

August 2021

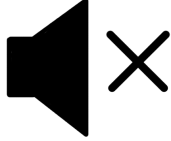
Accelerated MDM: Delivery for MDM Recognizing First Value

Ian Baxter, Professional Services Director MDM, IPS

Christoph Peinert, Principal Consultant, IPS

Colm Mccaffery, Associate Director, IPS

Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our **INFASupport YouTube channel** and **Success Portal** - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

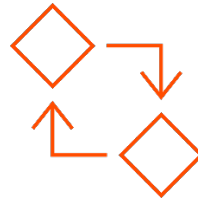
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions



Informatica
Concierge



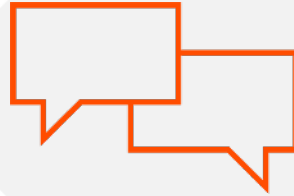
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



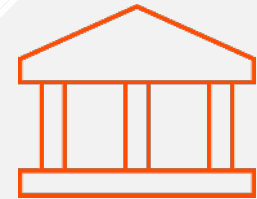
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informatica product or functionality described today remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision.

Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

Agenda

- Philosophy of Informatica's accelerated value
- Delivery concepts and accelerators
 - Accelerated delivery method and approach
- Customer preparation phase
- Critical Success Factors

Thinking of an MDM Project?

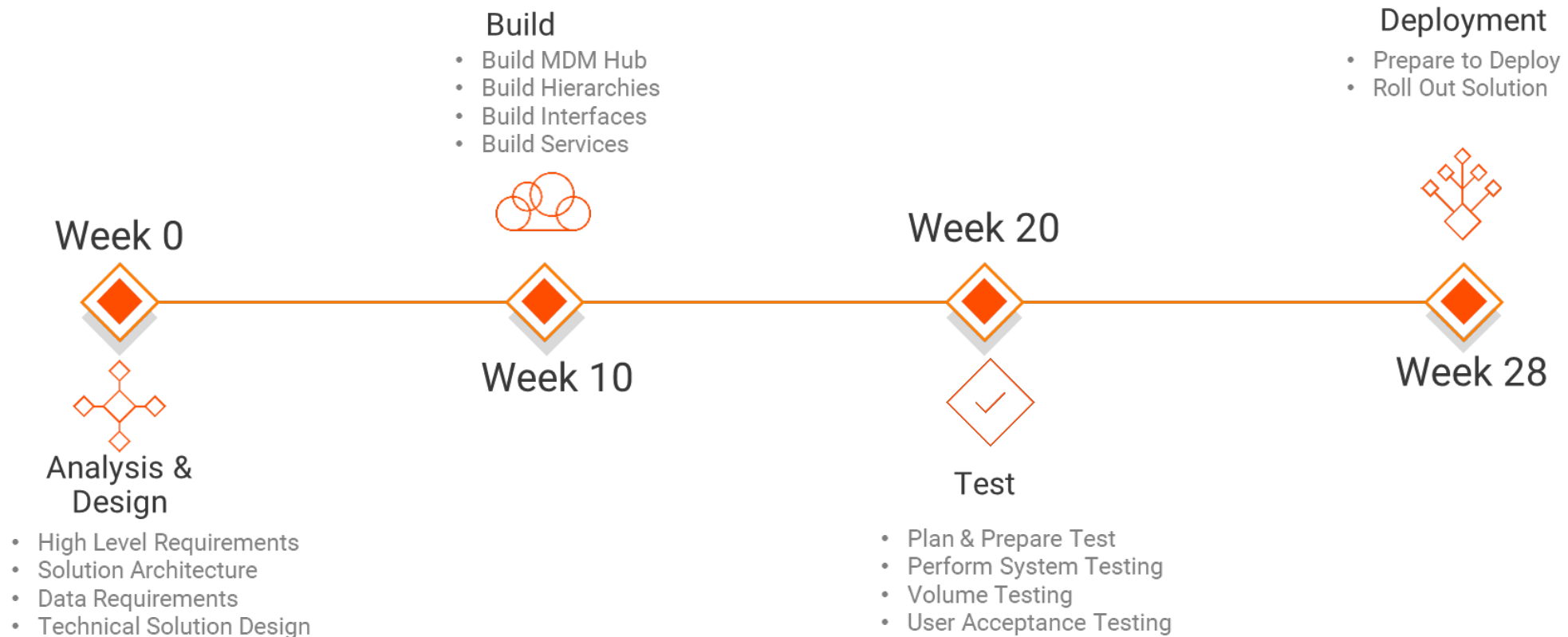
Focusing on the knowledge gained on many active-data roadmaps with our clients, together with using best practice and reapplying proven templates, we have been able to deliver faster, realising measurable returns in the short term whilst keeping true to the journey ahead.

Using this proven and repeatable approach with our 360 solutions we have shown that together we can deliver real business value in 3 months.



Delivering Accelerated First Value

- 2016 First Phase Plan



Delivering Accelerated First Value

- Accelerated “First Value” Delivery

Preparation Phase

- Dependencies
- Pre-requisites
- Pre-Discovery Workshops

Week 0 - N

Week 0

Analysis & Design

- High Level Requirements
- Solution Architecture
- Data Requirements
- Technical Solution Design

Build

- Build MDM Hub
- Build Hierarchies
- Build Interfaces
- Build Services

Week 5

Week 10

Test

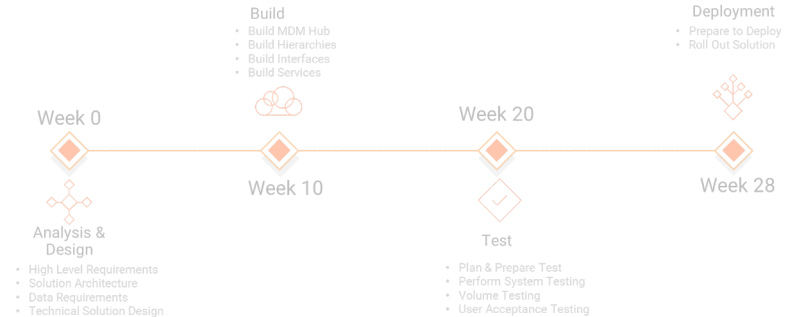
- Plan & Prepare Test
- Perform System Testing
- Volume Testing
- User Acceptance Testing

Deployment

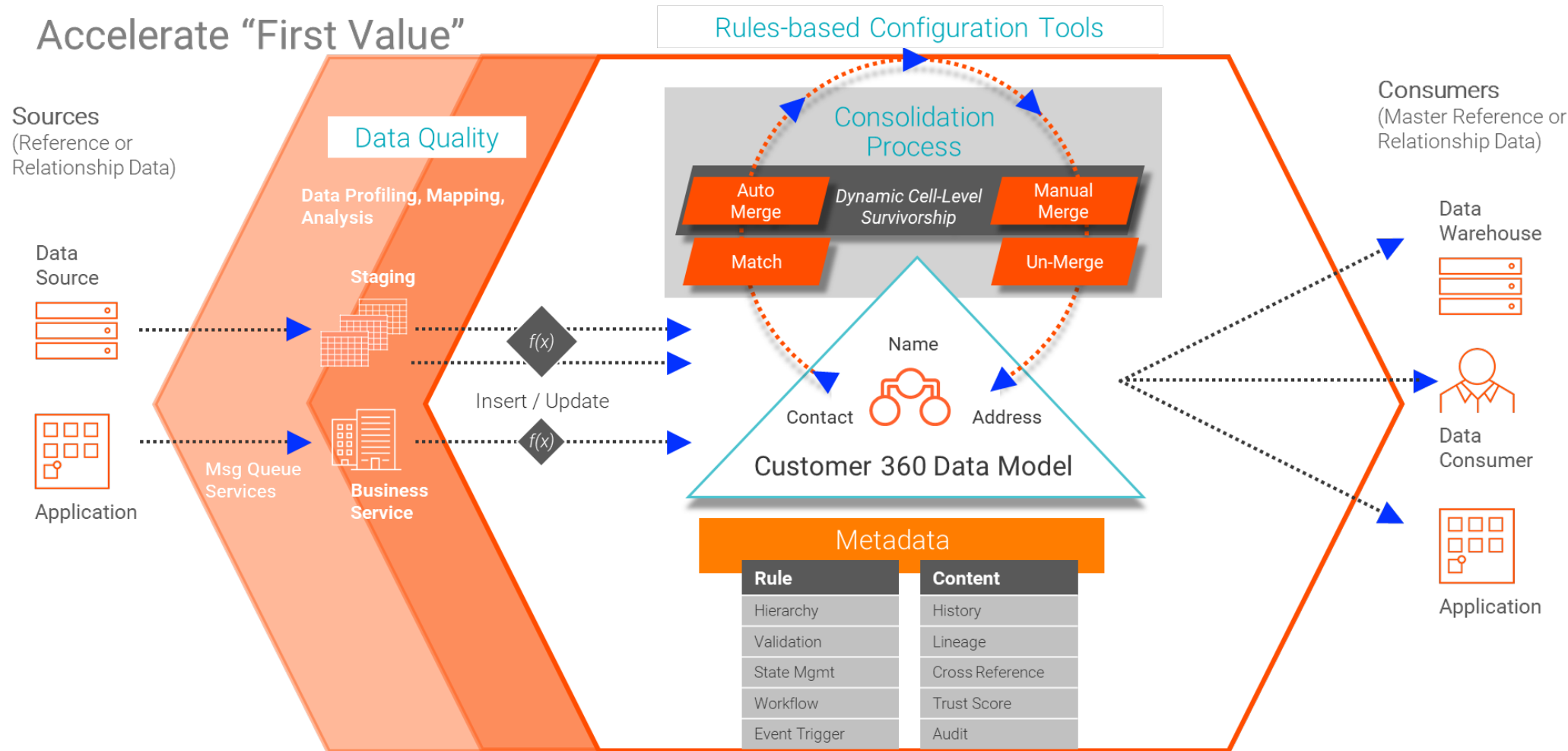
- Prepare to Deploy
- Roll Out Solution

Week 12

2016 First Phase Plan

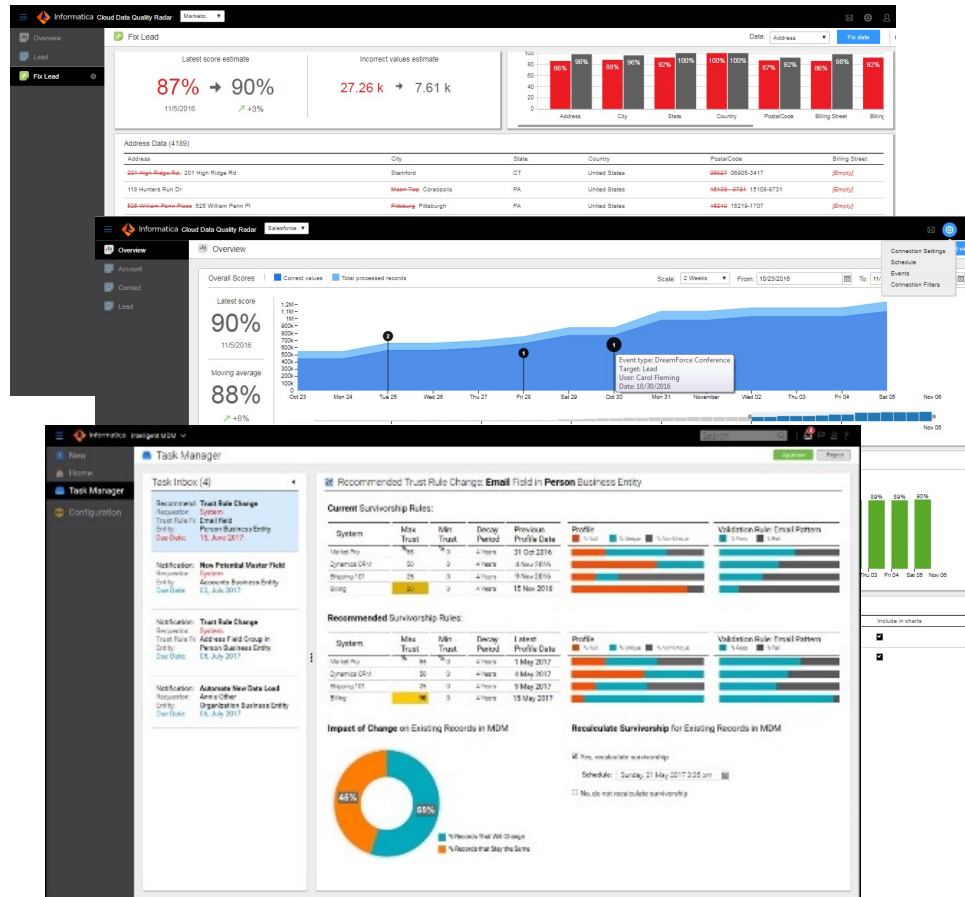


360 Implementation Approach



Ensure High-Quality, Trustworthy Data

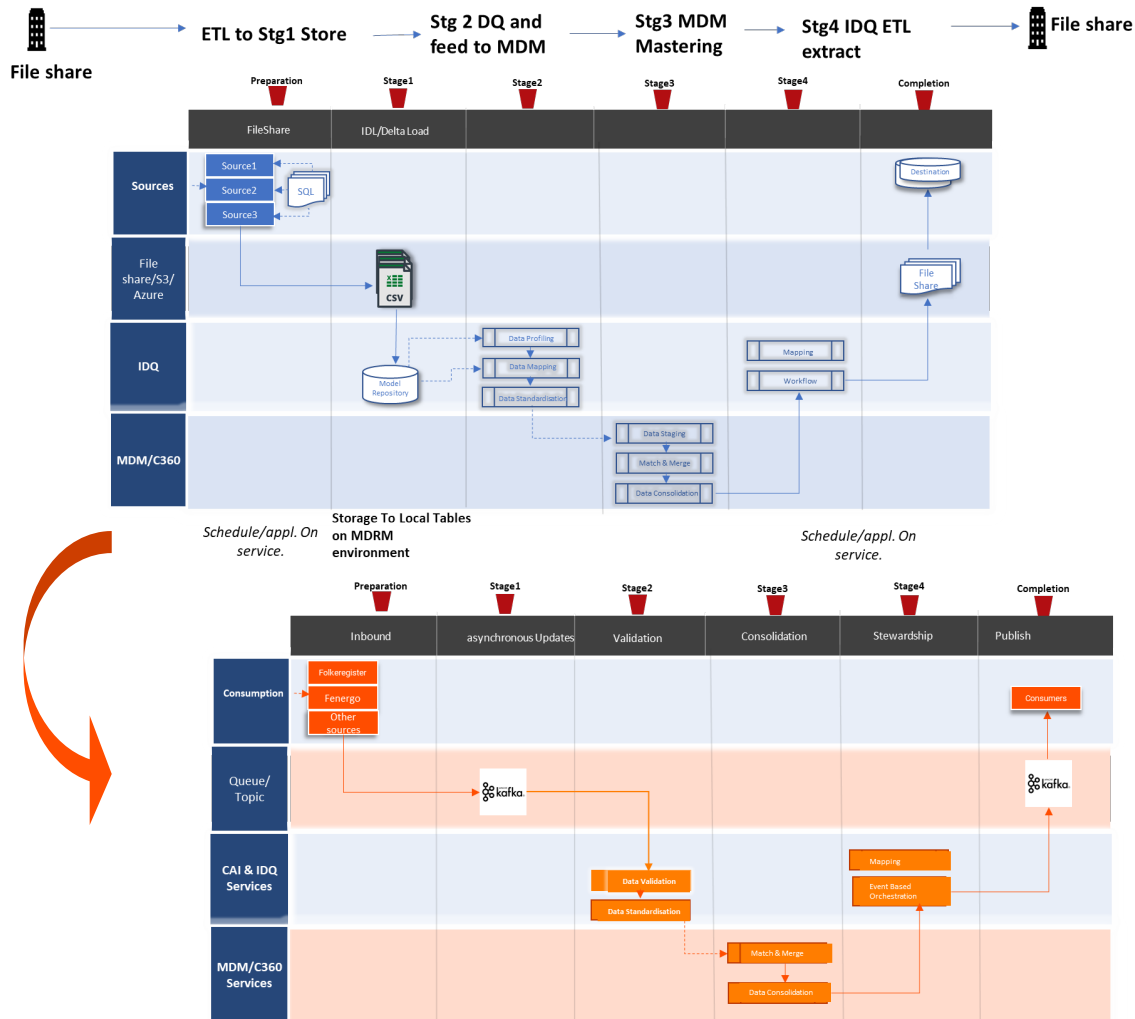
Embedded data quality to ensure IT and business collaboration



- Ensure the master data is clean, consistent and accurate
- Data quality capability at the mapping level
- Scorecard: Graphical view
- Reuse standardized templated rules across the data ecosystem (build once, deploy anywhere)
- Profile, cleanse, standardize, validate – Visual mappings and no coding
- Batch and real time operations
- Integrated at stages in the Data Harness
- Ready for service level integrations in future phases
- Immediate business value returns at Stage 2
 - Data profiling and analysis
 - Data quality reports

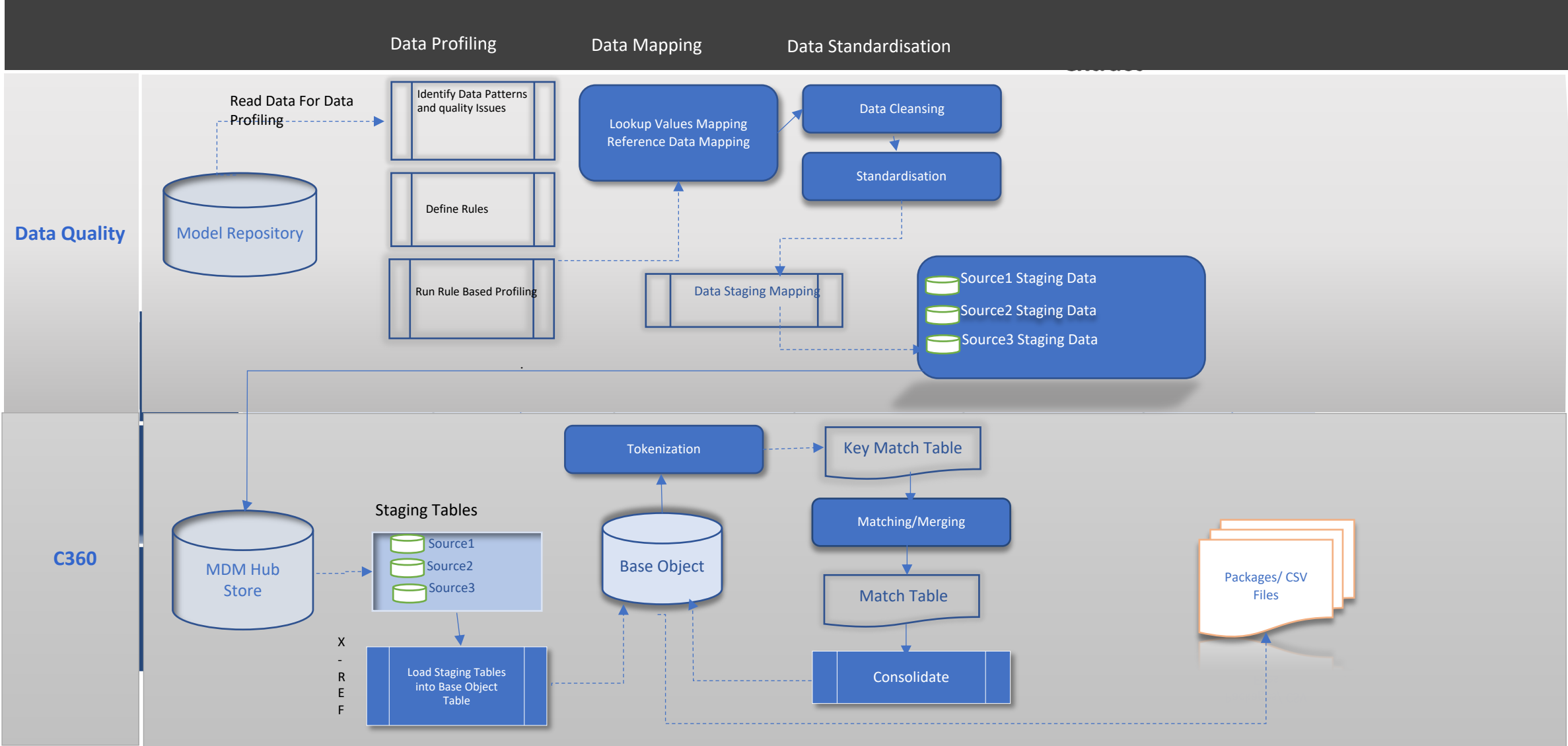
Engagement & Implementation Approach

Data Harness Landscape



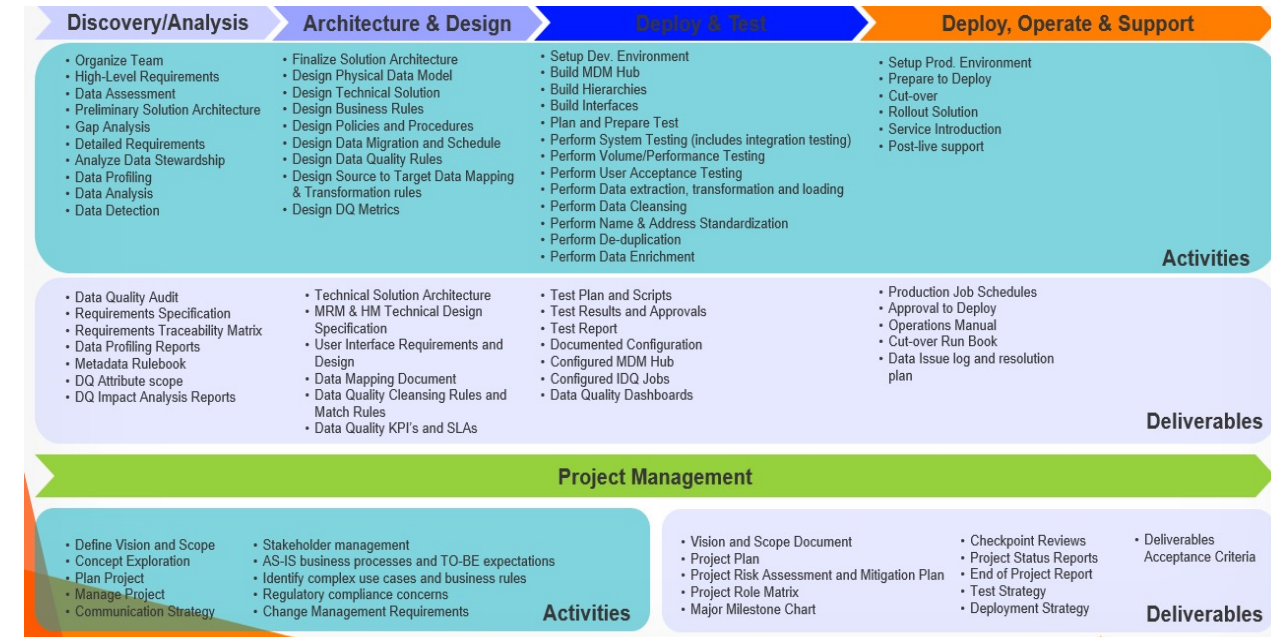
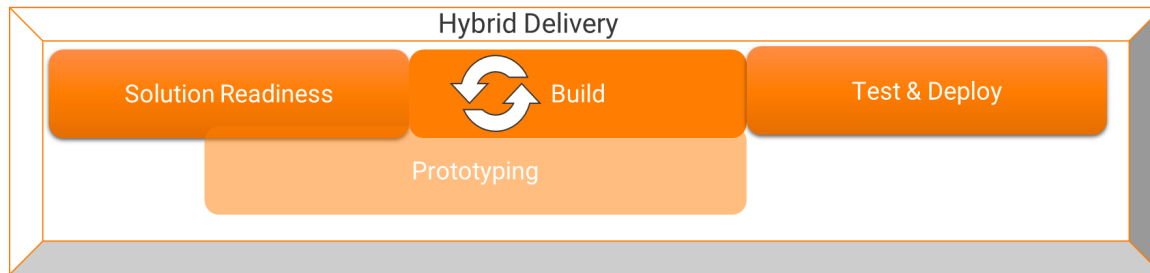
- Based on our established Velocity methodology which is a published experienced-based approach.
- We have found that the best practice is to establish a “First Value” phase and build out the solution roadmap following initial proven success.
- Deliver in batch for the first phase and understanding and business readiness for integration elements to follow on once cleansed and trusted data is established.
- Utilise templated project controls that are key to monitoring and measuring success, such as Project and Resource plans, RACI reports, Installation run books, Design Documents (DSTD), regular status updates providing progress and traceability.
- Build a progressive, logical Data Harness with 4 controlled stages
- Business Value week 4

Data Quality Harness Landscape



Informatica Delivery Method

- Preparation Phase
- Project Initiation
- Requirements Validation
- Architecture and Design
- Data Provisioning and Mapping
- Build and Unit Test
- System Integration Test
- User Approval Testing
- Deployment
- Production Go-Live
- Post Go-Live Support



Example: Business 360 framework

Preparation Workshops

Prior to beginning any project implementation, a preparation phase is key to ensuring a project starts with pre-requisites met, dependencies planned, and a clear implementation plan and roadmap defined

Delivery Preparation and Readiness

Business Vision

Current challenges

Solution value

Requirements drill down

Architectural Blueprint (as-is and to-be)

Key dependencies and success factors

Roadmap & High level Implementation

Planning

Business

Technical

Next steps

Dependency Examples

- Availability of source data
 - Have lines of business authorised the use of their production data?
 - Who owns the data (data governance)?
 - Required for profiling, DQ rule definition, match tuning
 - Typically required by week 4 of C360 engagement
- Infrastructure availability (if applicable)
 - Completed Development environment required week 2
 - Must meet prerequisites
- Data extracts from source systems
 - Does this require customer development?
 - Can an existing data extract be reused?
 - Who provides the deltas?
- Are source system data models/data dictionary known?
 - Does a canonical data model for customer already exist?
 - Has a mapping exercise already been completed?
- Agreed semantic meaning of data across enterprise
 - What is a legal entity, a customer, etc.?
- Can targeted consumer systems accept updates from MDM?
 - Do interfaces exist?
 - What is the impact? How are duplicate records handled in source application?
- Definition of agreed business outcomes
 - Success criteria
- Agreed responsibility and roles for System Integration Testing and User Acceptance Testing
 - Who is responsibility for creating test scripts?
 - Who is responsible for running test scripts?
 - Who can agree acceptance sign-off?
- Agreed defect severity level definitions and resolution process?

Success Factors



Success Factors

Enterprise Thinking

- Cross-departmental thinking
- Changes to existing organisational processes
- New roles and responsibilities (e.g., data owners, data stewards)
- Business understanding and buy-in
- Executive sponsorship



Business Vision & Business Case

- **Especially important** as MDM can also be an **enabler to future value** as well as delivering direct business value itself.
- **Be clear in your vision.**
- **Specific set of business goals, objectives and KPIs**

Roadmap

- Optimal roadmap for deriving the **most business benefit**, in the **shortest timeframe (Iterative Delivery)**.
- The first project should **start small** and **grow smart**
- **Deliver real value** that can be heralded as a **huge success** across the organisation

The team needs to be willing to **break down silos** and **work across business units**. Without the **backing of senior management** to make changes across the organisation and to start the process of thinking at enterprise level then these projects will fail.

Communication Planning

- Individual business stakeholders will often only understand their own requirements
- Explain the purpose and goals of the project, role of business
- Describe how their business processes will be affected and gather support/find advocates ("data champions")
- Communicate and celebrate success

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Defining the business case for an MDM initiative is **especially important** as MDM tends to be an **enabler to future value** rather than delivering direct business value itself.

Be clear in your vision. Vague goals and an ambiguous scope will harm the success. Tie the programme to a **specific set of business goals, objectives and KPIs**

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Customer experience initiatives are journeys. So it's essential that you **break your initiative down** into smaller, achievable steps. Aim for quick wins that prove your initiative's value every few months. The first project should **start small** and **grow fast**. Aim to **deliver real value** that can be heralded as a **huge success** across the organisation

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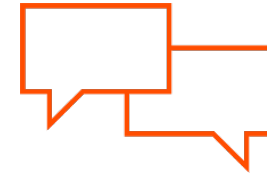
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An effective communications plan must communicate the progress and successes of the initiative, with all successes against the business case measured and quantified; successful information management projects are more likely to gain widespread adoption across the enterprise if people know about them.

Questions?



Thank you

