

Deploy your MDM in Weeks instead of Months!

July 26, 2016



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Our Suite of Data Management Solutions



Agenda

- ✓ Company Introduction
- ✓ Key Components of Master Data Management
- ✓ Our Experience with MDM Implementations
- ✓ Data Quality, Workflow and Governance
- ✓ Recommendations for a 12 week deployment

About Chain-Sys

Fast-Growing Technology and Solution Delivery Organization:



- Established in 1998. Strong Focus on Products, Service and Innovation.
- US Headquarters in Lansing, MI - Asia Headquarters in Chennai, India
- 600+ Engineers Worldwide
- More than 200 EBS Functional Consultants worldwide
- 150+ Customers Worldwide. 20+ Support engagements Worldwide
- Operations in Canada, Dubai, Singapore, Brazil, UK, Netherlands.
- 2012 Center of Excellence in India
- 2012 Sales force Development Center in Brazil
- 2012 Regional Office in The Netherlands
- **New** 2013 Regional Office in Dubai and **New** 2014 Atlanta, GA

Chain-Sys was recently identified as the Best Partner by Oracle's Accelerate Program

ORACLE Platinum Partner

Specialized
 Oracle E-Business Suite Financial Management
 Oracle E-Business Suite Supply Chain Management
 Oracle Enterprise Manager
 Java Platform Standard Edition
 Oracle CRM On Demand

ORACLE Validated Integration
 Oracle E-Business Suite

Oracle Accelerate
 For Midsize Companies
Hardware and Software
 Engineered to Work Together

ORACLE LINUX READY
ORACLE EXALOGIC READY
ORACLE WEBLOGIC READY
ORACLE EXADATA READY
ORACLE DATABASE READY

ORACLE OPEN WORLD
ORACLE 2013 STAR PARTNER
 COLLABORATE15

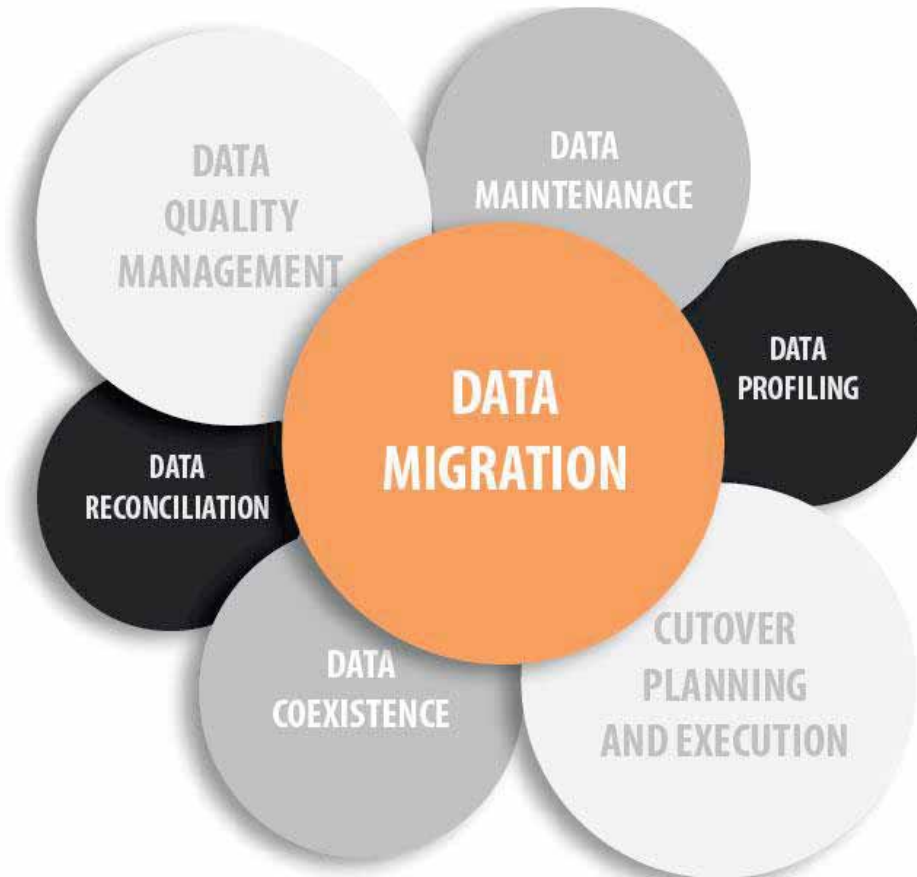
Success Stories: A Partial List



References & Case Studies Available



Concepts Within Data Migration



Data Quality Management, Data Profiling, Data Reconciliation and Co-Existence are key components



Industry Trends relating to MDM



Multi-Domain Master Data Management



By 2014, 66% of Fortune 1000 Organizations will have deployed 2 or more MDM Solutions...
- *Leading Information Technology Research and Advisory Company*



Master Data Management & the Cloud



By 2015, 10% of MDM Implementations will be delivered as SaaS in the Public Cloud...
- *Leading Information Technology Research and Advisory Company*



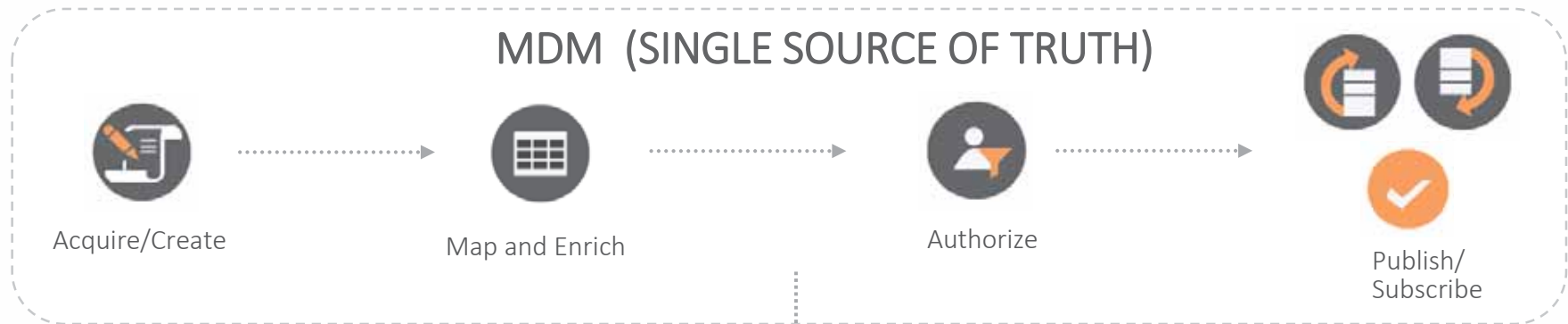
Master Data Management & Social Networks



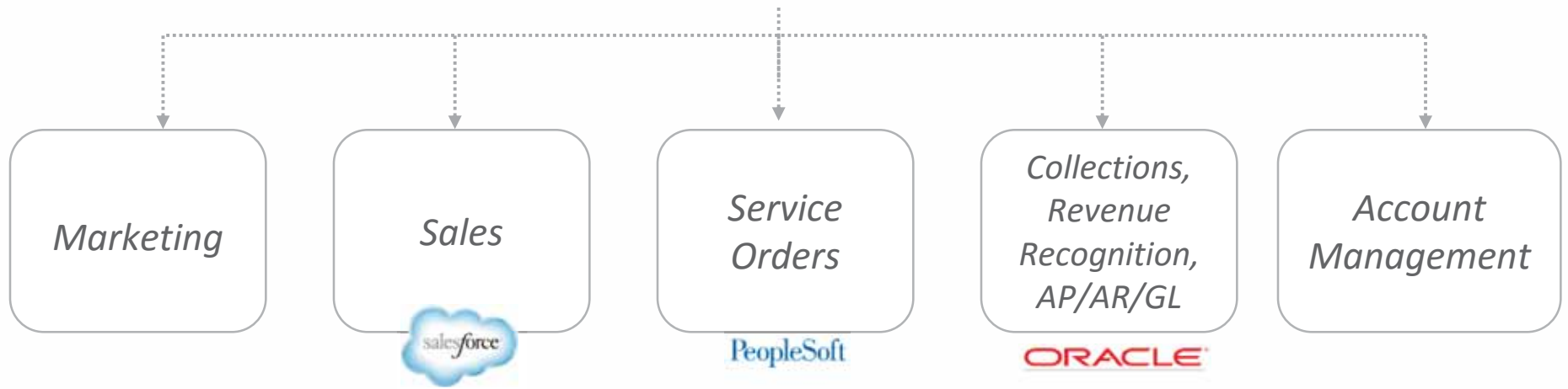
By 2015, 15% of Organizations will have added Social Media Data as one of their attributes...
- *Leading Information Technology Research and Advisory Company*



Key Components of MDM



Customer Data Attributes





Traditional Approach to MDM

MDM

The 5 Core Functions

| Content | Relationship | Access | Change Management | Processing |
|--|--|--|---|---|
| <ul style="list-style-type: none"> • Subject Area Details • Identification Attributes • Item Names • Definitions • Value Representation • Format Standards | <ul style="list-style-type: none"> • Party Identity (specific type) • Common Trait ("Like" Attributes) • Groupings (Rules/Logic) • Global/Local Hierarchy (Parent/Child) | <ul style="list-style-type: none"> • Access/Sharing Policy (External / Internal) • Data Provisioning • Metadata (usage, lineage, etc) • Compliance / Security • External Data | <ul style="list-style-type: none"> • Error Detection and Correction • Measurement & Monitoring • Centralized Change Control • Conversion & Acceptance • Data Stewardship | <ul style="list-style-type: none"> • Match and Identification • CRUD Processing • Survivorship • Workflow Integration • Loopback |



A Configurable Methodology allows you to jump into 'Processing' right away

Our Experience with MDM Implementations

- ✓ Three different business verticals – Engineering & Construction (Projects), Manufacturing & Pharmaceutical
- ✓ Three different sizes and complexities of application footprint
- ✓ Three different key Issues to be resolved – Clean Data, Workflow and Governance

WORKFLOW, DATA GOVERNANCE AND DATA QUALITY ENABLE
A RAPID MASTER DATA MANAGEMENT DEPLOYMENT



Is an MDM solution right for me?

Concern over Governance over creation of Master records for a Manufacturing Organization

- ✓ To Reduce current Cycle time from weeks to days by providing adequate notification to Users and Approvers
- ✓ How will users respond to new Governance policy? (Ans – Let your MDM solution do it!) (Too much work if too complex)
- ✓ How does size of Organization, Current application footprint & Volume of Master records impact need for Governance?



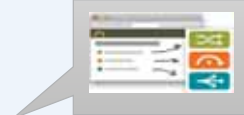
Example of a Workflow Model

User



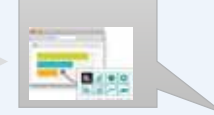
- End Users:
 - Requests
 - Lookups
- Management:
 - Dashboards
- Auditor:
 - Report management, generation
 - Ad Hoc Queries & Standardized reports

Governance

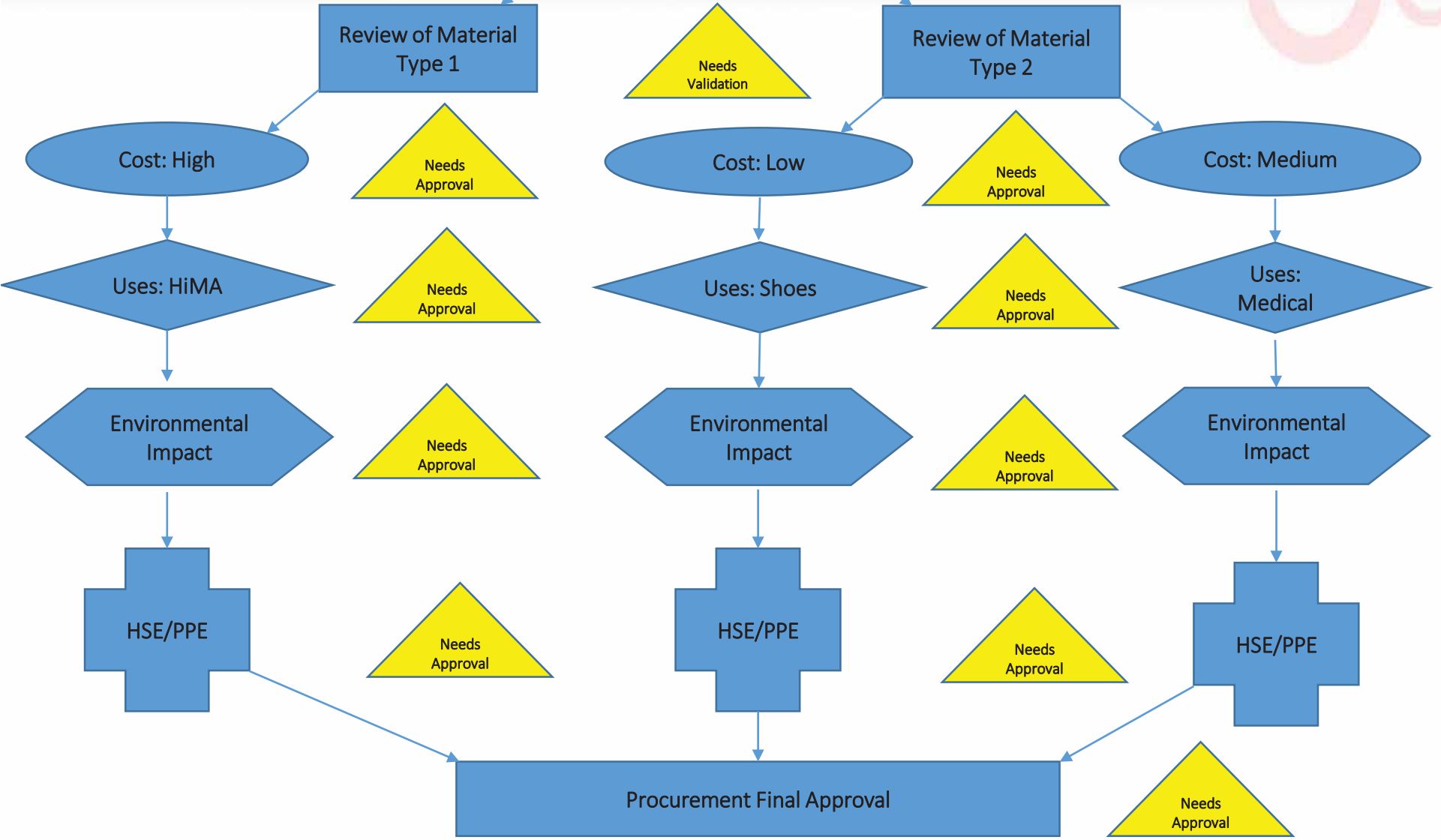


- Data Admin:
 - appropriate as a way to allow them to manage the Data
- Request Admins:
 - appropriate as a way to manage requests
- Approvers: part of the approval/governance process

Application



- Domain Admin :
 - Whose Items definitions are managed or those who want to add new Domains
- Systems Admin:
 - Manages the app configuration
- Additional roles:
 - designed based upon business need.





What is a good time to Implement MDM?

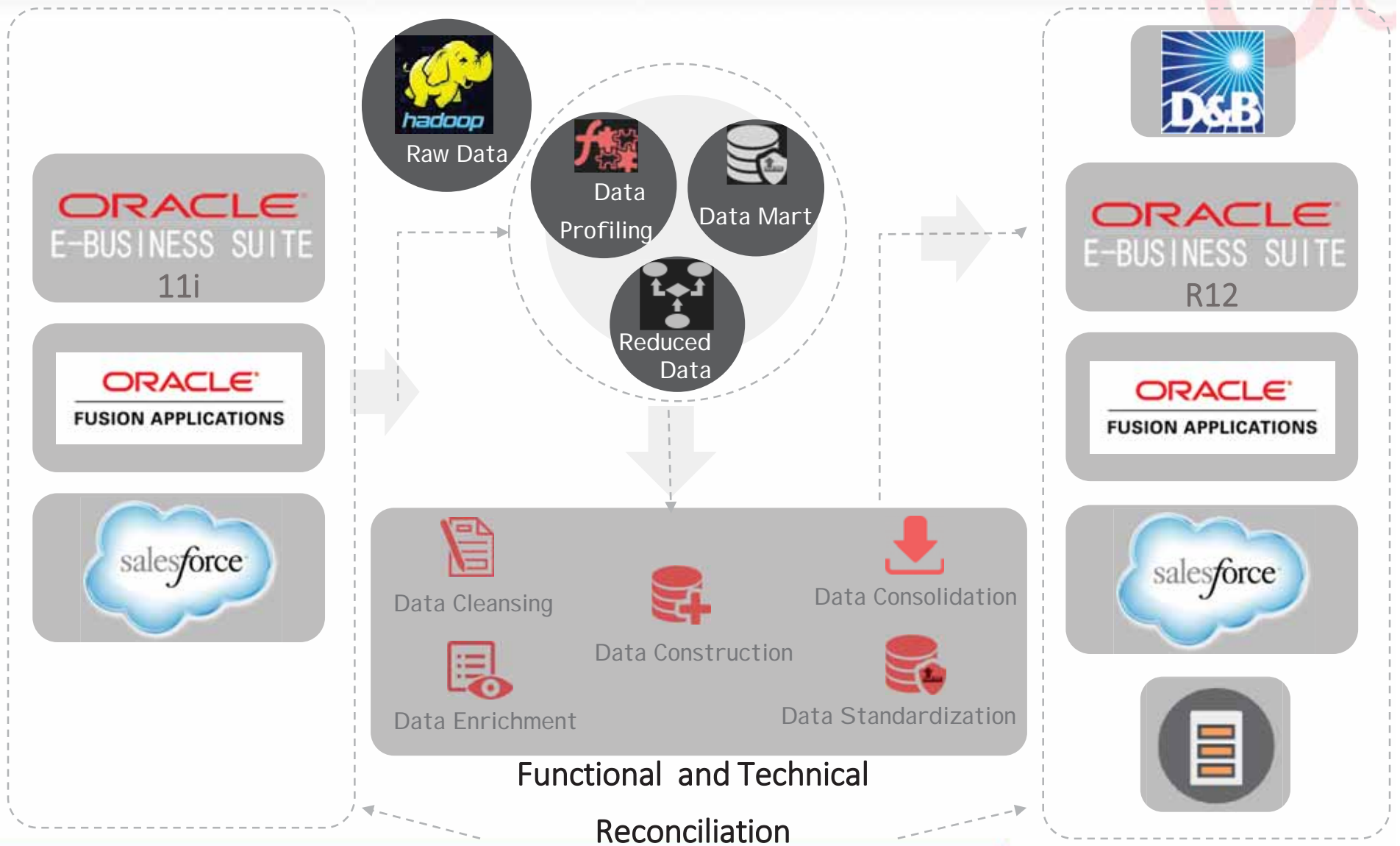
Global Engineering and Construction Organization worried about Data Quality

- ✓ Is it recommended to deploy MDM as part of an ongoing Data Migration? [And still stick to my original migration timeline?]
- ✓
 - Do we perform Data Cleansing activities before a migration, or after a migration?
- ✓
 - Need Cleanup of data in multiple applications; Integrations to 3rd party database and CRM application; Data Harmonization



MDM and Data Migration go hand-in-hand

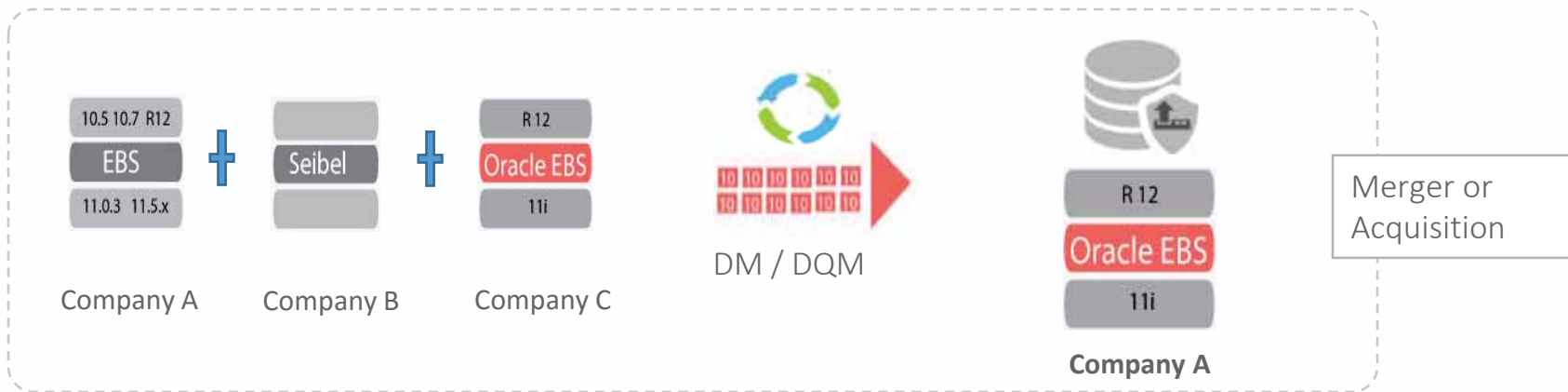
Data Quality was the common underlying factor during both the re-implementation and MDM



Few Scenarios suitable for MDM



MDM should also be performed during Business Transformations





Common barriers to Implementing MDM ...

Why most Organizations delay or hold back on implementing a Master Data Management and Governance solution...

- ✓ MDM Implementations require a large team and an extended timeline
- ✓ A leading research firm notes that an implementation takes anywhere between 9 and 24 months
- ✓ Will the Organization be able to realize ROI soon enough, and justify the return?

Typical Concerns

Global Pharmaceuticals Organization's thoughts on Governance and timeline

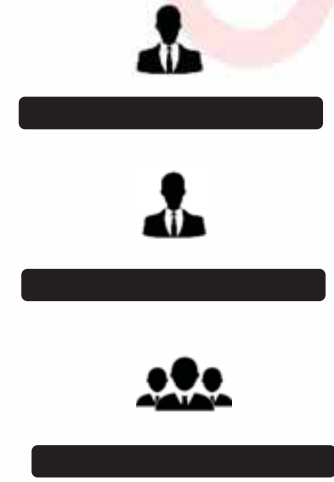
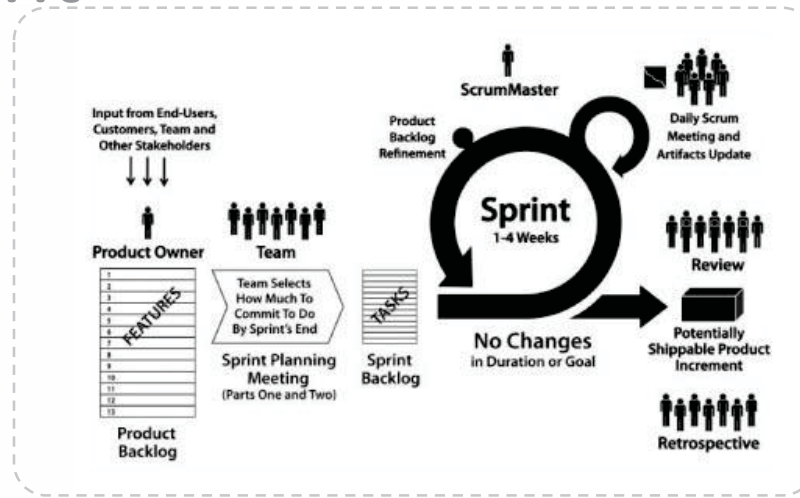
- ✔ Need their employees and stakeholders to take ownership of data
- ✔ Establish strong governance in relation to CRUD
- ✔ Establish Workflow for approvals and procedures
- ✔ Usable Master data from 'Day 1'



Recommendations for a <12 Week Deployment



Agile Scrum Methodology (and a clearly defined process)

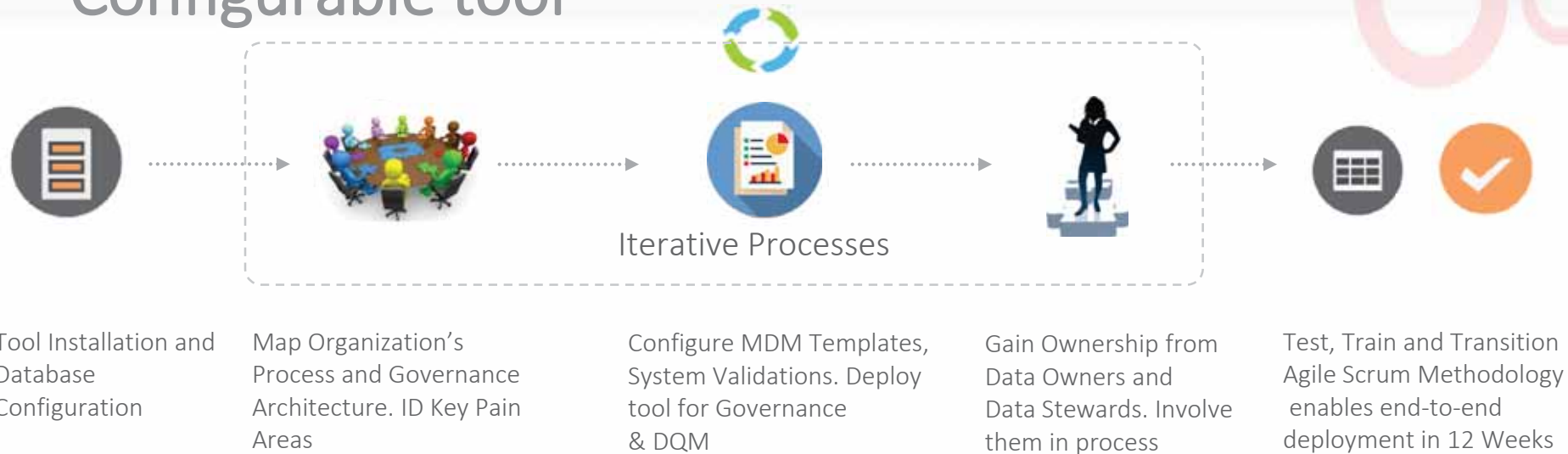


Highly Configurable tool capable of executing In Sprints (appMDM)





Process for a 12 Week Deployment with a Configurable tool



Tool Installation and Database Configuration

Map Organization's Process and Governance Architecture. ID Key Pain Areas

Configure MDM Templates, System Validations. Deploy tool for Governance & DQM

Gain Ownership from Data Owners and Data Stewards. Involve them in process

Test, Train and Transition Agile Scrum Methodology enables end-to-end deployment in 12 Weeks

Agile Approach

- Establish Key Pain Areas
- Current Data Assessment & Architectural Profiling
- Chain-Sys to recommend Approach for 12 Week timeline
- Resource Assignments on-site and offshore
- Re-Configure tool templates
- Deploy tool for Governance and DQM
- Test, Train and Transition
- Continued use of tool



NO PROGRAMMING or DEVELOPMENT



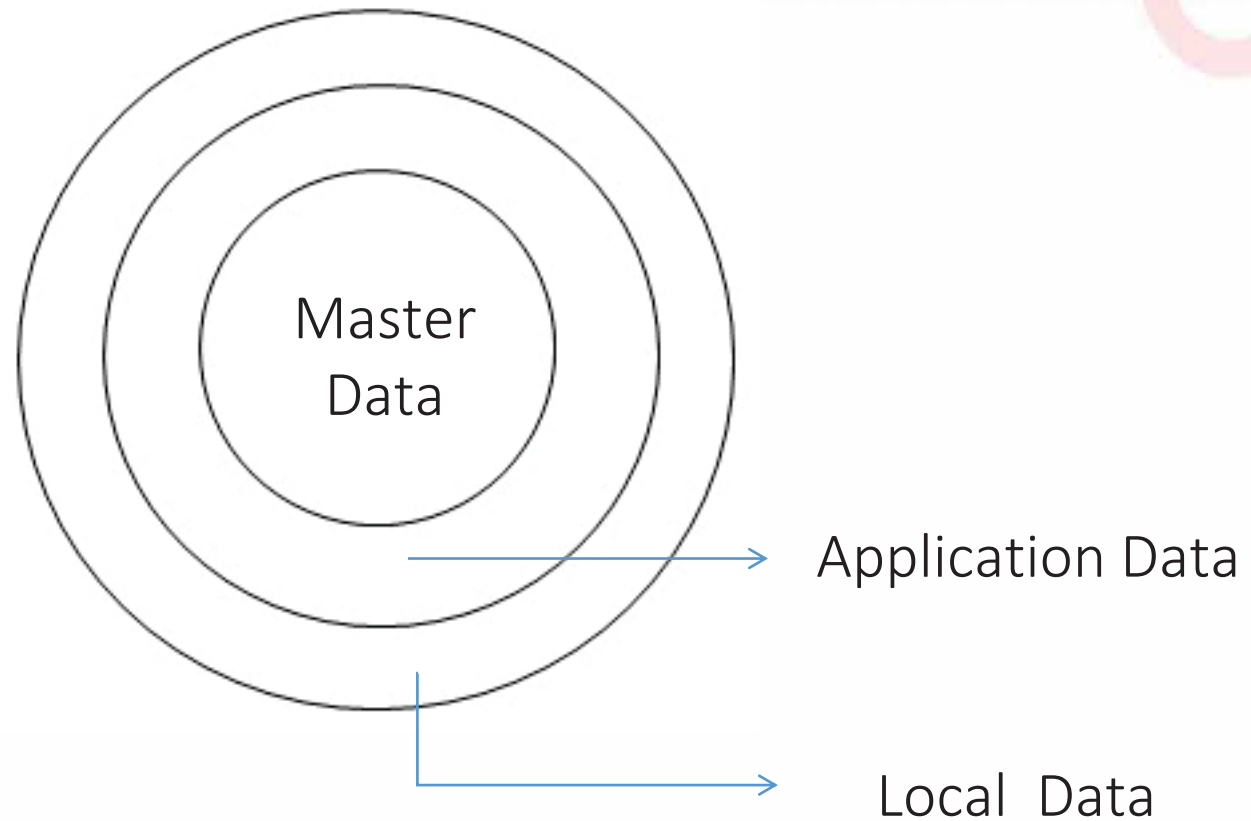
Example of a Task Within a 'Sprint'

| # | Sprint Name | Task # | Sprint Task | ETC (Hrs) |
|-------|--------------------------------|--------|---|-----------|
| UC-02 | appMDM Setup and Configuration | 2.1 | Download MDM setup files | 4 |
| | | 2.2 | Pre-Requisites Check for appMDM software | 2 |
| | | 2.3 | Create the mdm_admin user and group by logging in as root | 2 |
| | | 2.4 | Assign Data Owners, Data Stewards and Operations users | 2 |
| | | 2.5 | Installation of Domains and Foundation services | 4 |
| | | 2.6 | Installation of MDM hub | 2 |
| | | 2.7 | Interface requirements between MDM hub and applications | 4 |
| | | 2.8 | Test and Installation of appMDM templates and adapters for respective domains | 2 |
| | | 2.9 | Test and Installation of Data Quality Management capabilities | 2 |
| | | 2.10 | Configuration of Foundation services components | 2 |
| | | 2.11 | Configuration of other related templates/adapters | 2 |
| | | 2.12 | Post configuration verification and dry run of the application services | 4 |



A 'Sprint' can last anywhere between 1 Week and 1 Month.
3-5 Sprints during a Project phase is typical.

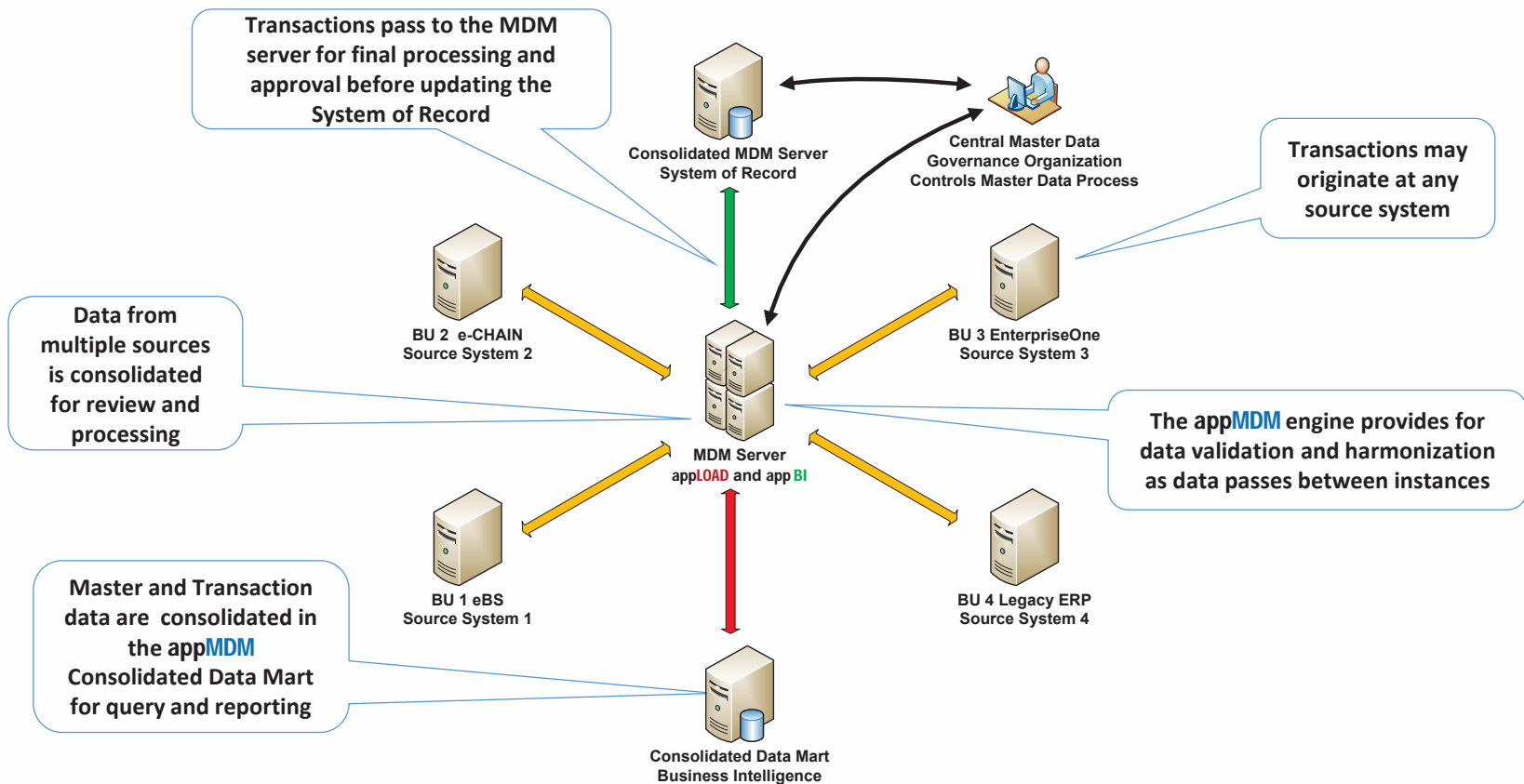
The 3 Rings of MDM



This approach provides an Organization with 2 options to establishing Governance, Workflow and Data Quality, moving forward

First Step – Co-Existence Model

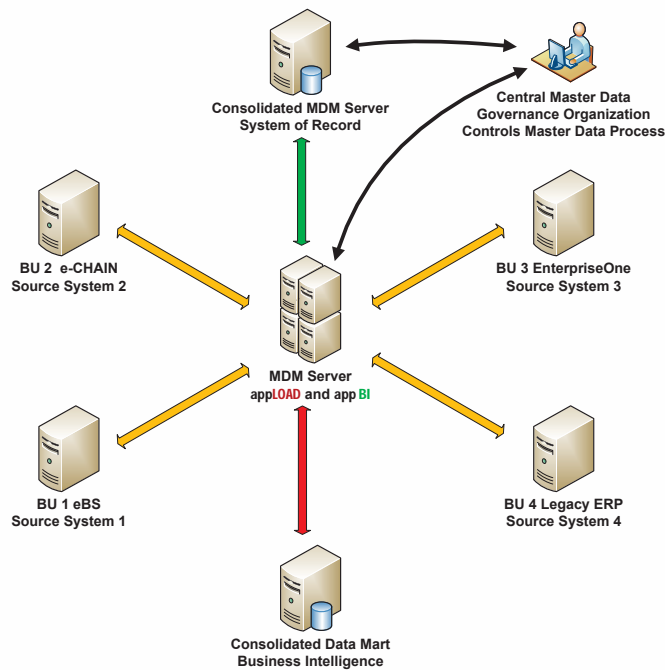
“The Co-Existence Style MDM Hub involves *master data that's authored and stored in numerous spoke systems*, but includes a physically instantiated *golden record in the central Hub* and harmonized master data across the application portfolio” - Oracle



The Co-Existence Model will enable an Org continue using its current Master Data Source, if necessary. The shift from Co-Existence to Centralized is very simple and recommended.



End Goal – Centralized Model



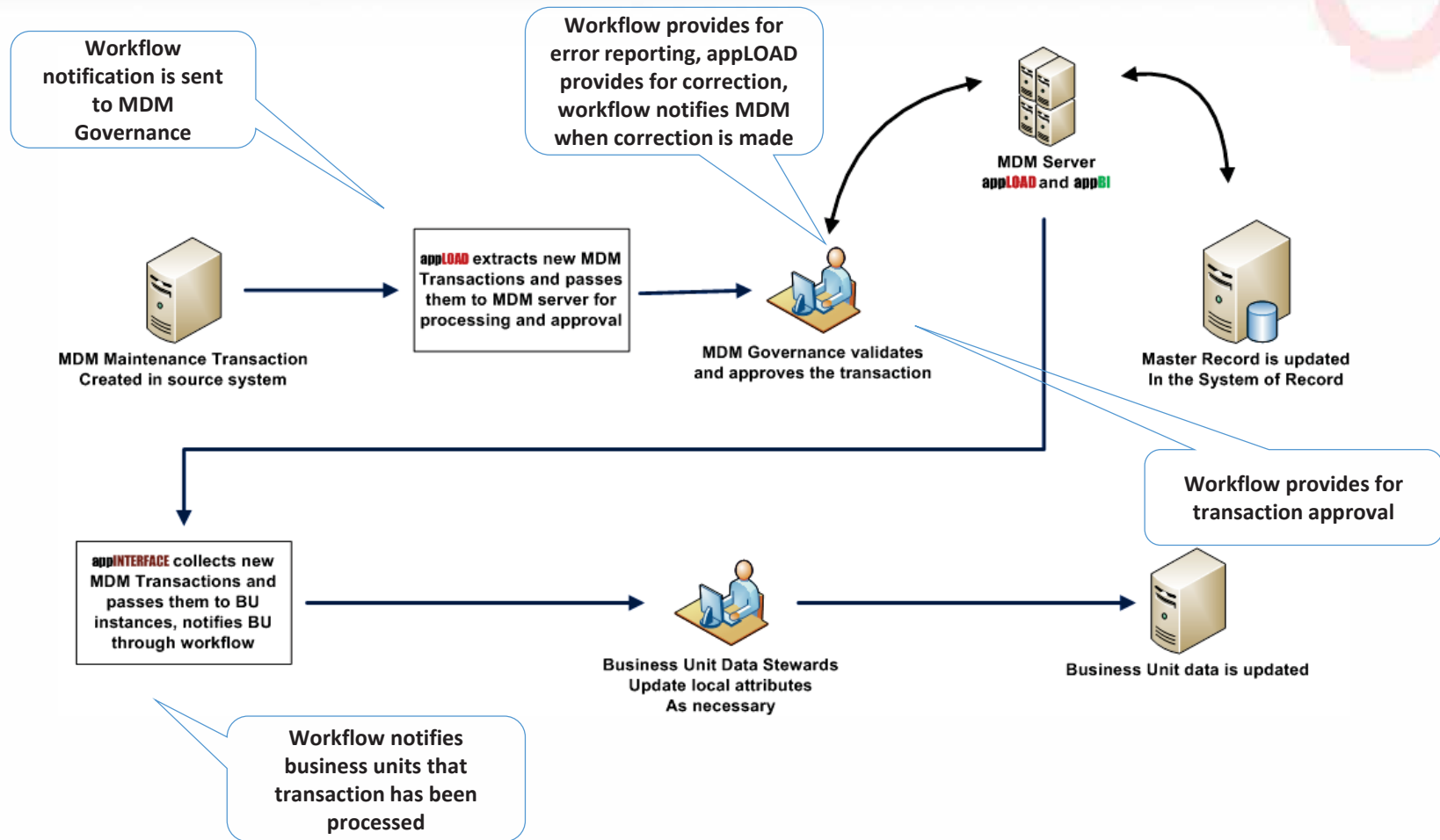
Advantages of a Centralized, Consolidated MDM Hub:

- ✓ Reduces performance degradation at the MDM Server.
- ✓ Provides critical consolidated information to all levels of management at all locations and business units.
- ✓ Provides “Single Source of Truth” under control of the Master Data Governance.
- ✓ Promotes collaboration between business units increasing profits and reducing costs.



A Centralized hub for Master Data as ‘Single Source of Truth’ is the ideal goal of an MDM initiative.

Suggested Workflow for Approvals/Procedures



Pre-Defined workflow templates ensure that any creation or update requests for Master records pass through Data Owner and Data Steward.



Recommended DQM Steps

Data Profiling

View Source data and Data Models ahead of time

- View existing data models that exist, and decide alterations based on clear understanding of data
- Perform Redundancy analysis, Dependency analysis and check for unused records – to view and filter source data efficiently
- Cross-reference checks

DQM Techniques

To report and cleanse data errors before go-live

- Built-in Validation rules for error-reporting
- Data Cleansing – to identify and correct all data errors
- Data Standardization - to standardize all master and transactional data
- Data Consolidation – To eliminate duplicates, Identify close matches
- Data Construction – Add new structures, create new setups, additional Master data

Governance, WF

Establish Governance and Workflow

- Create user based hierarchies for Data Architect, Data Steward, Data Owner
- Workflow typical steps
- Audit tracking for all changes made
- Reporting capabilities available

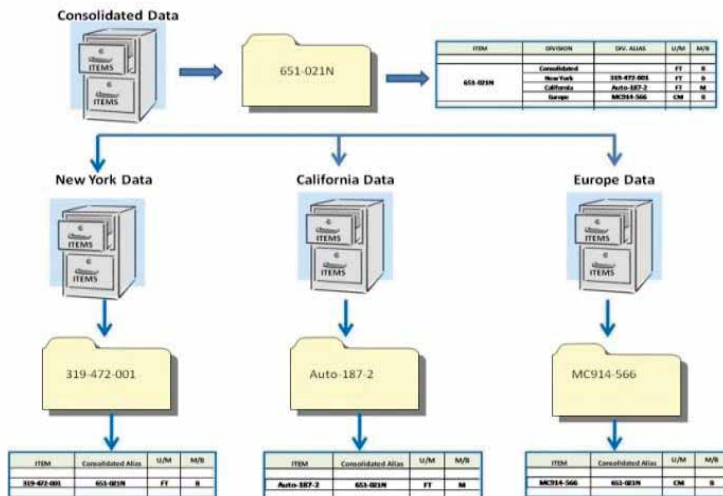


Recommended DQM Techniques



66% of Organizations report that Data Cleansing happens as a result of 'Citizen Cleanup', rather than as a result of an established Governance/DQM standards.

- *Leading Information Technology Research and Advisory Company*



- ✔ Data Standardization – One time Standardization across applications.
- ✔ Data Consolidation – Pre-built rules to identify Data Errors and Close Matches.
- ✔ Data Harmonization – Store Cross-references when moving data between environments.
- ✔ Data Profiling – Filter out Master Data from your source.
- ✔ Data Cleansing and Data Enrichment.

Implementing an MDM solution ...

- ✓ The Initial focus of an MDM Implementation should be to ID Organization's pain area: one of – Data Quality, Governance or Workflow
- ✓ Key Components for an accelerated deployment are a highly configurable tool, a clearly defined process and Agile Scrum Methodology
- ✓ ROI is achieved due to a reduced timeline and increases year-on-year due to improved business processes

What makes appMDM Unique?

✓ **appMDM** functions as a tool for Data Exchange and offers best-practice DQM.

Most other solutions only offer a generic, fragmented approach.

- ✓ Rapid deployment in **9 weeks** using **Agile Scrum Methodology**
- ✓ **Pre-Configured MDM Templates** for seamless data exchange
- ✓ **Governance and Audit** for Master Records; **Workflow** typical Processes and Steps.
- ✓ **Data Profiling, Data Consolidation, Correction and Standardization** capabilities
- ✓ **Integrates** with any enterprise application
- ✓ **Build your own Data Model** in easy to use screens. (Use/Modify Pre-Config models)
- ✓ **Platform** has framework which is flexible and configurable to meet your needs.



Thank You

Schedule a Demo with Chain-Sys
Krishnan.Ganesan@chainsys.com