

RELTIO



How to Build a MDM Practice from the Ground Up



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Agenda

Phases of the MDM Practice lifecycle



Inception



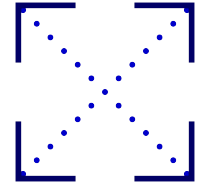
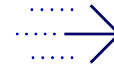
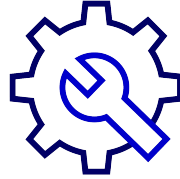
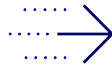
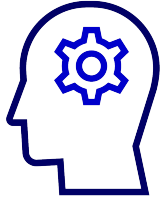
Implementation



Continuous Evolution

Keys to Success and Pitfalls to Avoid

MDM is a practice of continuous evolution



Inception

- Dependency declared
- Project funded
- Project scheduled

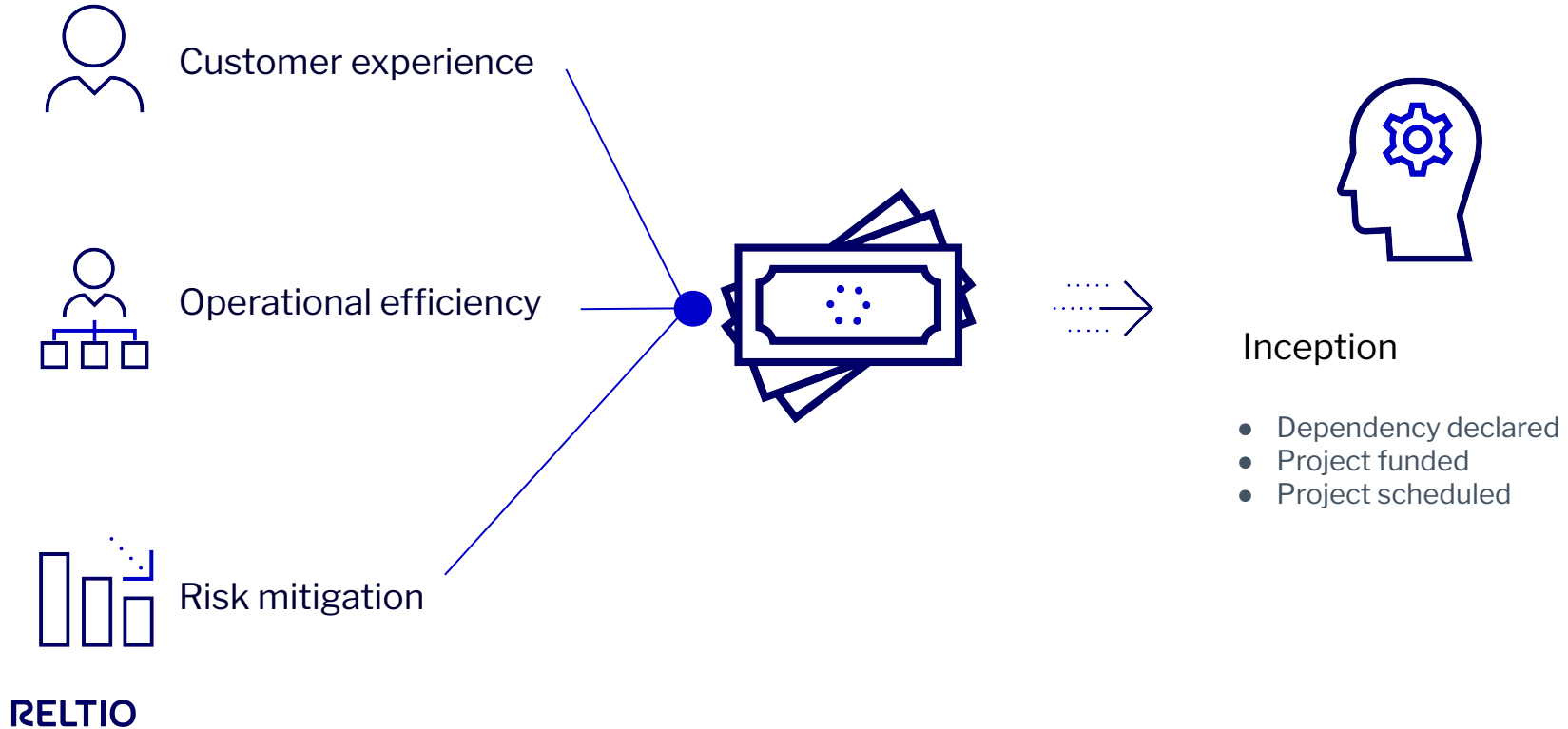
Implementation

- Scope defined
- Project executed
- Initial entity domain mastered

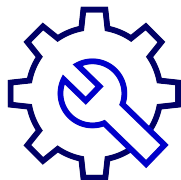
Continuous Evolution

- Maintain and support
- Actively steward
- Expand and enrich
- Extend and integrate
- Add entity relationships
- Add data domains

Today's business initiatives drive MDM investment



Build a practice, not another IT system



Implementation

- Scope defined
- Project executed
- Initial entity domain mastered

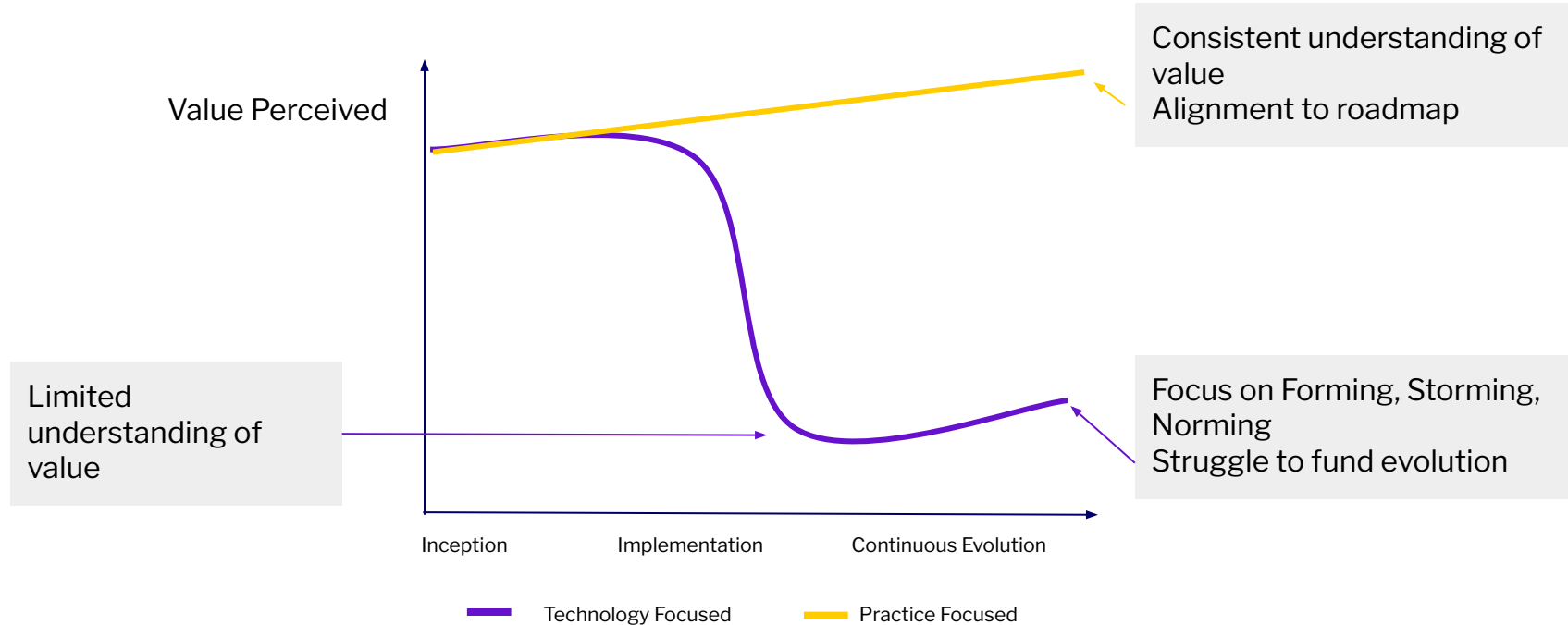
Keys to Success

- Data stakeholder partnerships
- Training and enablement
- Practice roadmap
- Practice execution framework
- Know your data
- Iterative deployment
- Modern MDM

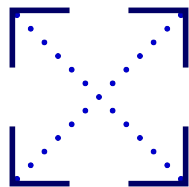
Pitfalls to Avoid

- Excluding business experts
- Scoping only technology
- Delayed staffing
- Not aligning to value
- No data readiness plan
- Big Bang implementation

Practice stakeholders drive continued investment



Evolution requires cross-functional alignment



Continuous Evolution

- Maintain and support
- Actively steward
- Expand and enrich
- Extend and integrate
- Add entity relationships
- Add data domains

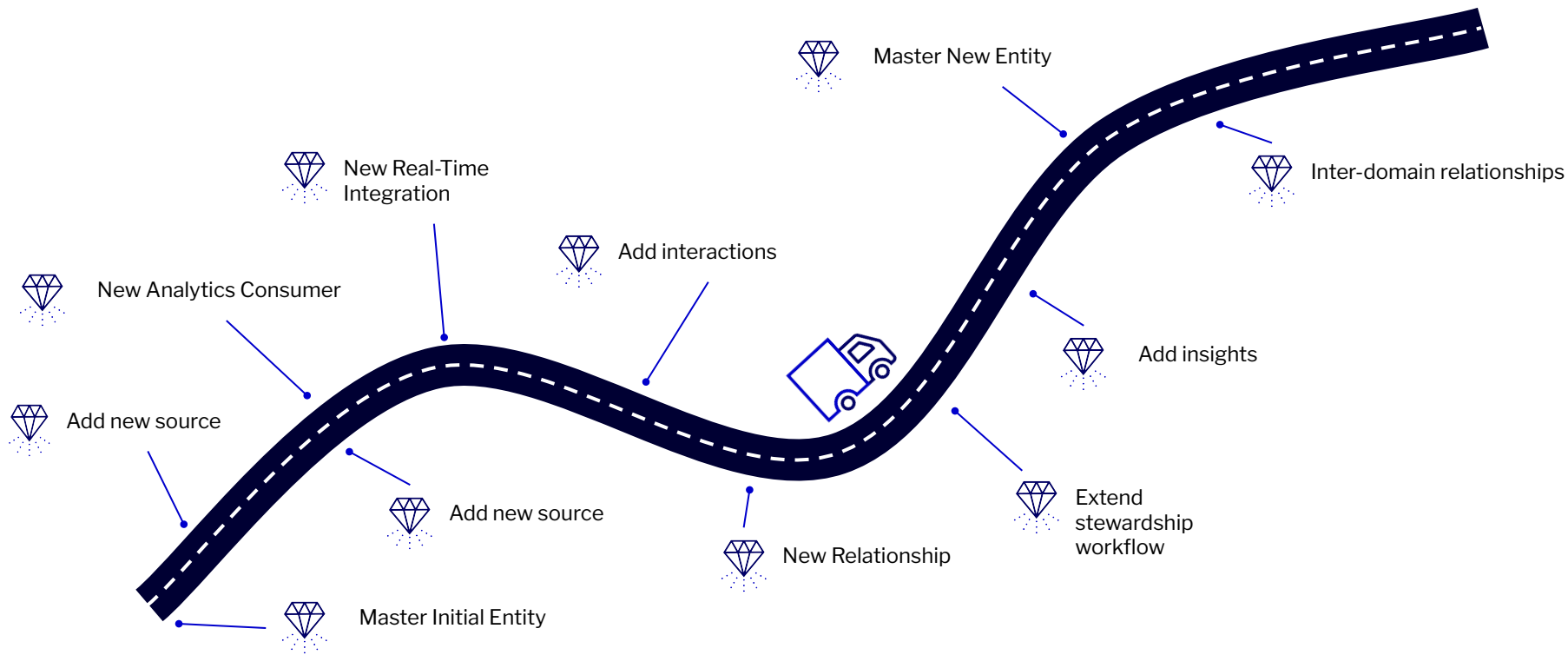
Keys to Success

- Value aligned roadmap
- Integration agility
- Clear roles for DQ resolution
- KPI & metrics reporting
- Formal stewardship processes
- Data stakeholder alignment
- Business focused pitch
- Educational content

Pitfalls to Avoid

- Assuming complete ownership
- Tech only talk tracks
- Data sprawl
- External relationship mgmt
- Long, costly projects
- MDM caused the DQ issue

Let value fuel your journey



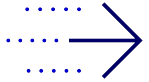
Learn more



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Thank you