MDM Use Cases:

1. **UK Customer** - US Customer has 2 legacy systems of record (CRIS and CSS) and same customer gets created in both systems with different Customer Id. There is no enterprise persistence customer identifier. Also, there are some data quality issues with address, phone, contact etc. There are many direct point solutions implemented that try to match customers and try to improve data quality.

**Note**: Customer experience (CXP) project is trying to solve this with homegrown Unified Customer Model as an interim solution but it has technical limitations with key functionalities and lacks data governance.

1. **Global Workforce -** Global workforce has separate system of records for employee (SuccessFactor) and non-employee (SAP ECC, ACG, and FieldGlass). Also, financial worker master data are managed in US/UK SAP ECC. There is no enterprise persistent worker identifier and that causes many issues for business when employee becomes non-employee or non-employee becomes employee. Also, there are few data quality issues (e.g. cost center) and some reporting challenges (e.g. worker counts)

**Note:** IAM project is working on an interim MDM solution but it has technical limitations with key functionalities and challenges supporting data governance.

1. **UK Customer -** UK Customer and Stakeholders are manager in two different systems based on business functions. Operational process is supported from Salesforce and financial processes are supported from SAP. There is no enterprise persistence customer identifier and operational team goes through label intensive manual process to link the financial customer record with the customer from operational system. Also, there are some data quality challenges e.g Customer full name being different.
2. **US EBU (AMI) -** Asset and customer data being managed and stored in multiple systems of records. Also, there are data quality issues with both asset and customer data. There is a foundational requirement of having Asset and Customer master data clean, accurate, and integrated at one place to support basic requirement of customer communication preferences, customer electric usage, customer service dashboard, outage, high usage alerts, billing, billing forecast, energy audits, Asset status updates etc.
3. **US EBU (GridMod)** – Asset data being managed and stored in multiple systems of records. Also, there are data quality issues. There are operational and regulatory requirements to analyze and report Asset condition, Asset Health, Operational performance of Assets, Areas of Improvement of Assets etc.
4. **UK ET -** Asset data (Hierarchies, asset maintenance schedules etc) is mastered and maintained in Ellipse, its associated fixed asset data (estimated useful economic life of an asset (i.e. Pipelines 60 years), remaining asset life (10 years), net book value £, gross book value £, depreciation etc.) is mastered and maintained in SAP at disparate levels, furthermore there are also disparities of regulatory reporting classifications in these applications and numerous offline spreadsheets. This creates multiple ETL, data quality and analytics challenges through the annual fixed asset audit and regulatory reporting lifecycles.
5. **UK ET -** Alignment of core asset management system data (asset register and attribution, work order data and high-level condition data in Ellipse) with other sources (such as investment data in OPPM and detailed condition data in a variety of other offline sources) to produce an overall picture of asset status.  This will enable much more confident and consistent answering of seemingly-simple asset management questions such as "when do we expect to replace this asset?" or "where do we have the highest concentration of asset health-related risk?", which currently require long and complicated manual effort.
6. **UK ET -** Ofgem require historic/forecast asset cost information broken doing into defined asset categories. These Categories do not align with the Asset Register in Ellipse and may be modified occasionally as Ofgem requirements change. This causes significant manual rework and is further complicated when data needs to be integrated from other core systems like SAP which needs to be manually mapped against both the Asset Register and the Ofgem Categories.  The ability to pull data from multiple sources using a defined category list would make this reporting more effective and transparent.

**Dan Robertson’s comment:**

I think we need to identify more than one use case per key data domain (we don’t need to do all three data domains, but if we had use case examples for two it would help):

Customer (US) – two use cases that will benefit from having a golden copy of customer data (MDM) and/or access to a democratised data set of customer data (integration tool – plus snowflake)

Employee (global?) – two use cases that will benefit from having a golden copy of employee data (MDM) and/or access to a democratised data set of employee data (integration tool – plus snowflake)

Asset (UK or US) – two use cases that will benefit from having a golden copy of asset data (MDM) and/or access to a democratised data set of asset data (integration tool – plus snowflake)