

D&A TRANSFORMATION TALES

Creating a Single Source of Truth with a Robust Master Data Management Framework



BACKGROUND

The client, a leading American specialty trade installation and facilities services company, understands the critical role of accurate and consistent product data in driving operational efficiency and customer satisfaction. With a vast product catalog and operations spanning multiple locations, effective management of product data became a strategic imperative for the organization. Despite its industry leadership, our client faced significant challenges in managing its product data. Here are some major challenges that were hindering the client from achieving their data modernization goals:

- **Data Silos:** Product information was scattered across various systems, leading to duplication, inconsistency, and hindering data integrity vital for informed decision-making.
- **Data Quality Issues:** Manual data entry processes, lack of validation mechanisms, and outdated information contributed to poor data quality, impacting business operations and customer experience.
- **Integration Complexities:** Integrating disparate systems and data sources posed significant hurdles in establishing a unified view of product data, causing delays and inefficiencies.
- **Scalability Concerns:** Ensuring scalability to accommodate the company's growing operations and expanding the product catalog was a crucial consideration.



THE SOLUTION

Our team of experts worked closely with the client to understand their business processes, data landscape, and specific challenges related to product data management. We conducted comprehensive assessments, including data profiling exercises, system evaluations, and stakeholder interviews, to develop a robust and tailored Master Data Management (MDM) solution. This solution addressed the organization's pressing needs for data integrity, quality, and governance while positioning them for long-term scalability and agility. Here is our unique approach to implement the suggested solution:

- **Robust Data Governance:** Established a data governance framework that helps define clear policies, roles, and responsibilities for managing product data. This included forming a data governance council with cross-functional representation to oversee data standards, data quality rules, and data access controls. The framework ensured accountability, consistency, and adherence to industry best practices across the organization.
- **Strategic Platform Selection:** After a comprehensive evaluation of leading MDM platforms, we selected the right MDM platform for its scalability, flexibility, and integration capabilities. The selected platform provided a centralized hub for managing, enriching, and distributing product data while seamlessly integrating with the client's existing systems and supporting their complex data models.
- **Data Quality Management:** We then implemented a robust data quality management solution, to ensure accuracy, consistency, and completeness of product data. This included data profiling to assess data quality, automated data cleansing and standardization rules, and ongoing monitoring processes. We also established a data stewardship program to continuously improve data quality through manual review and validation processes.
- **Master Data Modeling:** Our team worked closely with the client's subject matter experts to develop a comprehensive master data model for product data. This model incorporated industry standards, business rules, and data governance policies, ensuring a consistent and harmonized representation of product information across the enterprise.
- **Agile Implementation:** We followed an agile implementation approach, delivering value iteratively through regular sprint cycles. This allowed for continuous feedback, rapid adaptation to changing requirements, and early realization of benefits.



BUSINESS BENEFITS

- Single Source of Truth
- Streamlined Workflows
- Increased Agility
- Solid data management foundation



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