



# EMC MASTER DATA MANAGEMENT SERVICES

**A choice of services, including:**

- Strategy and Vision: address the “what and why” first and then the “how”
- Data Definition and Profiling: scope, define, source, and validate the quality of data
- Data Governance and Stewardship: understand the rules needed to support workflow and data
- Technology Selection and Implementation: address the technical solution architecture only after agreeing on the business vision

## BUSINESS CHALLENGE

With the ever-increasing need to turn data into intelligence and the growing need for transparency, Master Data Management projects are becoming more important for today’s dynamic enterprises. The promise of a 360-degree view of data, a single source of truth, or a single system of record is compelling, given that in most environments, data is fragmented, duplicated, or incomplete. Master data initiatives often start with the daunting task of trying to integrate multiple data sources from disparate systems where inconsistent methods were used to capture and define the data. The volume—sometimes measured in terabytes—can be overwhelming. There may also be a real lack of documentation, structure, definitions, or purposes for which the data is being used. With the promise of being able to obtain one view of the customer, product, risk, or other meaningful metric, the projects are started, the requirements defined, the tools selected, and the projects implemented. Then at the end, project sponsors are left wondering why a well thought-out technological solution to a challenging technology problem ended in failure. As daunting as the technological problems may be, they are often the wrong problems on which to focus a Master Data Management project.

## SERVICE DESCRIPTIONS

To solve these challenges and develop and deploy successful information solutions, companies need a vision and strategy that aligns with the needs of the business and garners support from both technology and business decision makers. EMC® Consulting provides a range of Master Data Management services to help ensure your Master Data Management project is a success. These services help:

- Develop a strategy and vision
- Define and profile data
- Establish data governance/data stewardship structures and processes
- Establish architectures, select tools, and implement master data repositories

<b>Environment</b> How the organization views its needs (business scope)	Culture	Value Proposition	Strategy	Program
	Principles	Governance Model	Stewardship Model	Change Management
<b>Organization</b> Rules/guidelines for clarifying roles, responsibilities, and definition of programs which will provide effective solutions	Asset Stewardship	Quality and Metrics	Reusability	Information Security
	Metadata Repository	Data Cleansing	Data Matching	Data Enrichment
<b>Processes</b> Activities and processes that establish ground rules to facilitate synergies and drive efficiencies	Business Rules	Metrics Management	Integration	Analytics
	Information Messaging	Extract, Transform, Load	Information Design	Databases
<b>Services</b> Those applications and orchestratable services that support and implement the model’s processes	Service Directories	Configuration Management	Performance Management	
<b>Infrastructure</b> The underlying mechanics which support the people, processes and applications that drive and manage the operating model				

The EMC Enterprise Information Management Framework aligns business and IT as partners.

## STRATEGY AND VISION SERVICE

The EMC Master Data Management Strategy and Vision service focuses on addressing the business objectives and problems that cannot be addressed without a strong Master Data Management strategy. EMC Consulting will work with you to develop a business-led strategy based on a strong business case that connects data problems to business challenges. It will clearly define the vision and priorities for investment in time, technology, and employee participation. It will drive consensus/alignment and get everyone on the same page. It will identify technical requirements and compatibility or risks with the environment and help you understand the impact of implementation approaches and considerations. Our approach is entirely business focused as we:

- Conduct interviews to understand and prioritize key business initiatives that can benefit from a data management program
- Develop ROIs and business cases leveraging industry-specific templates
- Drive a marketing campaign to various business organizations to create business understanding and support for the data management program
- Quantify the data problems that impact the business
- Design solid business cases for Master Data Management project funding
- Build a roadmap and approach to Master Data Management
- Set the ground work for data governance

The results of the Master Data Management Strategy and Vision service include an executive strategy document and a business-value-driven implementation roadmap—an iterative and phased plan and approach tailored to meet your enterprise’s standards and business needs.

## DATA DEFINITION AND PROFILING SERVICE

The EMC Data Definition and Profiling service focuses on scoping, defining, sourcing, and validating the quality of data from the perspective of the business owner.

This service will:

- Define and scope your data—After identifying your business issues, we define the specific data needed to solve those issues.
- Determine the “as is” state of the data and the project—We begin to define who owns the data, the system/source or origination, and what is needed for the future state.
- Map the data and its source to the master data entity—To provide a better view, multiple data sources must be mapped. This work involves discovering all of the data related to an entity and mapping it.
- Build an enterprise/business data dictionary—This effort facilitates the development of common definitions that can be translated across the business.

At the completion of the EMC Data Definition and Profiling service, your data will be properly scoped and defined, the quality assessed, and the business impact determined. This process creates natural data owners by data element and will serve as the baseline for data governance. This service will help direct future data governance efforts and make it possible to properly determine the requirements necessary for a successful selection of the right tools for a Master Data Management implementation. Because we focus on understanding how the business uses the data in the enterprise, know the tools that analyze data, and engage the business in Master Data Management implementations, we can maximize the effectiveness of data profiling efforts.

## DATA GOVERNANCE AND STEWARDSHIP SERVICE

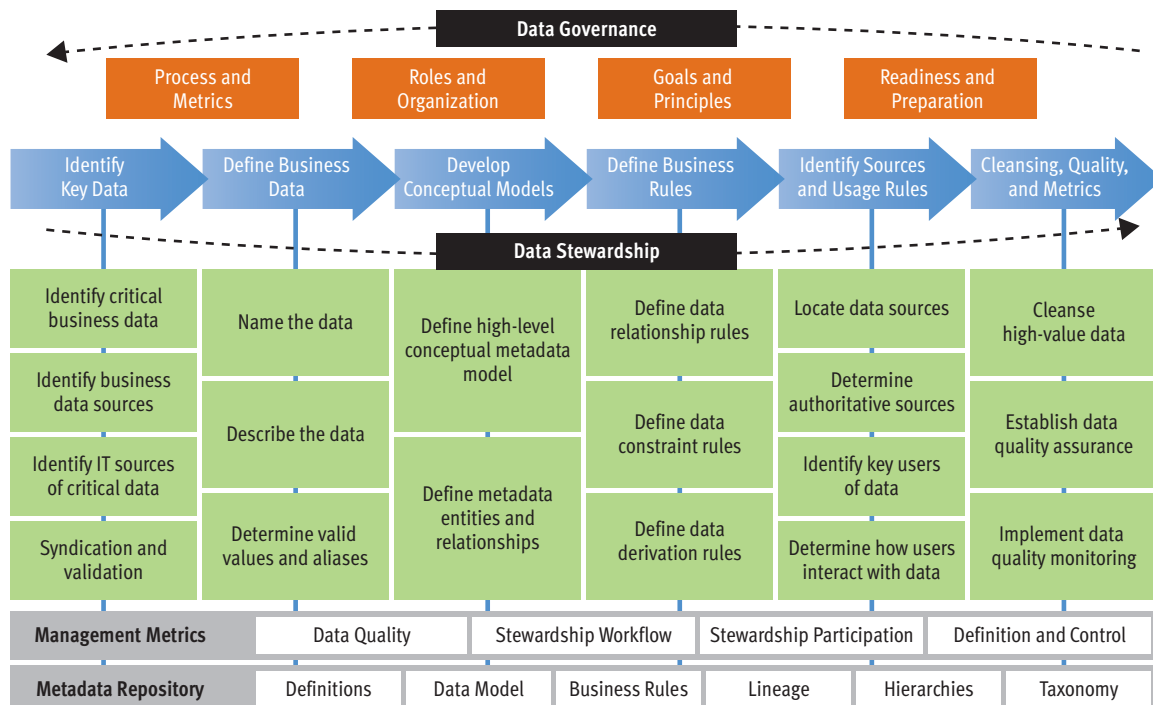
The EMC Data Governance and Stewardship service facilitates the design and implementation of a process to manage data and helps you define roles, responsibilities, policies, processes, procedures, and the organizational structure for managing data. Our service includes four elements: envisioning and defining; building and deploying; operating and refining; and measuring and managing.

- Develop the commonality of data across the business
- Locate and gain insight on the location of master data
- Define opportunities for reuse
- Enable the requirements aspect of the Master Data Management project
- Focus data governance activities

We start with “envisioning” where we conduct a current state maturity assessment and a gap analysis and delineate business-critical data elements. This leads to the “defining” phase, which results in the creation of a governance operating model and initial set of data governance and stewardship policies controls and a roadmap. In the “building and deploying” phase, data quality, security, and privacy compliance rules, policies, and standards are refined and established. In the “operating and refining” phase, the rules, policies, and standards are accepted and put into practice. Success is achieved when data governance becomes part of the culture, and the organization takes proactive steps to address data governance issues. In the final phase, “measure and manage,” we use performance against metrics to ensure policies and procedures are being followed.

Key activities of the EMC Data Governance and Stewardship service include:

- Mapping your organization to best practices
- Creating “to-be” process flows to manage data
- Developing business policies for the governance of the data
- Developing and communicating the business process around Master Data Management
- Establishing an organizational performance model to support business change (i.e., influence, control, accountability, and support)



EMC helps you define roles, responsibilities, policies, processes, and the organizational structure for managing data.

## TECHNOLOGY SELECTION AND IMPLEMENTATION SERVICE

The EMC Master Data Management Technology Selection and Implementation service will help you propose Master Data Management solution candidates based on your strategic objectives. We use a four-step process that starts with an analysis of the current state, in terms of both processes and technology, to determine the baseline and make recommendations that will best address the organization's needs.

- Understand business strategy and in-flight initiatives
- Propose solution candidates based on strategic objectives
- Define value propositions for each alternative and sub-component
- Identify improvement opportunities across considered dimensions

We first establish an agreed-upon view of the future-state business processes and create a high-level definition of use cases and a use-case framework that define those processes. We map the solution architecture (e.g., systems in scope, integration, vendor solutions, user interface, process management, and reporting) to the business needs and provide a roadmap for implementation.

Second, we facilitate "solution envisioning" where we iteratively evaluate solution candidates against requirements, align the business and data strategy, and identify high-value business data integration targets. We establish a staging plan that takes into consideration all upstream and downstream applications and the effects of a solution. Because of our in-depth knowledge of the various packages available, we understand their strengths and weaknesses relative to your requirements. Not all packages are strong in all areas. We understand how to work around any weakness through configuration or customization. We also take into consideration the trade-offs between changing your process and changing the product.

Third, we conduct a gap analysis and assess, prioritize, and develop a cost estimate for the technical, process, and organizational gaps.

Last, we create a transformation plan or roadmap where we develop an ROI and business case as well as implementation plan.

## SUMMARY OF BENEFITS

EMC Consulting's Master Data Management services can help you:

- Implement master data repositories for reuse across enterprise activities
- Establish the policies, process, and tools that sustain master data
- Enable your enterprise to realize the full value of shared master data via integration

Our seasoned professionals possess a unique combination of industry and technology expertise. Our industry expertise ensures we fully understand business problems and how data can be leveraged to address them. Our approach to identifying key areas of business and technology value is driven by a strong consultative style and approach. We focus on asset-based consulting and deliver a blend of industry-specific solutions and service offerings.

## EMC CONSULTING

As part of EMC Corporation, the world's leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations' businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

### CONTACT US

For more information, visit [www.EMC.com/consulting](http://www.EMC.com/consulting) or contact your local EMC Consulting representative.

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