

D&A TRANSFORMATION TALES

Drive Data Standardization and Personalized CX with **Data Consulting**



BACKGROUND

The client, a trusted college and career readiness services provider, has been experiencing challenges in managing their data infrastructure due to the absence of standardization, common patterns, and models. Each of their products operated in silos, leading to data replication, which raised concerns about data privacy and security. Furthermore, there was no relationship between their products to identify a specific Master entity and deliver a Learner-specific view across products. The lack of common data management practices has resulted in inadequate data synchronization across their applications. The objectives of this collaborative project were:

- Develop a data management framework to right size and balance the components for realizing the goal of leveraging data as a strategic asset
- Standardize platform technologies leveraged within the data infrastructure
- Standardize formats, storage structures, DB object models & ingestion patterns
- Drive centralized management with decentralized execution



THE SOLUTION

Our data experts began this project by conducting a comprehensive data infrastructure assessment to identify the current state of the client's data management practices, challenges, and pain points. They engaged in the following steps to kickstart the project:

- **Data Inventory and Analysis:** our data experts conducted a thorough data inventory and analysis to understand the client's existing data infrastructure, including the data sources, data models, and data quality issues. This involved reviewing documentation, interviewing stakeholders, and analyzing data samples.
- **Data Gap Analysis:** Based on several analyses done in the initial stages of the project, our engineers conducted a data gap analysis to identify gaps in the client's data infrastructure, such as the absence of data standardization, common patterns, and models, data replication and lack of relationship across products.
- **Data Strategy and Roadmap Development:** After identifying the gaps in the client's data infrastructure, our data experts developed a comprehensive data strategy and roadmap that addressed the identified challenges and outlined a plan for implementing a unified data infrastructure across all products and applications.
- **Data Standardization and Modeling:** Our data experts worked with the client to establish a common data model and standardize data across all products to ensure consistency and accuracy
- **Data Integration:** Then they implemented a data integration solution to eliminate data silos and replication, creating a centralized data repository that can consolidate data from all products and make it accessible to users and applications.
- **Master Data Management (MDM):** Then followed by the implementation of an MDM solution to identify and manage the Master entity and ensure data consistency across products.
- **Data Governance:** Then we established a data governance framework to ensure that data is managed effectively and consistently across the organization.



BUSINESS BENEFITS

- More accurate and consistent data, enabling the organization to make better-informed decisions
- A centralized data repository for reduced data replication and zero data silos
- Increased Data Security and Privacy
- A unified data infrastructure with a Learner-specific view enabled personalized services
- Low operational costs associated with data management



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