

EMC MASTER DATA MANAGEMENT SERVICES

ESSENTIALS

- **Strategic vision:** address the “what and why” first and then the “how”
- **Data definition:** define a business view of what constitutes a client
- **Business process:** understand the rules needed to support workflow and data
- **Technology:** 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 usually the wrong problems on which to focus a Master Data Management project.

SERVICE DESCRIPTION

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 and select tools and implement master data repositories

MASTER DATA MANAGEMENT STRATEGY AND VISION SERVICE

In this offering, we address the “what” and “why” of the project. We start by gaining a full understanding of what is critical to the success of the business, and why, and then build a vision and strategy around the business problem. We show you why your success is tied into the success of the project and demonstrate the importance of investing time, attention, and resources to ensure the project is successful. We help you decide on the necessary organizational changes, deal with the political battles, and enforce the policies and procedures necessary to maintain a successful system.

DATA DEFINITION AND PROFILING SERVICE

The Data Definition and Profiling Service defines the data used for a master data initiative. We help you scope, define, source, and validate the quality of your data from the perspective of the business owner. We work with you to deliver a unified data definition for your enterprise and build the foundations of the master data hub.

BUSINESS PROCESS FOR DATA STEWARDSHIP AND GOVERNANCE SERVICE

Data governance and stewardship are key to maintaining the quality of the data, making sure the data is available, ensuring that people enter the data the same way and that policies and procedures are followed, and that there is measurement in place to see how well those policies and procedures are being implemented. The EMC Data Stewardship and Governance service includes four elements: envisioning and defining; building and deploying; operating and refining; and measuring and managing.

MASTER DATA MANAGEMENT TECHNOLOGY SELECTION AND IMPLEMENTATION SERVICE

To launch successful initiatives in Master Data Management, businesses must first develop a comprehensive set of requirements to ensure the final outcome achieves the business vision. EMC Consulting addresses the technical solution architecture only after agreeing on the business vision. We develop a future-state roadmap that guides you through the phases of complex implementation, while featuring key dependencies and critical success factors. As part of the requirements process, we: map the solution architecture; establish a staging plan; develop the future-state landscape; construct a use-case framework to define the processes; and publish a high-level definition of use cases.

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. The assets we leverage, as well as our expertise in IT strategy and transformation, differentiate us dramatically from our competitors. 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 or contact your local EMC Consulting representative.

EMC², EMC, and the EMC logo are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2010, 2011 EMC Corporation. All rights reserved. Published in the USA. 12/11 Service Overview H7317.2