

**The Information
Difference – Multi-
Domain MDM:
Beyond Product &
Customer**

W EnterWorks
BY WINSHUTTLE

Our Presenters



Suzanne Heeran
Marketing Programs Manager



Andy Hayler
CEO and Founder



Presenter

Career Summary:

- Regular international conference keynote speaker
- Founder of Kalido, an MDM pioneer (now part of Magnitude)
- Was Principal Technology Consultant at Shell International
- Ran a 300 person information management consultancy team
- 37 years data-related experience
- Co-founder of analyst firm The Information Difference



Andy Hayler, CEO

Introducing EnterWorks

- ✔ Empowering Business & IT Users for over 21 years
- ✔ All-in-one platform for MDM, PIM, and DAM
- ✔ Only Solution that is a Leader on both the Forrester PIM and MDM Waves
- ✔ Highest customer satisfaction marks on industry analyst reports
- ✔ Industry expertise: distributors, manufacturers, retail, hospitality, service companies, and member / buying groups
- ✔ Strong Global SI & Technology partnerships

Business Mission

Enable Our Customer's Growth,
Efficiency and Differentiation through Exceptional
Competency in Data
as Enabled by our MDM Technologies



Discrete Views of Everything

Provide a Central View of
Data Across Enterprise
Networks



Differentiated Experiences

Leverage Multiple Domains for
Combinatorial Precision



Complexity Mastered

Master Shared and
Application Data for Business
Model Agility

A Division of

WINSHUTTLE®

Auto

Apparel

Oil & Gas

Food & Beverage

Consumer Products

Retail

Pharma

Chemical

Entertainment



2,400+

GLOBAL CUSTOMERS

22

OF SAP'S TOP 25 CUSTOMERS

51%

LICENSES OUTSIDE U.S.

75+

COUNTRIES

200+

NEW ACCOUNTS ANNUALLY

48

NET PROMOTER SCORE

EnterWorks Acquisition, Inc. Proprietary and Confidential



Multi-Domain MDM: Beyond Product & Customer

Andy Hayler

Winshuttle Webinar September 2020

Topics

- Why MDM Matters
- The Different Types of Master Data
- Four Approaches to Multi-Domain MDM
- Data Governance, Data Quality and Master Data
- Avoiding MDM Potholes
- Conclusions

Master Data Compared To Other Data

Transaction Data



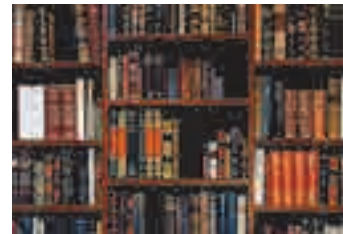
Volume sold
Sales value
Purchase order
Insurance claim

Master Data



Customer
Product
Asset
Location

Reference Data



Currency
Country code
Industry code (SIC)
Stock/share codes

Technical metadata



Field length
Field type
Source system
Column name

Why Does Master Data Matter?

“Who were my most profitable customers last year?”

To answer this you need:

- Accurate list of global customers
- How much revenue for each customer last year
- What cost was associated with managing each customer?

Global Customers are slippery things

“Shell”

“Pennzoil”

”Aera Energy”

“Neptune Oil”

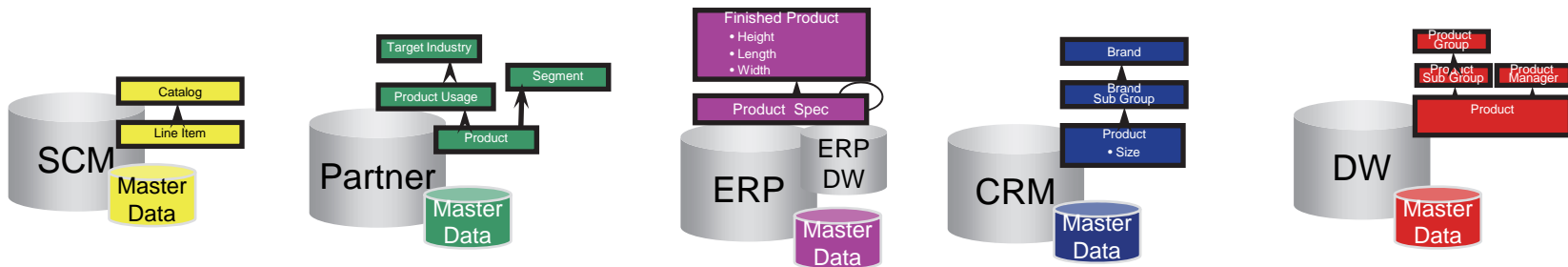
“Infineum”

Actually all the above are owned by Shell.



Why is Master Data Management So Difficult?

- Partial views scattered across enterprise
 - > In applications, data warehouses—even spreadsheets, etc.
- Inconsistent formats, codes, definitions
- Slow to reflect market consolidation, reorganizations, and other business changes
- Data changes are uncontrolled—often made redundantly and inaccurately
- Some master data maybe outside the enterprise e.g. supplier stock data



How Many Systems Generate Master Data?

| | Median | Over 100? | Highest |
|---------------------------|--------|-----------|---------|
| Overall # of Systems | 15 | 13% | 2,000 |
| Generating Customer data? | 6 | 13% | 300 |
| Generating Product Data? | 9 | 11% | 768 |

Source: Information Difference Survey
(115 large companies took part)

Slide 11

DTW3 Better to turn this into a table then it will all align better.
David Waddington, 8/19/2008

How Well-Managed is Your Master Data?

Perception

- 1 definition of “Margin”
- Market 20,000 products
- Have 20,000 customers
- Analysts analyze information

(source: customer study)



Reality

- 23 definitions of “Margin”
- Market 5,000 products
- Have 6,000 customers
- Analysts spend 60% of their time gathering information

30% of all operational errors are due to poor information quality *(Reuters)*

Examples from Information Difference survey customer feedback:

- Books closed in 8 days—not 3
- Millions lost annually on errant shipments
- 30% of invoices are incorrect
- Incorrect commission, rebate payments
- Customer goodwill lost
- Overspending in procurement

PIM v CDI v Multi-Domain

Customer
data
integration

Address validation
name misspellings
Postal code checking
Address enrichment

Product
Information
Management

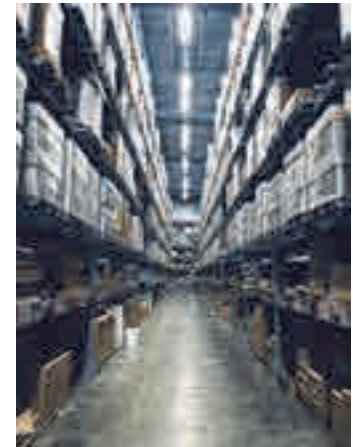
Hierarchy management
Bill of materials
Unbalanced hierarchies
packaging

Multi Domain
Master data
management

Handles all types:
Customer
Product
Asset
Location...

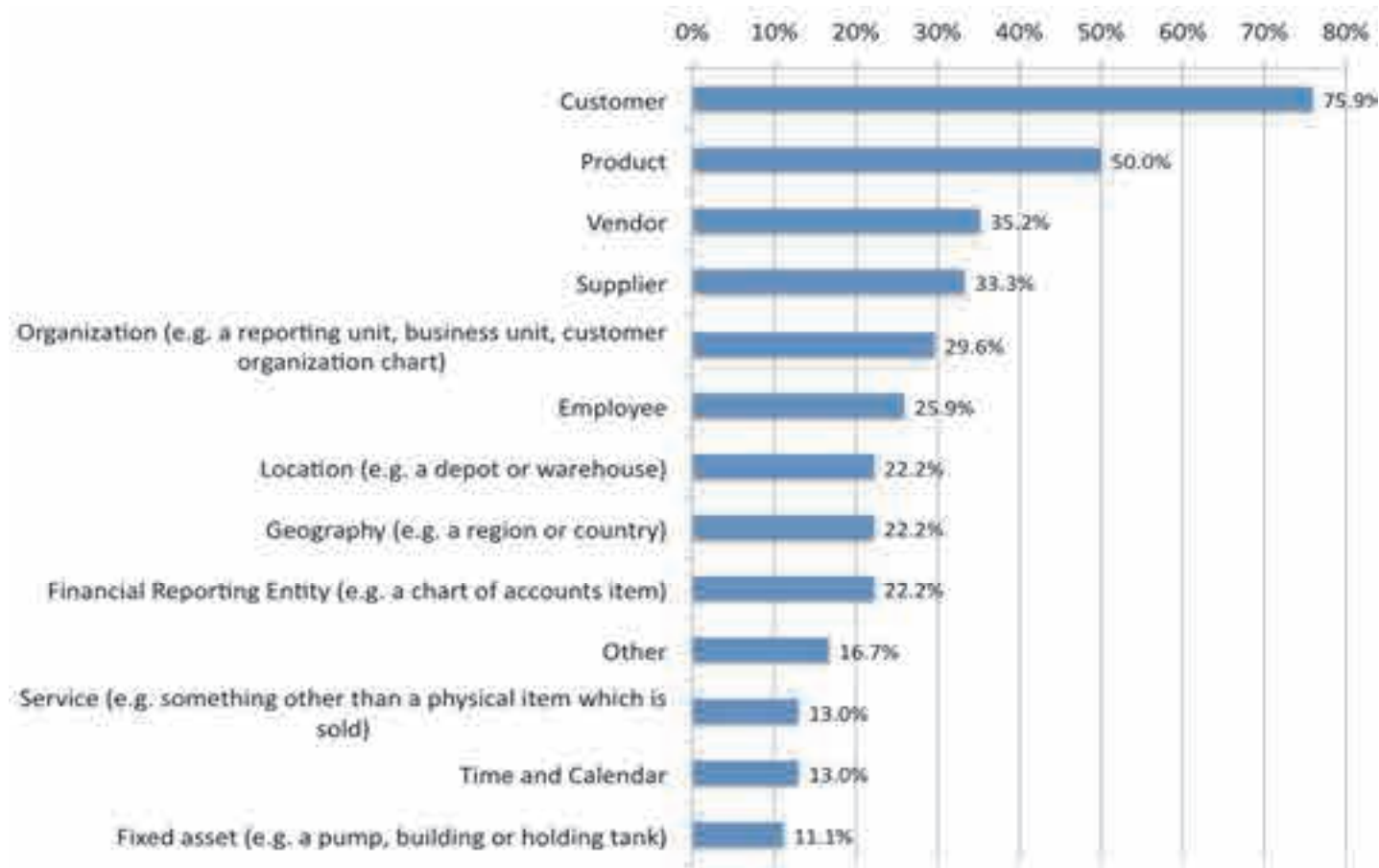
Relationships Between Master Data

- Customers buy products from locations stocked by warehouses supplied by vendors



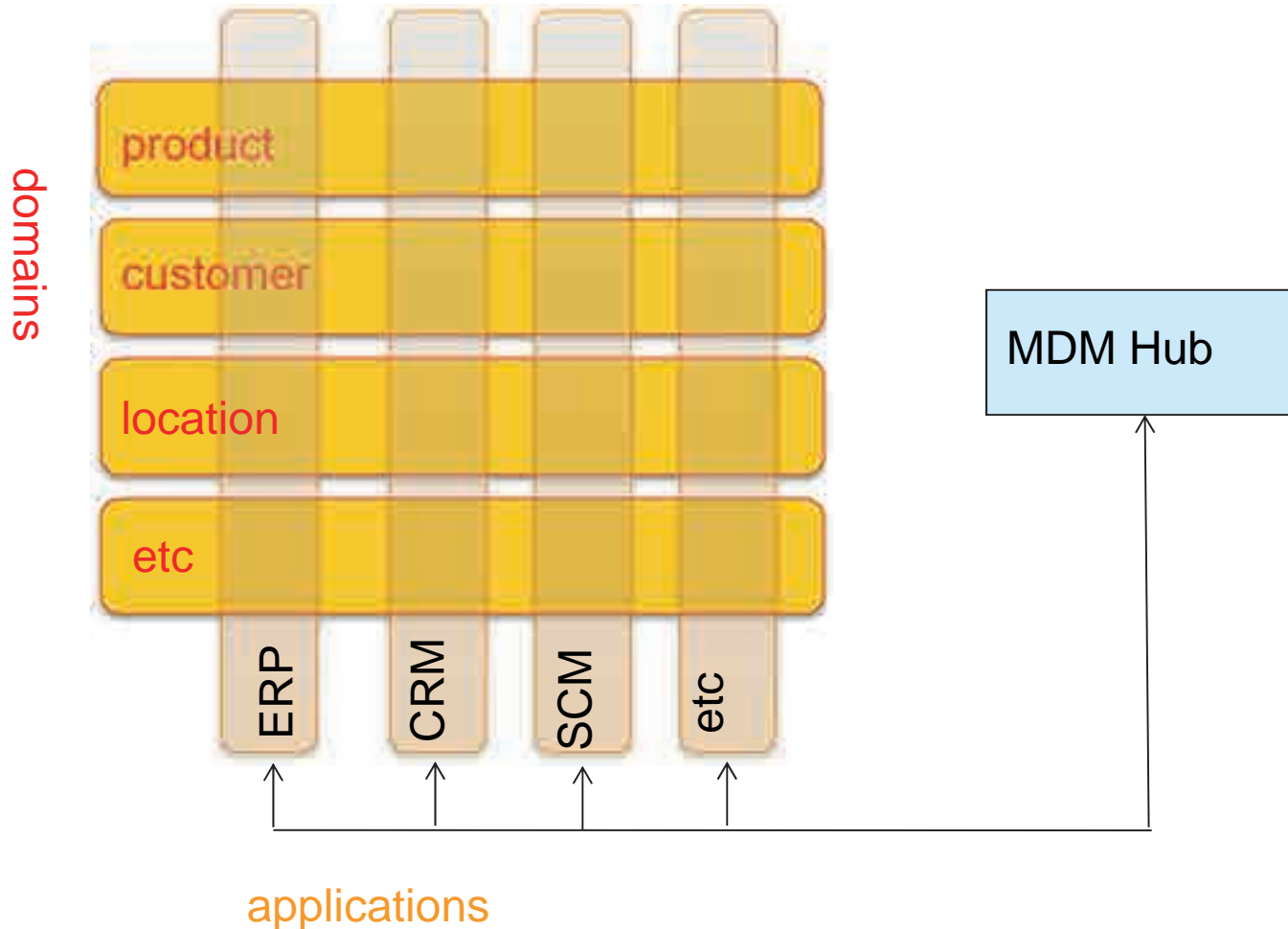
- customer -> product -> location -> asset -> supplier

Types Of Master Data Managed



Source: Information Difference survey of 188 large companies

(Over) Simplistic View of MDM Scope



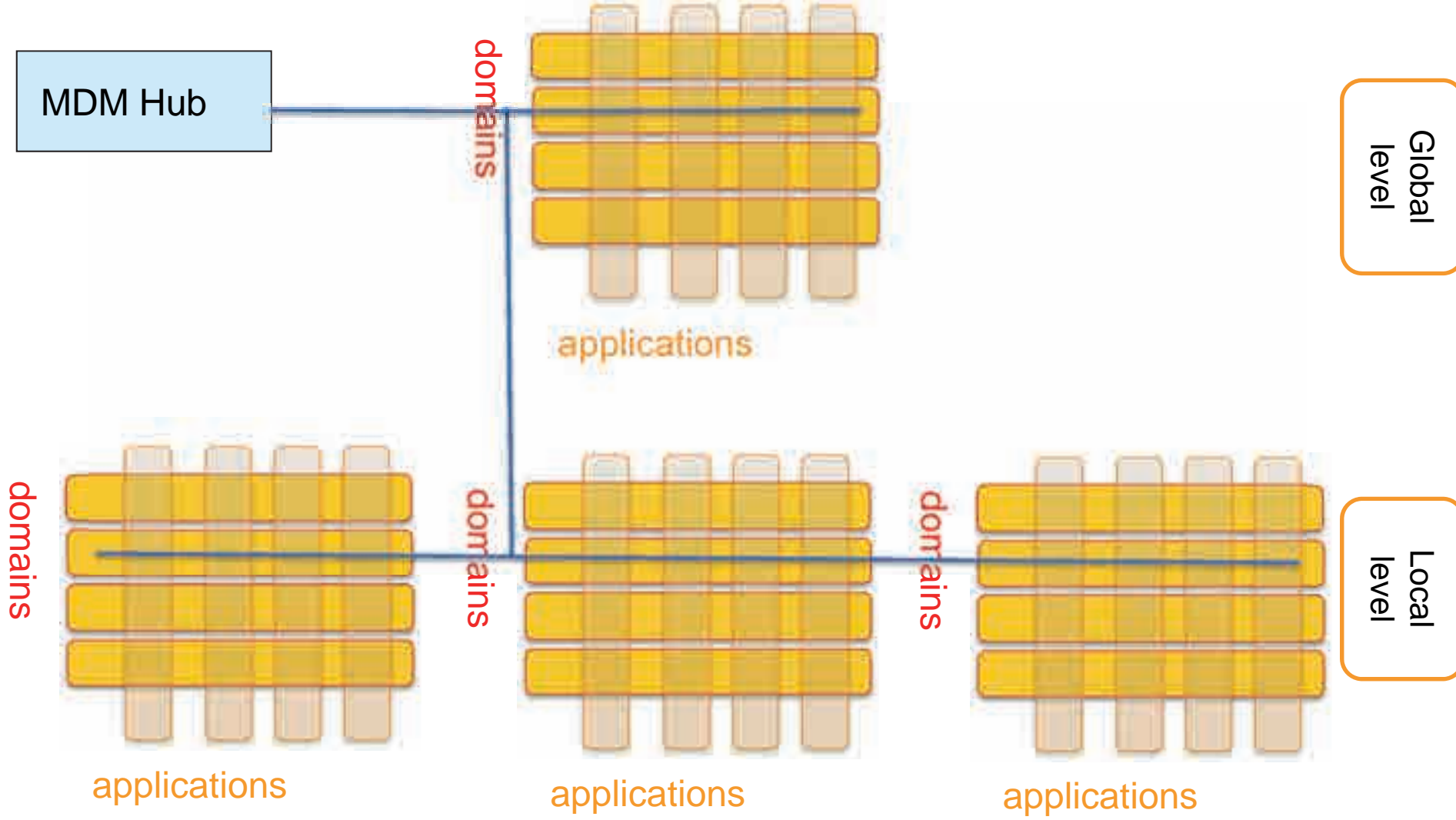
Slide 16

DTW7

You could consider using the versions I drew for the MDM paper you wrote here?

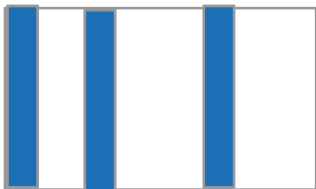
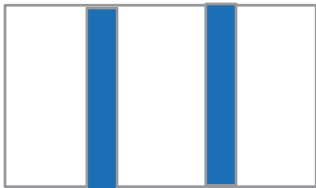
David Waddington, 8/19/2008

MDM In Global Companies

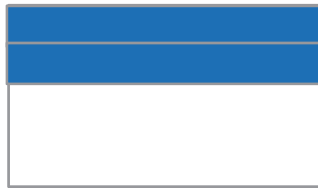
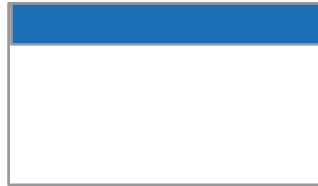


Enterprise-wide MDM Approaches

Domain-driven



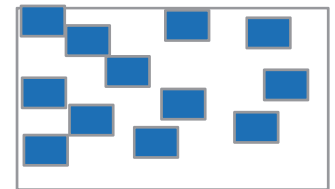
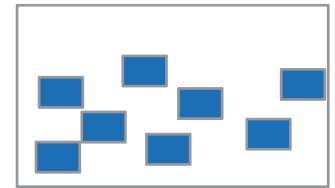
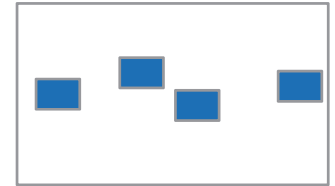
Sharing-driven



Analytics-driven



Process-driven



Approaches

Domain-driven

Easy to understand
Business-focused

Islands of master data
needs multi-domain tools

Sharing-driven

Starts with reference data
Easy to get started

Low business impact
Will technology scale up?

Analytics-driven

Easy to justify
Leverage data warehouses

Analytics requirements change
can neglect operational data

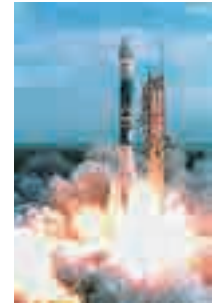
Process-driven

Easy business justification
Data requirements known

Incremental so at risk
assume processes in place

Data Quality & MDM

- 63% of executives don't trust their own data
(*source: Deloitte survey 2019*)
- Data quality (DQ) errors can be costly e.g. 1999 Mars Orbiter – \$125 million loss
- DQ is an inherent part of an MDM project
- Most MDM tools have a DQ component
- Tough to get reliable master data without DQ



Merge/Matching Inherent to MDM

| Name | Surname | Postcode | Phone |
|--------|---------|----------|---------------|
| Andy | Hayler | W4 1PW | 020 8995 1234 |
| Andrew | Hayler | W4 | 020 8995 1234 |
| Andy | Tayler | W4 1PW | |
| Abdrew | Hayler | W4 | 020 8995 1234 |

- Merge/matching software assigns probability to a match
- Can be driven by business rules
- Matching can be “tuned” based on specifics of business
- Sometimes false positives more important than others
e.g. marketing mailing lists v terrorist watch list
- Some records may be merged automatically, others referred to a human
- “Survivorship” rules may determine which record is most trusted



Data Quality – A Thorny Issue

A matter of perspective



sales staff marketing staff logistics staff

↓ ↓ ↓ ↓ ↓

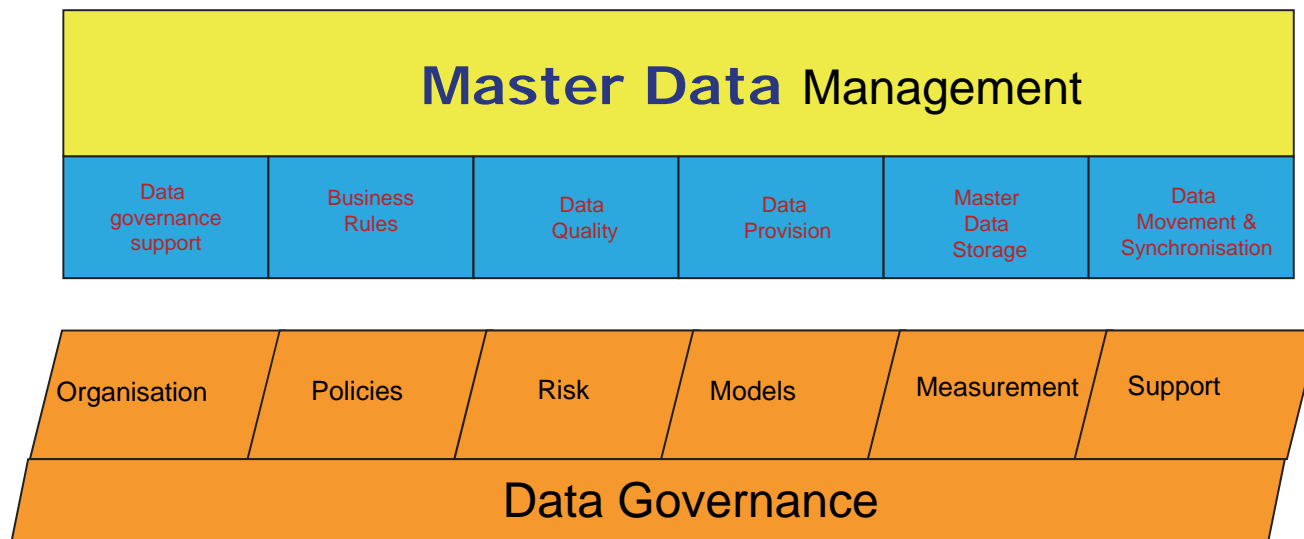
Sale of product at a price on special offer to a delivery address



Definitions

- Data Governance is the exercise of decision making and authority for data related matters

source: The Data Governance Institute



Data governance processes support MDM

Avoiding MDM Potholes



Lack of Business Engagement



Projects get pulled in different directions -
IT should not lead MDM projects

Poor Business Cases Risk Funding Crises



You don't want to run out of money part way

Turf Wars



When data governance goes bad....

Slide 27

DTW6 You haven't really dealt with data governance yet.
David Waddington, 8/19/2008

Over Ambition



Don't try to solve everything at once

Data Quality Denial



How bad did you say our data quality was?

Conclusions

- MDM is inherently multi-domain
- You might start with one domain, but you will end up multi
- Various architectural approaches
- Start small but think big (enterprise wide strategy)
- Enterprise MDM is an ongoing journey, not a one-off project.

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Questions?

