EMC MASTER DATA MANAGEMENT SERVICES

Develop a strategy and vision to define and profile your master data

ESSENTIALS

Key Benefits
- Develop the commonality of data across the business
- Locate and gain insight on the location of master data
- Define opportunities for reuse
- Gain focus on data governance activities
- Identify improvement opportunities across considered dimensions

BUSINESS CHALLENGE

With the ever-increasing need to turn data into intelligence and create transparency, Master Data Management projects are becoming more important for today’s dynamic enterprises. The promise of a 360-degree view of data, single source of truth, or single system of record is extremely 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 to define the data. The data volume can be overwhelming. Documentation, structure, definitions, or purposes for which the data is being used may be lacking. As a result, project sponsors are often left wondering why a well-thought-out solution to a technology problem ended in failure. A successful Master Data Management project requires a vision and strategy that aligns with the needs of the business and garners support from both technology and business decision makers.

SERVICE DESCRIPTION

EMC® provides a range of Master Data Management services to help ensure a successful data management process. These services include developing a strategy and vision, defining and profiling data, and establishing data governance and stewardship structures.

ESTABLISHING A STRATEGY AND VISION

EMC Global Services will work with you to develop a business-led strategy based on a strong business case that connects data problems to business challenges. We help you clearly define the vision and the priorities for investments in time, technology, and employee participation; drive consensus and alignment; identify technical requirements and compatibility or risks with the environment; and understand the impact of implementation approaches and considerations.

DATA DEFINITION AND PROFILING

This service focuses on properly scoping, defining, sourcing, and validating the quality of data from the perspective of the business owner. The quality of data will be 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 your future data governance efforts and make it possible to properly determine the requirements necessary to select the right tools.
By implementing consistent and agreed-upon data definitions, you can maximize the effectiveness of your data profiling efforts.

**DATA GOVERNANCE AND STEWARDSHIP**

EMC designs and implements a process to manage data, and helps you define roles, responsibilities, policies, processes, procedures, and the organizational structure. This service includes four elements: envisioning and defining; building and deploying; operating and refining; and measuring and managing.

We begin by analyzing the gap between the current state of maturity and where the goal and roles of governance should be. This step enables you to define and create a governance operating model—with specific goals in mind—which you can apply to an initial data set that includes data governance and data stewardship policies, controls, and a roadmap. We then build and deploy a model so that data quality, security, and privacy compliance rules, policies, and standards are refined and established. Finally, we help you put this model into full practice to ensure that policies and procedures are being followed and provide for continuous measuring and managing.

**SUMMARY OF BENEFITS**

EMC 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, ensuring that you fully understand your business problems and how to leverage data to address them. A strong consultative style and approach drives our methodology to identifying key areas of business and technology value. We focus on asset-based consulting and deliver a blend of industry-specific solutions and service offerings.

**EMC GLOBAL SERVICES DELIVERS RESULTS**

EMC Global Services enables customers and partners to transform IT, realize the agility and efficiency of a trusted cloud, and capitalize on the competitive advantage of Big Data. Our 15,000+ services experts worldwide, plus global network of partners, deliver the skills, knowledge, and experience organizations need to accelerate their cloud, Big Data, and trust initiatives and get the maximum value from their EMC technology investments—with an unending commitment to an exceptional total customer experience through service excellence.