



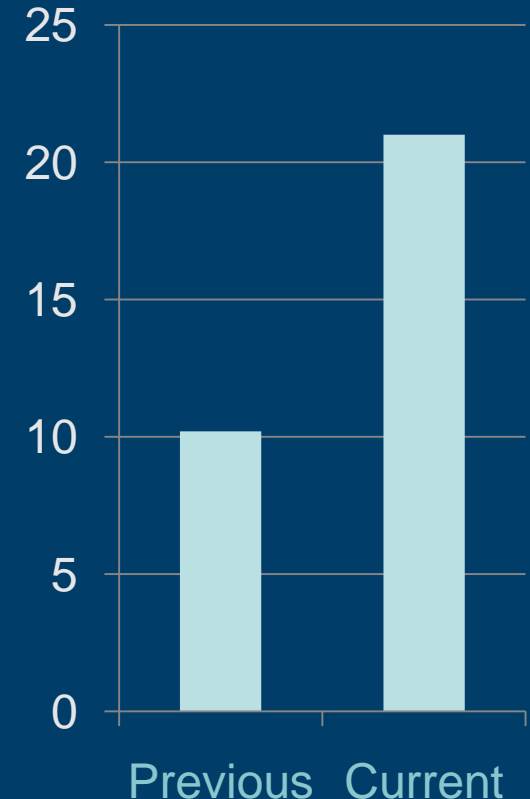
## Real-world Struggles and Successes of Implementing a Master Data Management Environment

# Background

- Project was initiated because of inability to effectively share Data Assets across the Enterprise
- Buy versus build...decided to build Enterprise Data Repository (EDR)
- Initial EDR project started in 2005 and was implemented in 2007 after 18 months
- Do not 'boil the ocean'...
- Establish initial data sharing guidelines
- Move away from point-to-point solutions
- Focus on small set of attributes defined across a set of the EDR Subject Areas
- First subscriber was SFA project

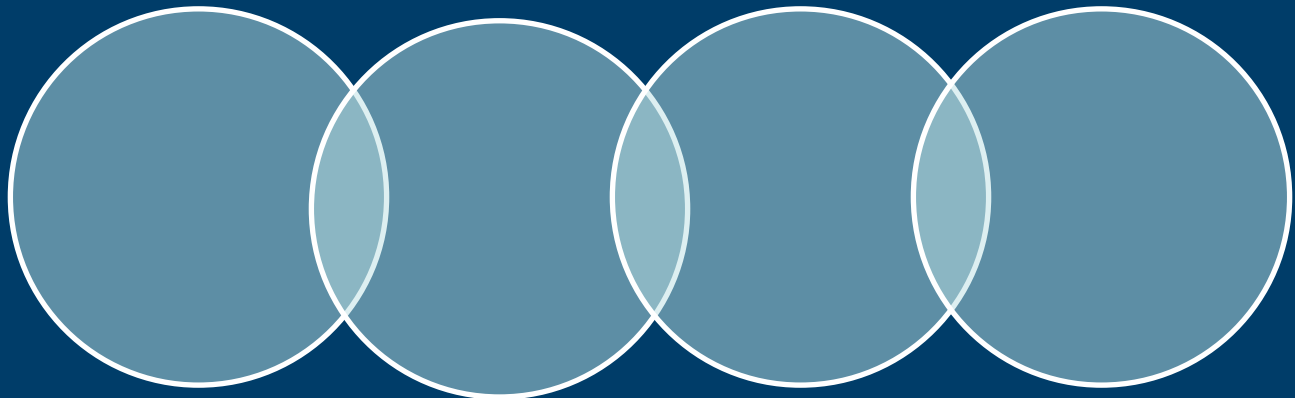
# EDR Statistics

- Current Stats:
  - Subject Areas
    - Identified: 9
    - With Content: 7
  - Attributes
    - Identified: 394
    - With Content: 144
    - Aggregate Total: 21M rows
  - Admin Systems supplying content:
    - Actively Sourced: 9
    - In-Progress: 1
  - Active Subscribers
    - Implemented: 3
    - In-Progress: 1



# Sponsorship

- Initial sponsorship provided by the office of the CMO
- Continue to evolve environment via other projects.
- Need to market the concept over and over and over and over and over...
- Manage resistance
- Get LOB sponsorship to construct DW hub



# Data Strategy

- Started with a handful of guiding principles
  - Hub and Spoke Approach
  - Common Data Model
  - Reusable Data Integration Components
  - No Admin System “codes”
  - No Content Cleansing
- Evolving Information Maturity over time

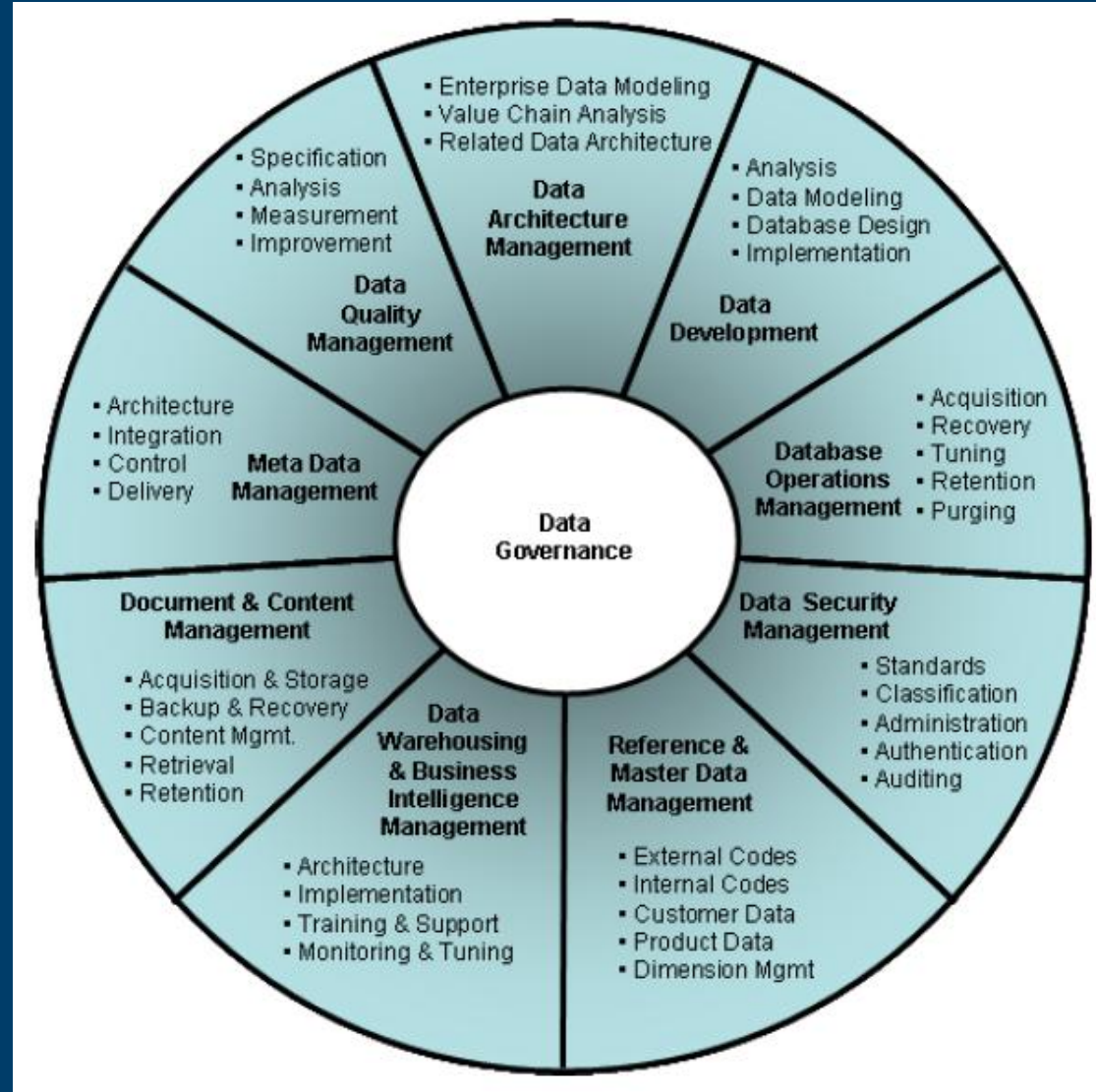


- Look to make use of DM-BOK

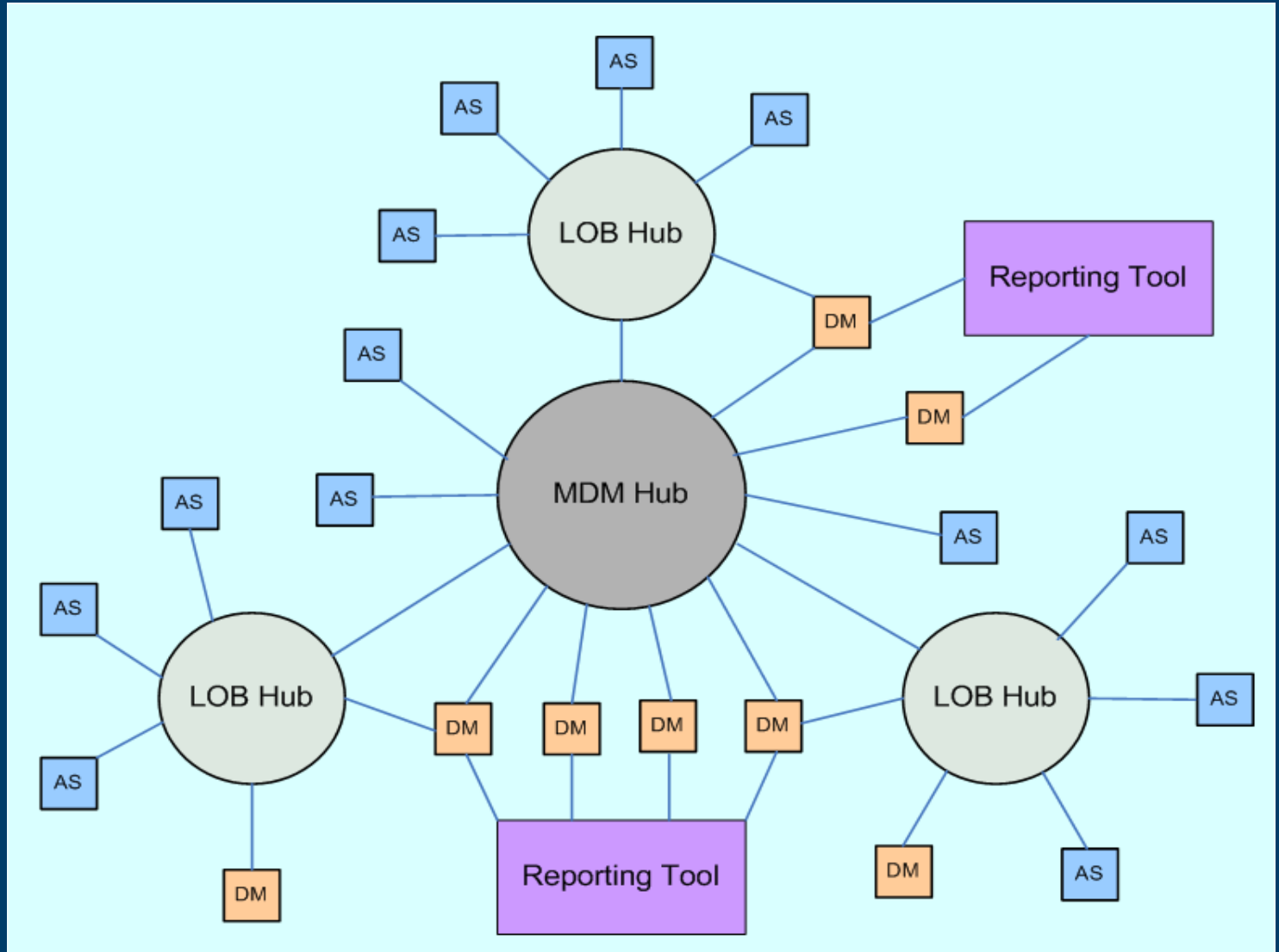
# DM-BOK Framework

Make use of DM-BOK as framework for the Enterprise Data Strategy

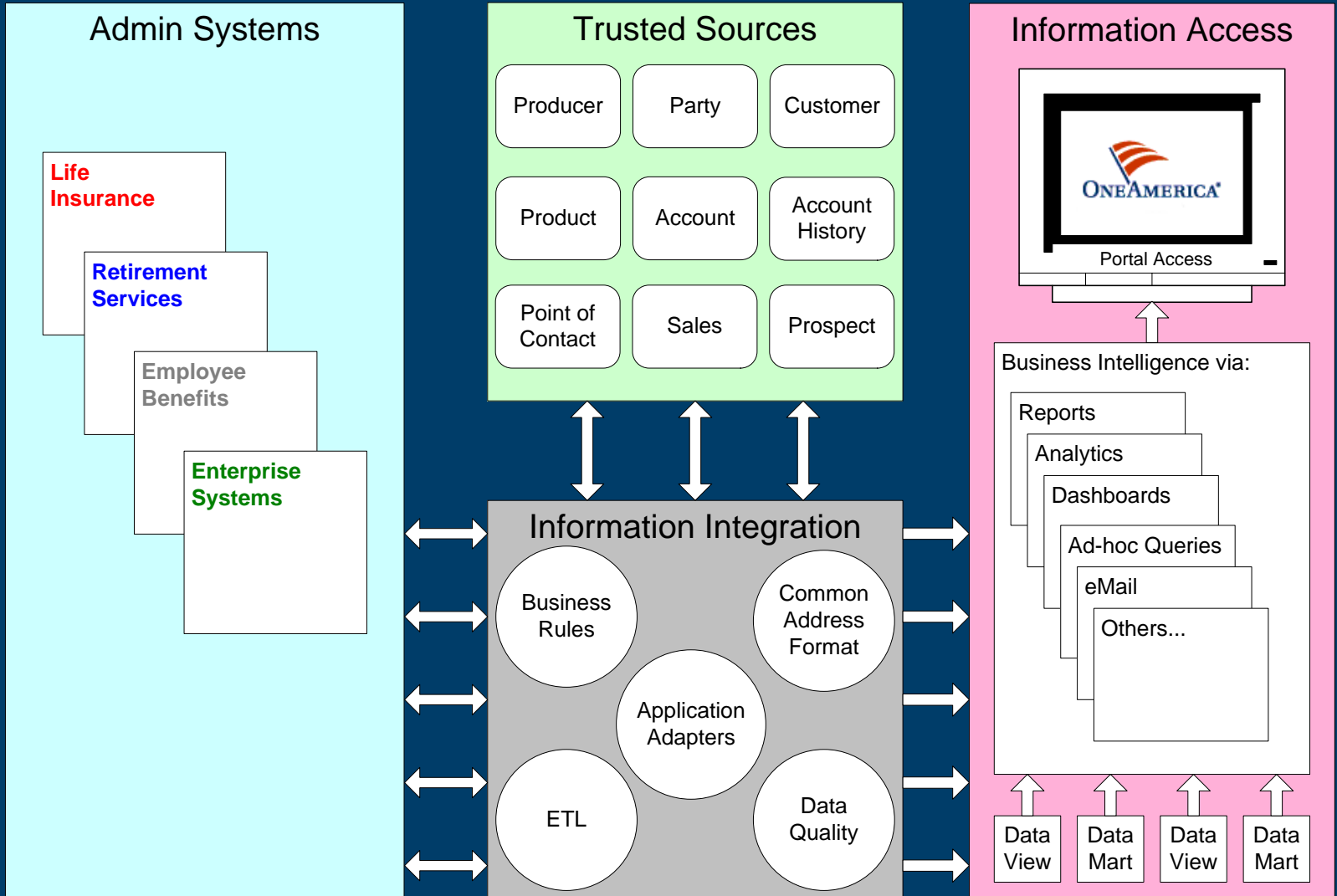
Will implement and evolve components over time



# Hub and Spoke Architecture



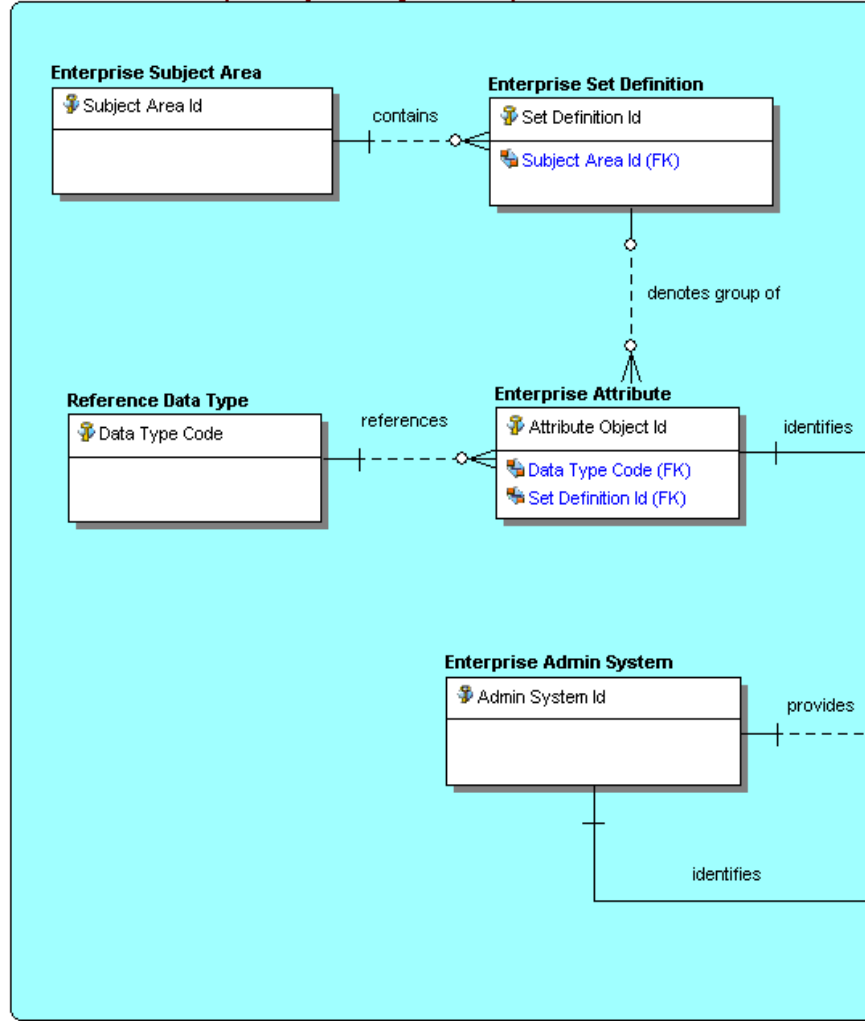
# MDM Hub – EDR



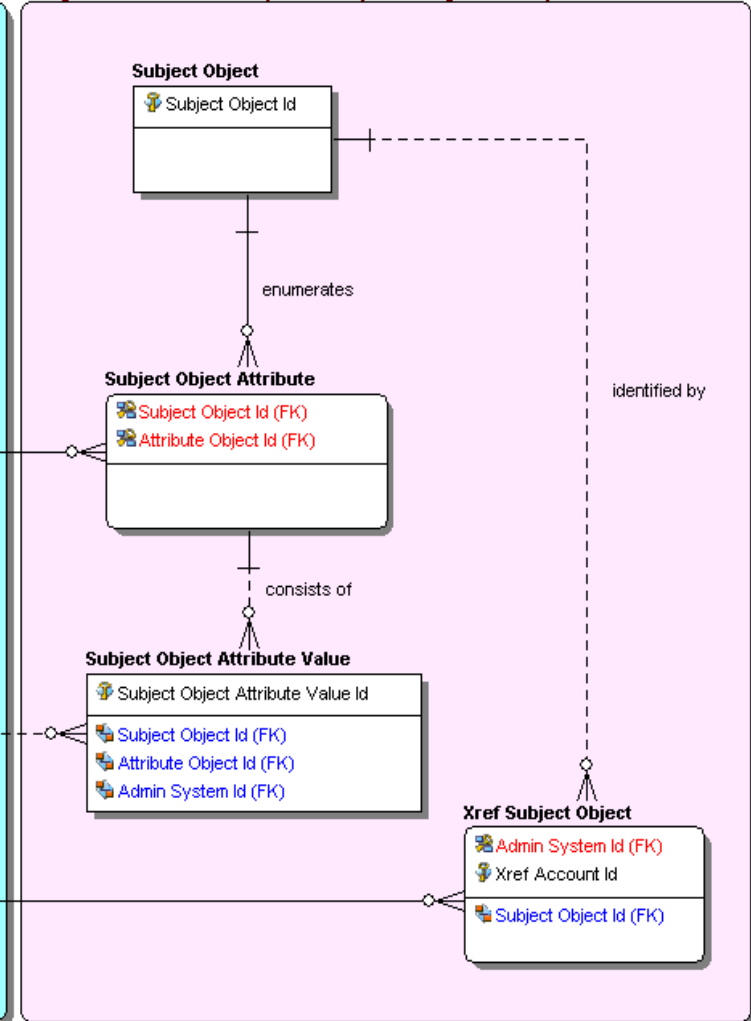


# Common Data Pattern

## Reference Entities (used by all Subject Areas)

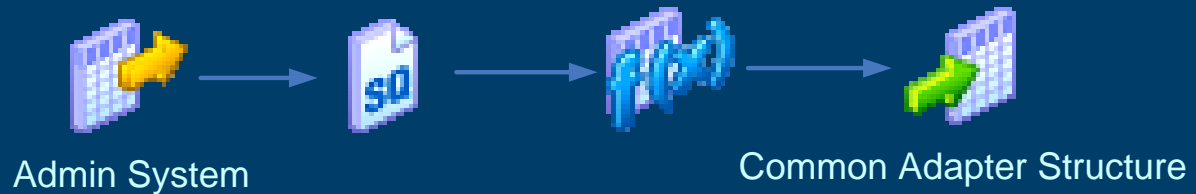


## Subject Area Entities (distinct per Subject Area)

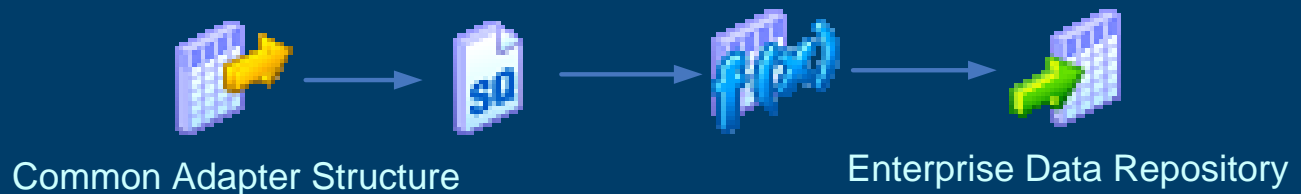


# Adapter Architecture

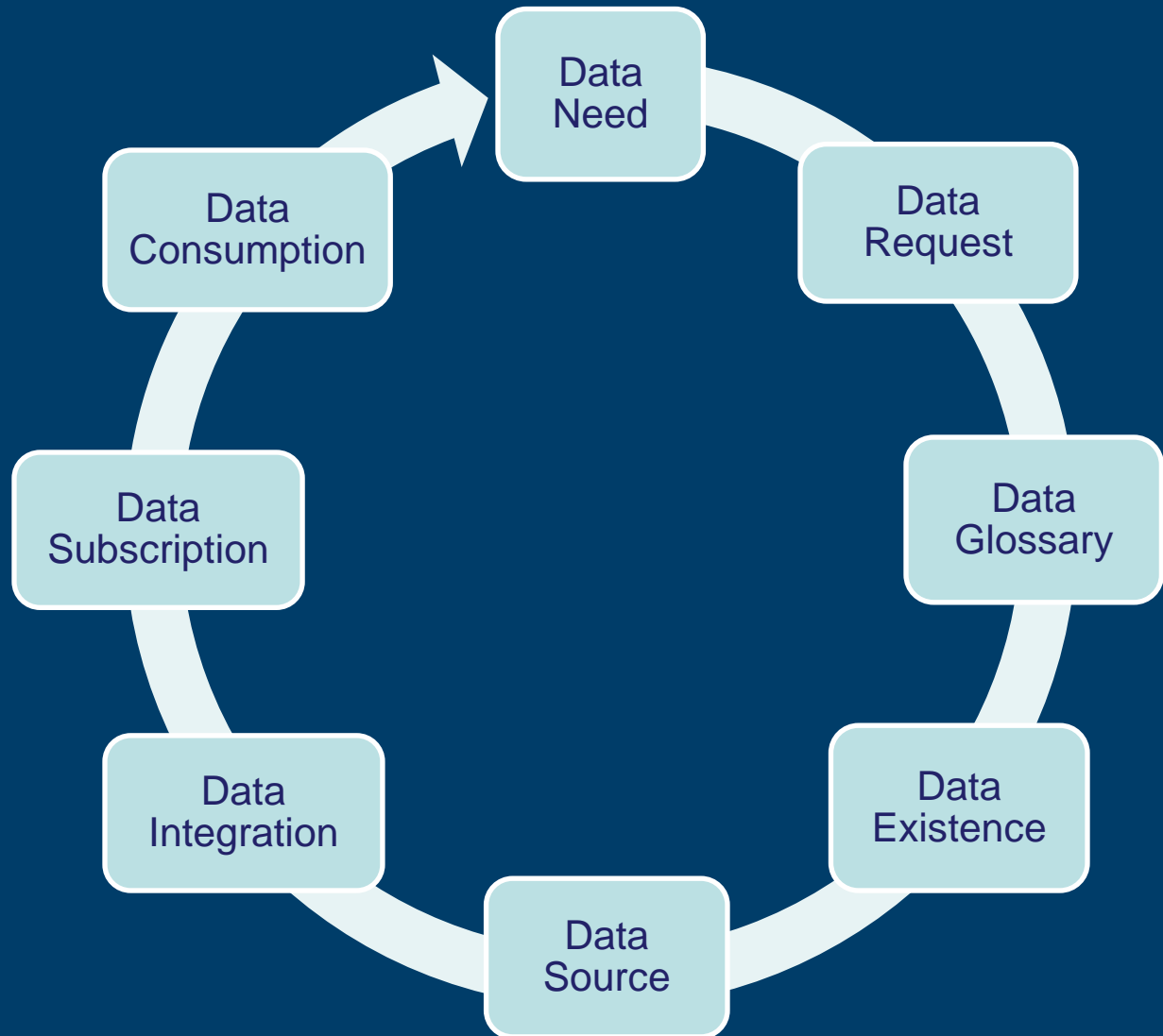
- Each Admin System providing content makes use of an Application “facing” Adapter which supplies content in a “common” structure



- EDR consumes supplied content via a “common” Adapter per EDR Subject Area



# Data Workflow



# Data Stewardship

- Enterprise Data Glossary
  - Enterprise Attributes
  - Data Classification
  - Condition of Use
- Data Governance Concerns
  - No formal Data Steward group as of yet
  - Business Analysts playing ad-hoc stewardship role
  - No MDM environment can succeed without an effective and robust Stewardship program

# Conclusion

- Good solid foundation
  - Business Sponsorship
  - Marketing the MDM approach
  - Maturing Data Strategy
  - Concrete Data Model
  - Established Data integration
- Things needed to be worked on:
  - Expand Data Governance and Stewardship
  - Implement Data Quality Monitors
  - Implement “Confidence” Index
  - Overall Metrics Reporting
  - Service Oriented Processes
  - Evolve Subscription Services

# Questions

Thank you for your time and interest!



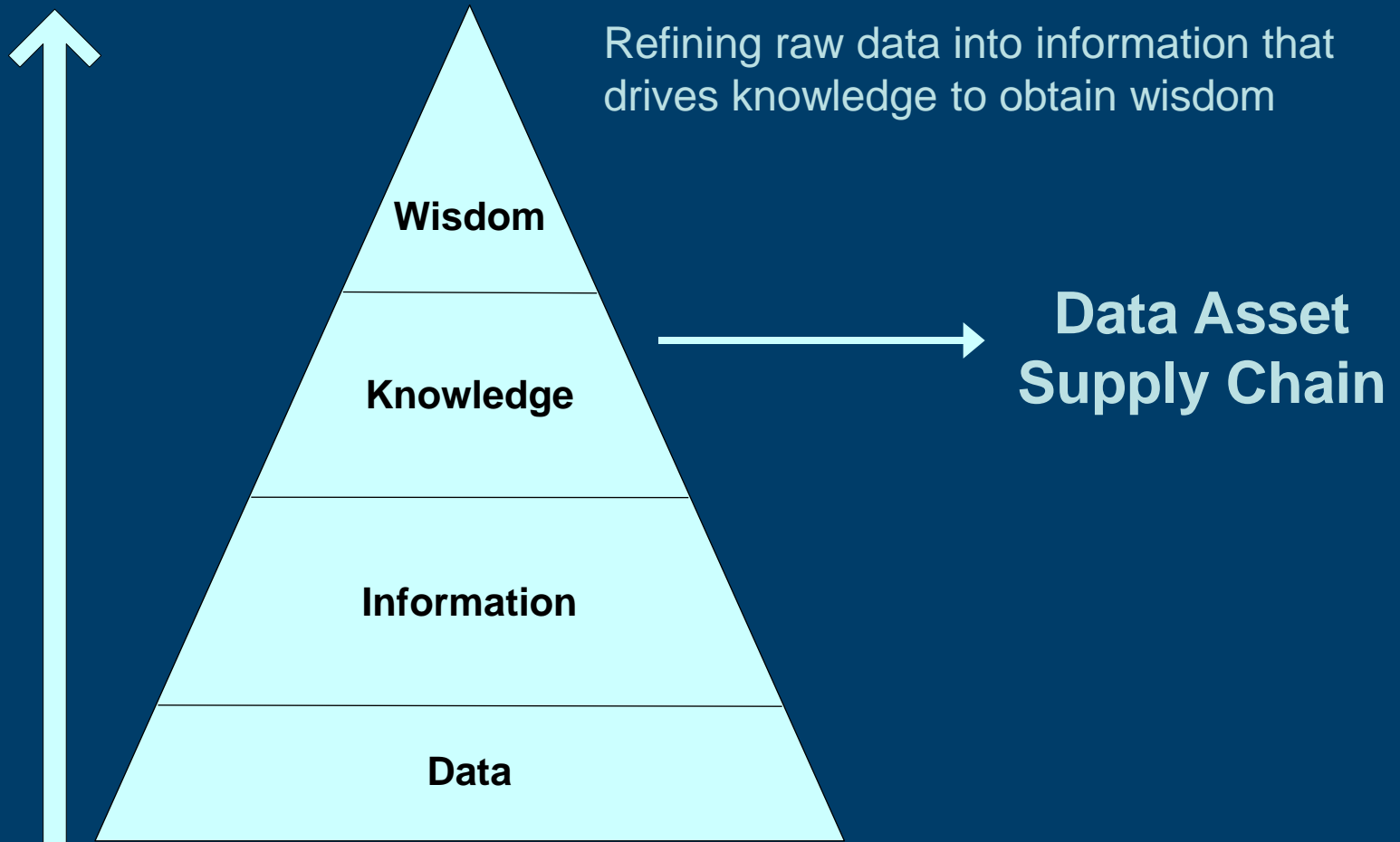
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# --- Back Up Slides ---

# EDR – The Data Pyramid

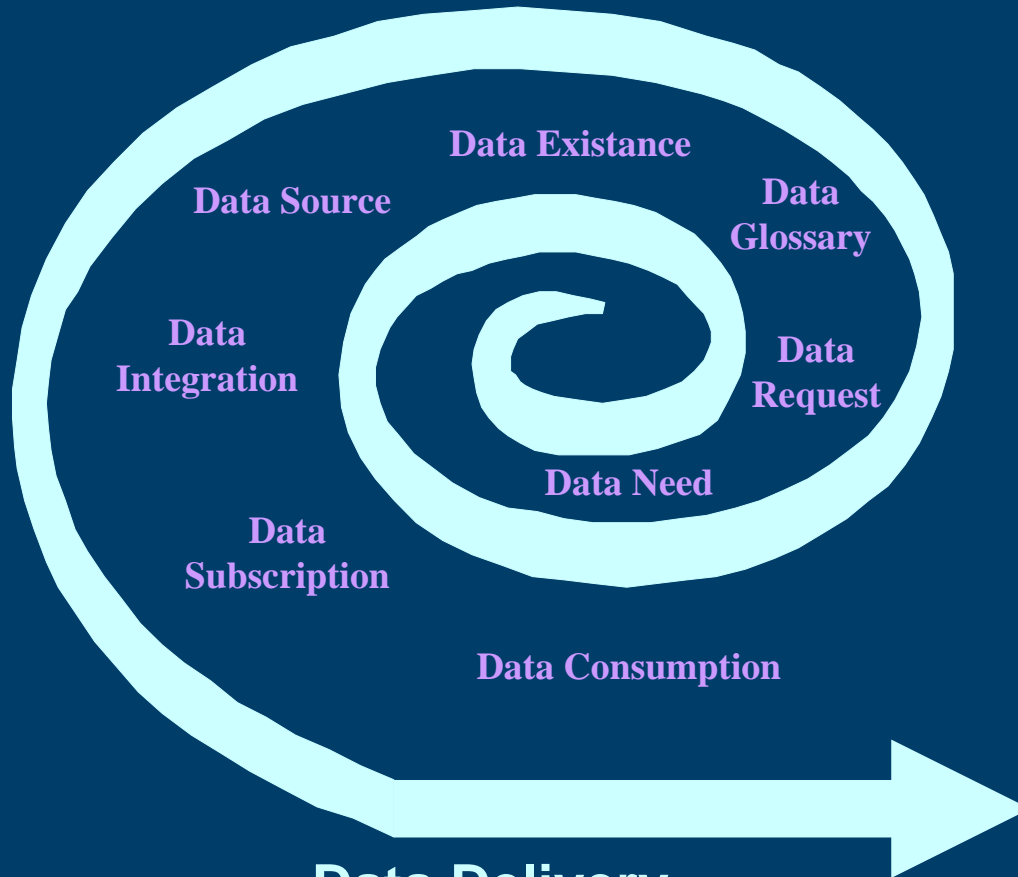
## Information Maturity





# Data Workflow

**Data Architecture (Business and IT)**  
*Glossary, Classification, Source, Integrate*



**Business View**  
*Data for iteration*

**Data Delivery**  
*Subscribe, Consume*

# EDR – Achieving Success

- Data Sponsorship
  - We have been blessed to be supported in this effort by the office of the CMO
- Data Governance
  - Data Workflow
  - Data Glossary
  - Data Dictionary
  - Data Life Cycle
  - Data Lineage
- Data Architecture
  - Laying Foundation
  - Iterative Approach
  - Build on Future Projects

# EDR – Future State

- Expand Data Governance and Stewardship
- Implement Data Quality Monitors
- Implement “Confidence” Index
- Overall Metrics Reporting
- Service Oriented Processes
  - Data Services
  - Web Services
  - CDC Services
  - Subscription Services