While implementing any MDM solution, businesses face many challenges like misfit of the selected tool, data integration roadblocks, time taken to measure the success of implementation, data stewardship etc., which eventually lead to the failure of MDM programs.

Our MDM implementation services help businesses conquer these challenges by providing the following:

- Faster time to onboard new master data entities
- 50% faster in realizing value from our strategic data initiatives than industry
- 100% increase in adherence to the data quality needs of business
- Stibo’s accelerator packages help business’s data conform with industry standards

Additionally, it also includes Infosys accelerators which aid in reducing the effort and accelerate MDM implementation:

- **Assessment & Tool Finalization**
  - Workshops with business groups
  - Understanding As-Is Architecture
  - Data Profiling
  - Tool Evaluation
  - Defining To-Be Data Model
  - Implementation Roadmap

- **Requirements Gathering**
  - Data Migration Strategy
  - Source System Data Mapping specification document
  - Hierarchy Management – Detailed Elicitations
  - Rules Management – Detailed Elicitations
  - Finalize Solution Arch, Data Model, Integration Approach
  - Security, Data Governance Processes
  - Tool Setup, Sizing

- **Design**
  - Design physical data model
  - Environment setup
  - Define survivorship rules
  - Prepare match and merge, matching algorithm
  - High-level design
  - Data quality rules

- **Build**
  - Build Data Model, Match/Merge in the tool
  - Workflow UI to align with Stewardship process in the tool
  - Hierarchy Management Setup
  - Build inbound pipeline
  - Outbound batch integration to downstream system
  - SIT and UAT

- **Go-Live and Production support**
  - Go-live after business sign-off
  - Production support
## Case studies:

<table>
<thead>
<tr>
<th>Business Context</th>
<th>Solution</th>
<th>Business Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> For a leading apparel &amp; sports retailer, challenges were:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A) Consolidate and improve Product Content Management capabilities</td>
<td>A) Automatic ingestions of source systems</td>
<td>A) 100x speed in modifying and creating product details</td>
</tr>
<tr>
<td>B) Poor product findability due to inconsistent or low quality</td>
<td>B) Provided role based WebUIs for users to view and modify product details</td>
<td>B) 10x speed item repository, as the data is centralized, and the data quality is improved</td>
</tr>
<tr>
<td>C) Slow and manual process for setting up articles</td>
<td>C) Identified alternate optimum approaches for faster code releases</td>
<td>C) Enhanced Adoption of ML and Auto product creation</td>
</tr>
<tr>
<td>D) Different source systems for different consumer facing applications.</td>
<td>D) Worked with STEP consultants from Stobo throughout the implementation to resolve product related issues</td>
<td>D) Enabled automated tagging of products</td>
</tr>
<tr>
<td>E) 360-degree view of Products, suppliers and e-Comm attributes and assets</td>
<td>E) 360-degree view of Products, suppliers and e-Comm attributes and assets</td>
<td>E) Faster Time to Market</td>
</tr>
</tbody>
</table>

| **2** A) Business is a leading Japanese OEM in US | A) Designed Customer MDM solution to De-duplicate Customer records scattered across various Source systems by applying certain sets of validations and trust rules | A) 360-degree view resulted in systemic integration of customer by having a single version of truth for a particular customer |
| B) Data inconsistencies across different systems resulted in poor data quality and lacks in taking strategic decision | B) Created Hierarchies to have Organization visibility for a customer for running correct promotions and offers | B) Increased Data Quality, thereby improving operational efficiency |
| C) Primary Objective of the project was to De-duplicate customer data to have single unified view for a customer. | C) "Search before Create" functionality enablement by exposing entity level REST API | C) Building hierarchies helped in bringing out more business values out of existing customer via up-sell and Cross sell |
| D) Absence of customer hierarchy led to no clear visibility of sales at organization level | D) Created single step-workflow for Stewardship & Governance process | |