RELTIO

Building a MDM Practice: Harnessing the Momentum to Evolve
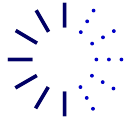
Chris Iloff
Director - Customer Success
Reltio

RELTIO
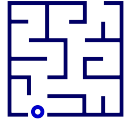
RELTIO

Agenda

The post go-live stall

Master your pitch

Follow the data

Illuminate value

RELTIO

Practice stakeholders drive continued investment

Value Perceived

Consistent understanding of value
Alignment to roadmap

Limited understanding of value

Focus on Forming, Storming, Norming
Struggle to fund evolution

Inception   Implementation   Continuous Evolution

━━━ Technology Focused   ━━━ Practice Focused
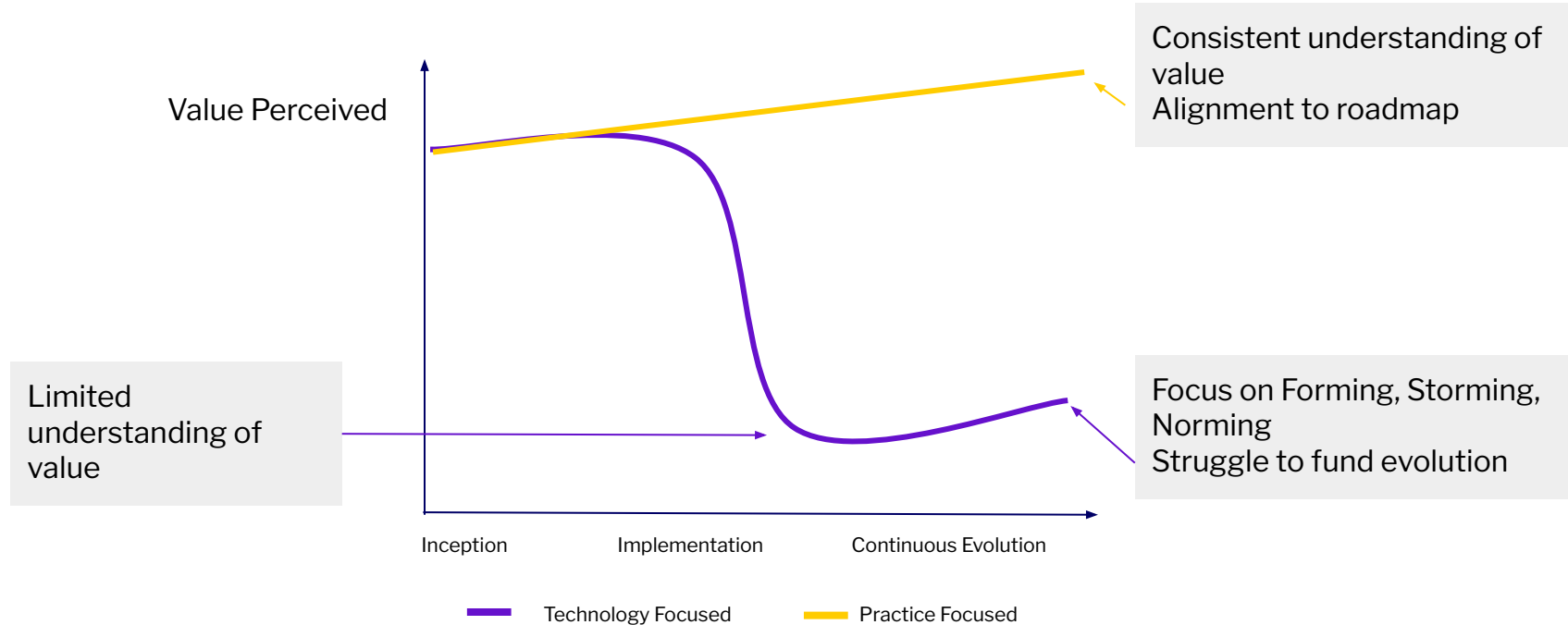
RELTIO

"MDM, What's that?"

RELTIO

Exercise: What's your pitch for MDM

The Optimistic Visionary

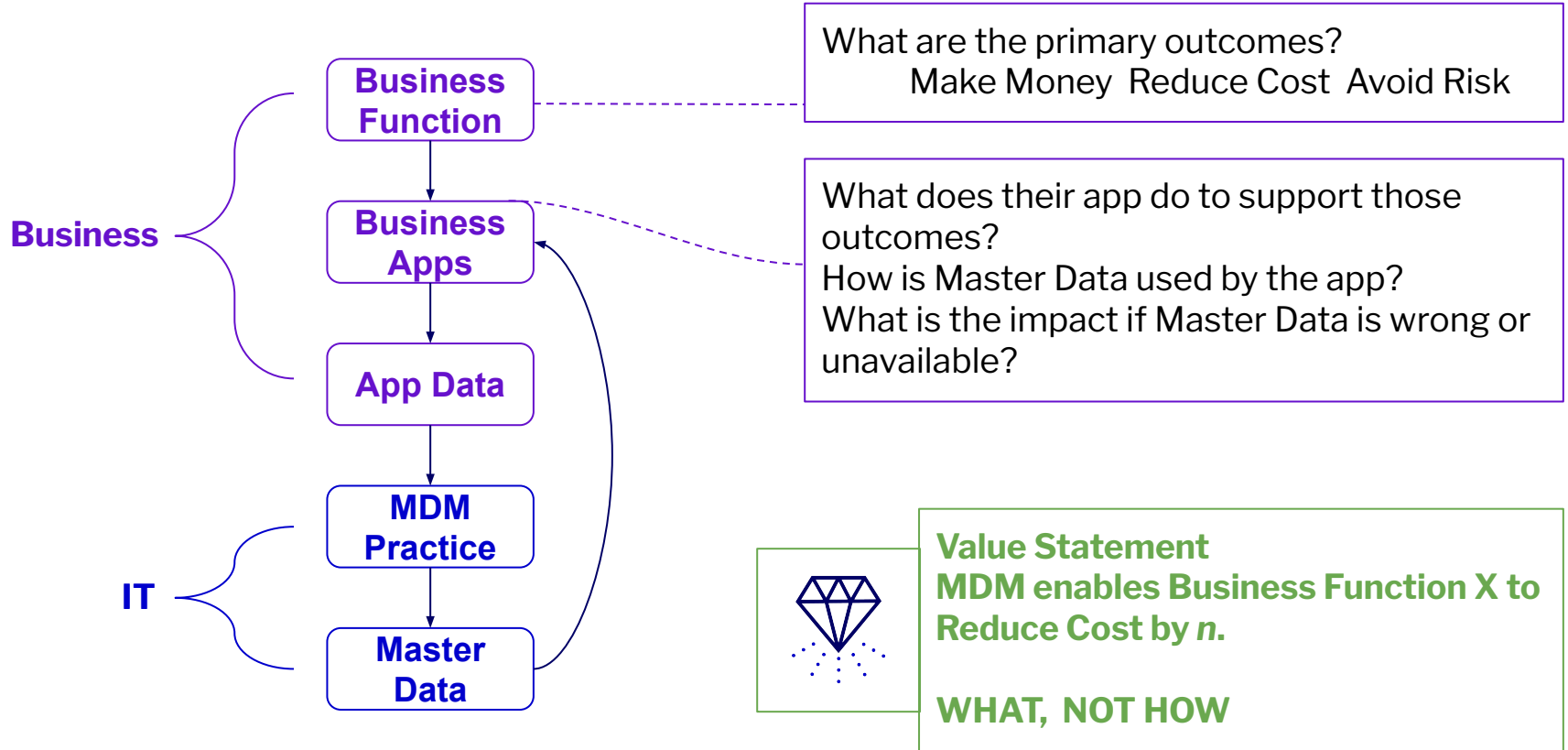MDM is a collection of disciplines, procedures, and technologies for guaranteeing the quality, completeness, timeliness, and consistency of data across the applications, systems, and databases, that support numerous business processes and functional areas within an organization.
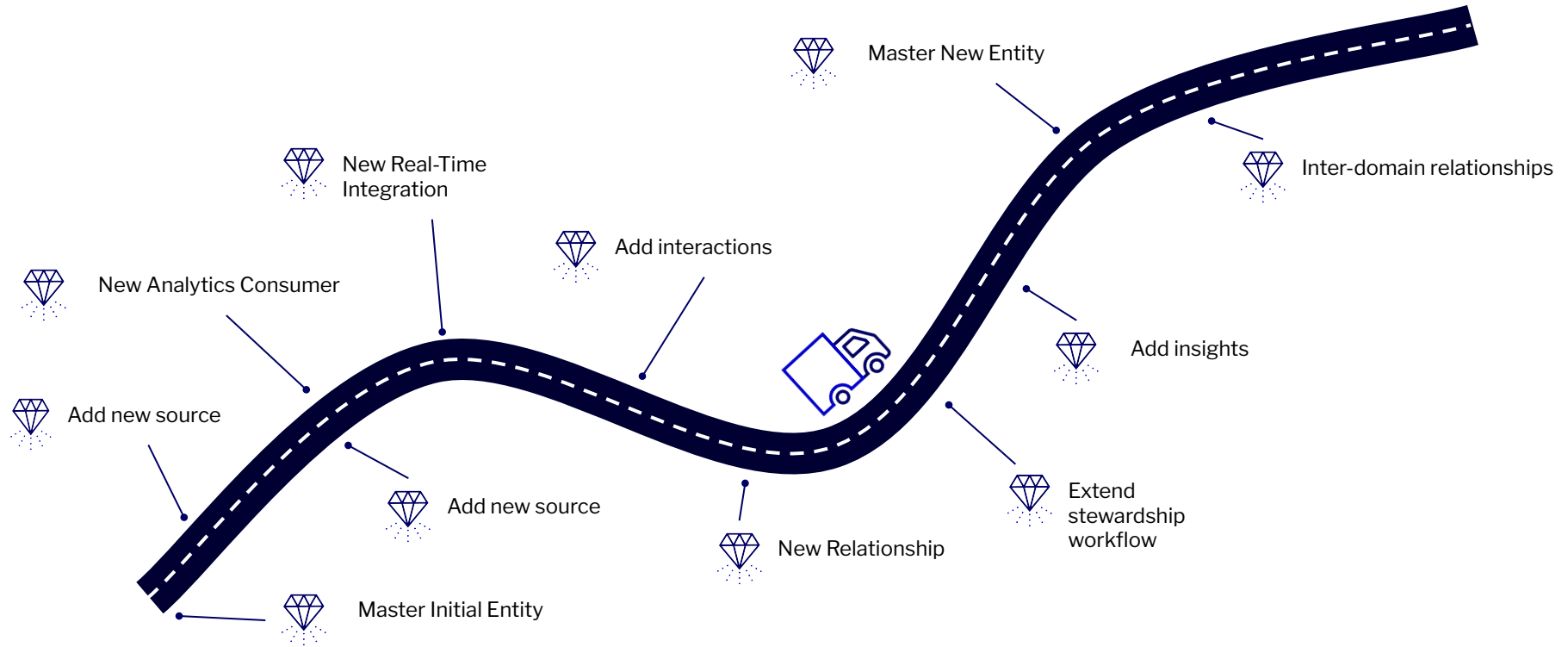
The Technology Guru

MDM is a data management solution that takes data from disparate sources and uses specific algorithms to aggregate records that refer to the same entity into a single source of truth record.

RELTIO

The data trail leads to value

```
            Business
            Function ┄┄┄┄┄┄┄┄┄┄┄┄┄┐
               │                  │
Business ─┐    ▼                  │
          ├ Business Apps ┄┄┄┄┄┐  │
          │    │               │  │
          ┘    ▼               │  │
             App Data          │  │
               │               │  │
               ▼               │  │
             MDM               │  │
  IT ─┐     Practice           │  │
      ┤        │               │  │
      ┘        ▼               │  │
             Master Data ◄─────┘  │
```

What are the primary outcomes?
Make Money Reduce Cost Avoid Risk

What does their app do to support those outcomes?
How is Master Data used by the app?
What is the impact if Master Data is wrong or unavailable?

Value Statement
MDM enables Business Function X to Reduce Cost by _n_.

WHAT, NOT HOW

RELTIO

Let value fuel your journey

New Real-Time Integration

Master New Entity

Inter-domain relationships

Add interactions

New Analytics Consumer

Add insights

Add new source

Add new source

Extend stewardship workflow

New Relationship

Master Initial Entity

RELTIO

Thank you

RELTIO