

REINFORCE YOUR MASTER DATA STRATEGY **WITH MDO MDM**

With the proliferation of data and information in this Digital Age, organizations must have a strong data strategy to gain competitive advantages. Master data is the core building blocks to support operational and business-critical tasks like interacting with suppliers and customers, keeping track of assets, and innovating new business models. Hence, Master Data Management (MDM) needs to be part of the data strategy.

Your MDM shouldn't be limited to basic master data creation and maintenance. It should ensure transparency and high quality of data, essentially upholding the single version of truth at all times. It's crucial to get the data right from the beginning as it's costly to do data cleansing mid-stream and even costlier to operate a business with bad data.

Master Data Online (MDO) provides a one-stop master data management platform that addresses all these and more. It lays the foundation for a data culture in your organization where data becomes a valuable asset that helps you achieve your strategic goals.

Challenges in Managing Master Data

No Automation and Standardization in Creating and Maintaining Master Data

- Use of manual forms and disparate systems to create and track master data makes it tedious to ensure standardization and leaves no room for improvement and automation.

No Guarantee of Data Accuracy

- Hard to identify expired and redundant data, resorting to manual/semi-manual validation to identify data issues.
- Wrong reference data causes inaccurate links to data points, invalidating controls and values in the system.

Complexity of Master Data Management Systems

- Siloed systems for data acquisition and integration, higher complexity in managing different systems and touchpoints.

No Ownership and Governance of Data

- No top-down, enterprise-wide approach in enforcing data ownership and governance, making it impossible to trust data to form strategic, forward-looking decisions.

MDO MDM — Data-driven Integrated Platform

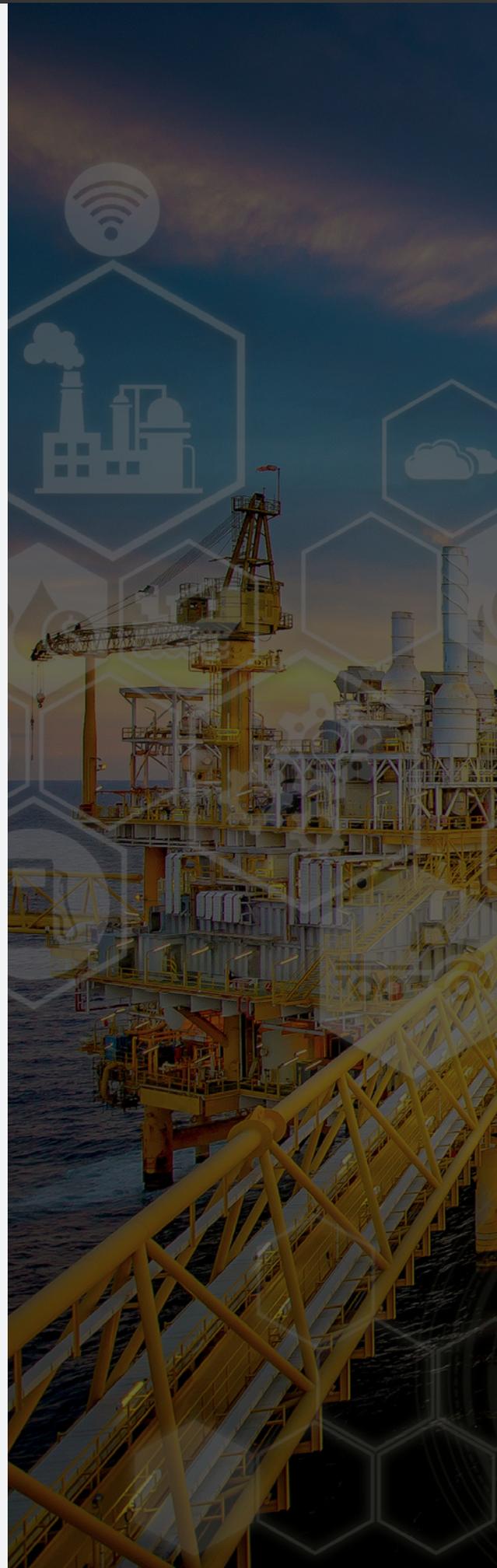
MDO MDM platform automates and streamlines master data processes from creation right up to disposal, encompassing reference and control data. It's cloud-based — scalable based on your organization's needs and maturity.

Its multi-domain solution can cater for integral master data areas like suppliers, customers, assets, and finished goods, spanning across industries.

MDO MDM employs data governance model that ensures continuous data quality checks. Its analytics capabilities can facilitate the monitoring and tracking of data KPIs of teams and data owners to instill accountability and increase adoption.

With lean deployment model, you're not weighed down by tedious milestones and lengthy project timelines. You can either deploy it yourself or let our analysts deploy it for you. Features include:

- MDO Data Intelligence Workbench (DIW)
 - Tools to identify and remediate data issues.
- Pre-defined data models with certified integrators
 - Seamless integration with SAP and pre-configured adapters for other enterprise systems.
- Pre-configured and configurable business rules for Active and Passive Governance
- Ownership according to roles to implement governance policies
- Logs and audit trails with enhanced security features
- Taxonomy and hierarchy management in alignment with industry standards like ISO8000-115 and ISO14224
- Workflows for approvals to support automation and rule-based approach



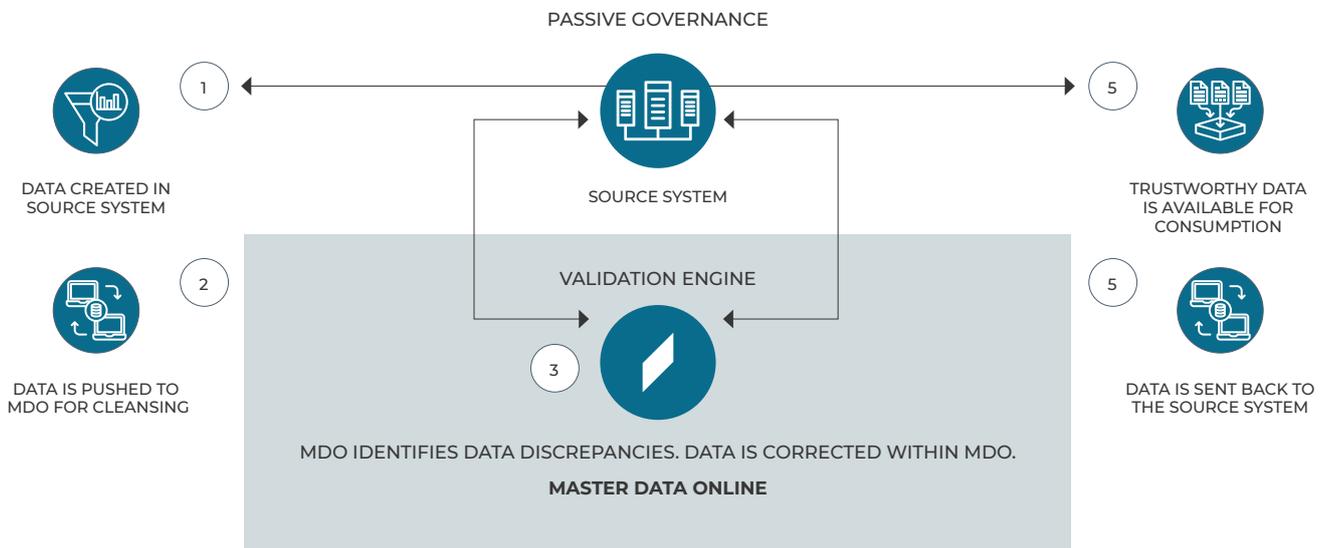
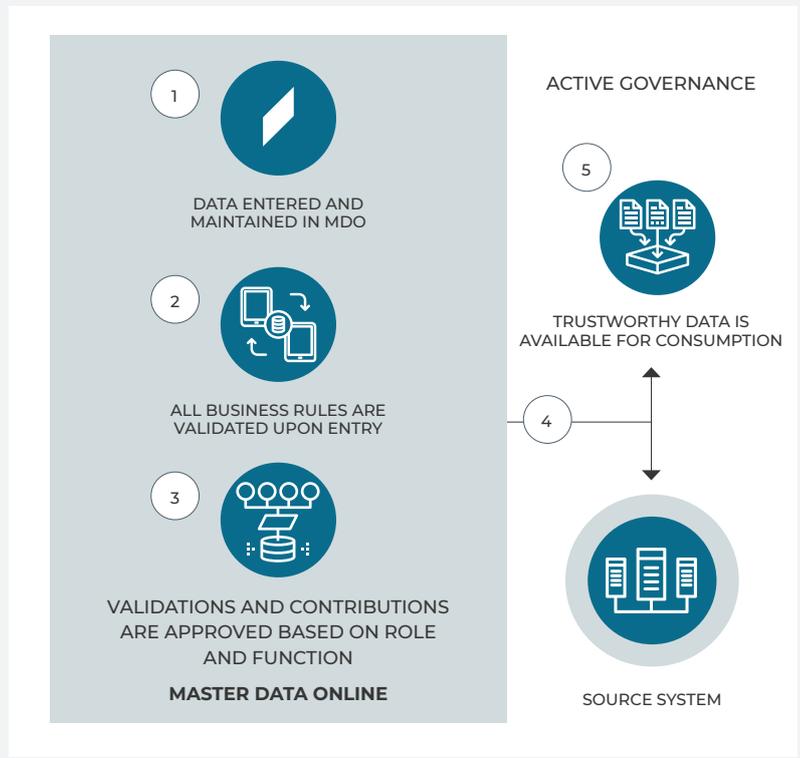
MDO Active and Passive Governance

To achieve high quality of data, MDO MDM enables both active and passive governance.

Active data governance is essentially 'Data Quality at Source'. It's the most effective way to manage master data as you're addressing data problems at the source. You have the freedom to adopt pre-defined business rules as well as refining them over time to suit your business needs. As your data is merged and validated in MDO according to current business rules, data accuracy is ensured at all times.

Of course, this involves top-down Change Management and Executive Sponsorship to apply rigor in defining comprehensive business rules and instill the discipline to validate data at source. The more Active Governance is done upfront, you reap the benefits of lesser data cleansing efforts.

Meanwhile, the non-gated approach gives you the flexibility to create master data on-the-fly alongside transactional data to get things moving. The data checks begin at a later stage.



Passive data governance, on the other hand, employs ongoing data quality and remediation. Data is first created in the source system before being pushed to MDO for validation and cleansing. It adopts machine learning (ML) approach to learn the inputs and errors while taking into account the business rules as well. The process still undergoes approvals with logs and audit trails for traceability purposes.

This model involves less Change Management as only a select group of people handles the setup and monitoring of data validation.

It can run in parallel with active governance in validating and correcting retrospective data with updated business rules.

Key Differentiators of MDO MDM



MDM on Cloud

- Scalable model — can start with small implementation of a specific master data area to better justify the cost vs. ROI.



Pre-defined Integration and Data Models

- Faster setup and launch of MDM in your landscape without delaying day-to-day operational processes.



Data Quality and Governance in One Platform

- Data verification and remediation, encapsulated within active and passive governance model to suit different business scenarios — requiring no additional systems to maintain.
- No need for repetitive data cleansing projects as ongoing data quality checks is part of the model.



Machine Learning and AI-enabled

- Its ML and AI capabilities allow for more predictive and intelligent rule-based approach to enrich data.

Benefits of Managing Master Data

Increase Revenue		<ul style="list-style-type: none"> By having updated master data information, you're able to improve internal processes, leading to more opportunities of up sell and cross-sell with customers. This translates to revenue increase.
Accelerate Innovation Capabilities		<ul style="list-style-type: none"> Holistic insights gathered from accurate data enable innovation of new products, business models, or market ventures.
Improve Compliance		<ul style="list-style-type: none"> Alignment of master data with industry standards as well as data security framework ensures that you're always in compliance, hence minimizing risks.
Foundation for Data Culture		<ul style="list-style-type: none"> Establish data ownership and governance through a one-stop master data management platform. Inculcate data culture where people trust their data to execute daily tasks, collaborate, and formulate decisions.