or rely on every day (e.g., customer, product, account, etc.)?

Can you outline some of the challenges you have in working with that data?

Can you identify the key attributes of that domain from your perspective (i.e., what needs to be right)?

Can you describe a “day in the life” of what you do with data today?

Can you describe a “day in the life” of what you do with data once this initiative is complete?

*Sample Technology Questions*

Can you describe your current technical architecture (data sources, integration policies, etc.)?

Can you describe any technical limitations you feel the current architecture may have?

Do you, as a technician, see the benefits of this MDM initiative?

Can we profile some of your data using our data profiling technology?