



Strategic Planning for Master Data Management

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Summary

- Data Management can't do this itself!
- Without an established business need, your chances of success are slim.
- You will need to learn how to market and sell.
- Choose your change strategy wisely.

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Master Data Management Defined (?)

- The "Holy Grail" Version
 - One source of truth
 - Enforced enterprise data model
- Practical Limitations
 - Your legacy
 - Finite resources
 - Vertical silo thinking

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Why Bother?

- The face of industry is changing
- The need for "agility"
- The need for data quality
- And, who's responsibility is this, really?

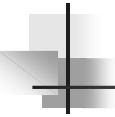
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Who are the Stakeholders?

- Business Management
- IT Management
- Business Analysts
- Software Developers
- Data Warehousing
- DBAs
- System Administrators

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What are the Enabling Conditions?

- Recognizing Limits to Growth
- Sponsorship
- Willingness to Centralize Some Control
- Partners
- Early Adopter "Customers"

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Why do I Need a Strategy?

- Likely Long Term
- Likely Moderate to High Cost
- Likely a Phased Approach
 - Incremental
 - Revolutionary
 - Evolutionary
- Likely a Spectrum of Willingness to Change

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Elements of a Strategic Plan

- Goals
- Strategy
- Tactics
- Project Plans
- Operational Plans

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The Essential Methodology (1)

- Understand Mission and Purpose
- Identify Major Business Areas
- Identify Goals
- SWOT
- Identify Solutions
- Articulate the Means to Achieve Solutions (The Strategy!)

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The Essential Methodology (2)

- Quantify Benefits
- Decompose Strategies into Actionable Items (The Tactics!)
- Define Roadmap
- Identify Roles and Resources
- Engage Project and Support Mgmt

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Sample Strategy Elements

- How will we take advantage of opportunities?
- What technologies are available?
- Which strengths can we leverage?
- How will obstacles be surmounted?
- How will threats be mitigated?
- How are weaknesses corrected?

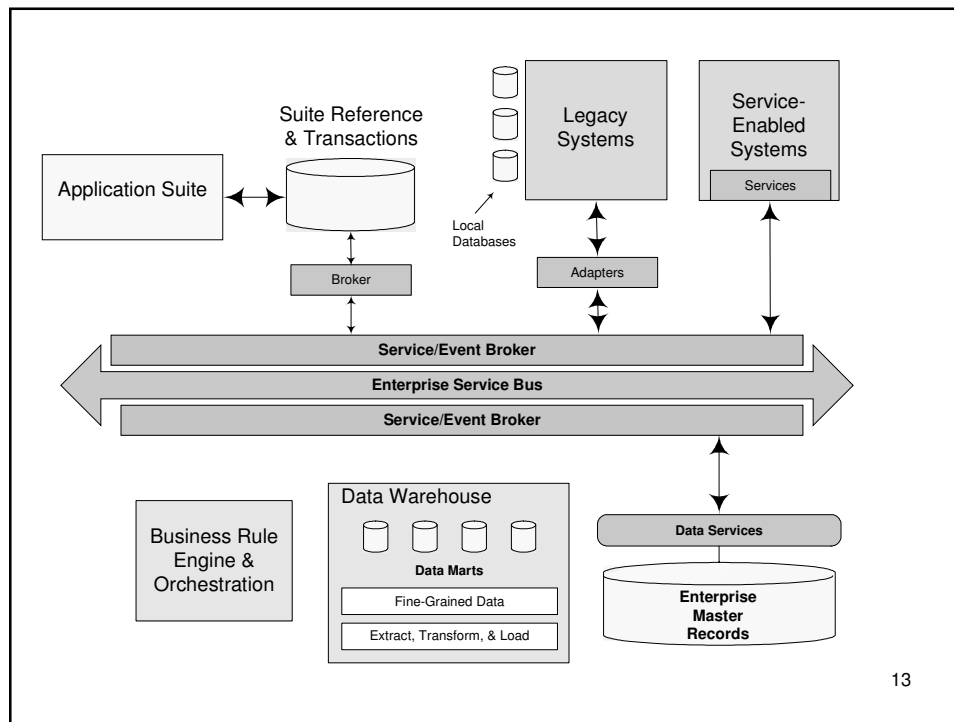
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Key Architectural Elements

- Legacy Systems
- Data Warehouse
- ETL, EAI, EII
- Master Data Repository
- Process Integration Services
- Brokers, Services, and Adapters
- Enterprise Service Bus

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Which Data Concepts to Use?

- Enterprise Data Model
- The Critical 15 to 20
- The Big 4
- Granularity
- Competition, Hoarding, and Denial

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Data Quality Considerations

- Develop Metadata Standards
- Measure Data Population
- Analyze Anomalies
- Remediation
- Verify & Validate

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Legs of the Architecture

- Business
- Data
- Applications
- Technology

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The Road Map

- As a marketing tool
- As a planning tool
- As a funding tool
- As a management tool

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The Marketing Plan

- Inventory Current Services
- Inventory Current Customers
- Map and Segment
- Survey
- Create Market Strategy

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Let's Get Our Hands Dirty...

- Quick Wins & Low-Hanging Fruit
- Establish Proof of Concept
- Create Enthusiasm
- Create Momentum
- Sway Pragmatists

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Functional & Organizational Change

- New Application System specifications
- New Programming Methodologies
- New Programming Standards
- The "First Buyer" Problem
- The Integration Competency Center

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Selling the Broader Idea

- What's the Growth Strategy?
- What's the Market Strategy?
- Who are your key influencers?
- What are your practical constraints?
- Influencing or Compensating for Packaged Applications

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Lessons Learned So Far

- It'll take longer than you think, even when you account for this.
- Expect people to throw stones.
- Some people want exclusive rights.
- Your targets and windows of opportunity move quickly.
- Don't outsource architecture.

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Special Problems

- Internationals
- Regionalization
- Mergers & Acquisitions
- High Levels of Disparity

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Summary Redux

- Find allies and early adopters.
- Be sure to align with business goals.
- Don't oversell.
- Take organizational, political, and cultural boundaries into account.

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Thank You!

Questions & Comments

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