



MDM Fundamentals and Best Practice

by Andy Hayler



Module 0. About the Course (6 min)

Module 1. Introduction (38 min)

- *What is Master Data Management?*
- *What Is Master Data?*
- *Sources of Master Data*
- *Poor Master Data Consequences*
- *Why is Master Data Management So Difficult?*
- *Types of Master Data Managed*

Module 2. Best Practice (75 min)

- *The Business Case for MDM*
 - *Why Bother?*
 - *Building a Business Case*
 - *Concepts*
 - *The Effects of the Discounted Rate*
 - *ROI Calculator*
 - *NPV and IRR*
 - *How to Measure Project Cost and Benefits?*
 - *Typical MDM Benefits*
- *MDM in Action*
 - *Home Depot Canada On-line Retailing*
 - *Financial Company Codeblock System*
 - *Shell Oil Product Catalogue*
 - *Unilever Latin America Sinfonia Project*
- *MDM Potholes*
 - *Importance of Knowing MDM Potholes*
 - *Lack of Business Engagement*
 - *Poor Business Case*
 - *Turf Wars*
 - *Over Ambition*
 - *Data Quality Denial*
 - *MDM Is not a Destination, It Is a Journey*
- *Best Practices Review*
 - *Project Planning*
 - *Implementation*
 - *Business Involvement*

Module 3. Architecture and Technology (94 min)

- *MDM Architectures*
 - *(Over) Simplistic View of MDM Scope*
 - *MDM in Global Companies*
 - *MDM Styles*
 - *Operation v Analytic MDM*
 - *Style Overlaps*
 - *Success Rates*
 - *The Question of Federation*
 - *Federation in Practice*
- *Data Governance*
 - *Role of Data Governance*



MDM-01: MDM Fundamentals and Best Practice

- Aspects of Data Governance
- Level of Interest in Data Governance
- Organization of Data Governance
- Areas of Focus
- The Cost of Poor Data Quality
- Data Governance Committee & Staff
- Five Levels of Maturity
- Major Drivers for Data Governance
- What Should You Do?
- *Data Quality*
 - Data Quality and MDM
 - Dimensions of Data Quality
 - Data Quality Functionality
 - Data Quality Technologies
 - Data Quality Vendor Landscape
 - MDM Vendor Landscape

Module 4. Conclusions (16 min)