Our offering consists of below building blocks which together constitute to bring about assessment, envisioning and building roadmap for embarking upon a successful MDM journey:

- **Evaluate**
  - MDM Business Care: Value Assessment, Vision statement, stakeholder identification and defining objectives
  - MDM Capability Baselining: Requirement gathering, Architecture evaluation
  - Vendor Evaluation

- **Strategize**
  - MDM Strategy: Enterprise Strategy, key business initiatives based on problems & complexity
  - Master Entities Definition: Data Profiling and Modeling, DQ metrics

- **Recommend**
  - MDM Capability Definition: MDM Architecture definition and Roadmap
  - Data Governance Organization & Processes: DG setup, recommend process and models to realize MDM strategy vision

Efficient Master Data Management (MDM) is critical for entities such as products, customers, vendors, employees, assets, and locations to run core business processes. Master data is used by multiple applications and hence an issue at one point can cause cascading impacts in all the applications downstream. MDM ensures uniformity, accuracy, stewardship, consistency, and accountability of master data assets. MDM is one of the first steps to get on digital transformation journey for the enterprises.

An effective MDM strategy is crucial for companies to optimize cost, quicker product launches, adhering to regulatory compliances. Without it, cross-organizational data misalignment can lead to sub-optimal decision making and deaccelerated growth.

MDM STRATEGY, MODELLING & GOVERNANCE OFFERING

Infosys solution includes:

- Tool Evaluation & MDM Maturity Assessment
- Assessment against Industry Data Models
- Master Data Governance strategy
- MDM reporting on Key Performance Indicators
- MDM Strategy & Business Case Development
- To-Be Data Models based on Master domains
- Data Quality management and optimization
- Master data management architecture solution

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Case studies:

**Business Context**

1. A) Business is a leading Japanese OEM IN US
   B) Data inconsistencies across different systems resulted in poor data quality and lacks in taking strategic decision
   C) Primary Objective of the project was to De-duplicate customer data to have single unified view for a customer.
   D) Lack of data governance process, data stewards’ team, workflows for better control of data

2. A) Client is a leading Finnish forest industry Group that operates in international markets
   B) The primary objective was to define business processes for master data creation and maintenance
   C) Developing Centralized authorization leveraging active directory.
   D) Support and maintain data quality together with defined data governance

**Solution**

1. A) Identified the current data flow and recommended the to-be state which helps in de-duplication of data
   B) Proposed data governance structure and team comprising of Business and IT leadership
   C) Recommended MDM data governance model with respect to activities for different business units
   D) Made use of STIBO In-built CDM data model, for solutioning custom business requirements

2. A) Sprint based development methodology; workshop-based requirements definitions and design
   B) One time data cleansing, harmonization, and migration
   C) Leveraging STEP best practices that aids performance integration

**Business Value**

1. A) 360-degree view resulted in systemic integration of customer by having a single version of truth for a particular customer
   B) Data steward is able to perform business action in a seamless way, generate Ad-hoc reports from UI
   C) Better control over the flow of data across the organization

2. A) MDM has enhanced client ability to define business processes in an optimized way
   B) Configuring the data quality rules within the master data system helped in increasing the quality of data
   C) Better decision making by improving the handling data issues at time of authorization