

D&A TRANSFORMATION TALES

From Data Chaos to Data Excellence Building an MDM Strategy for an Analytics Firm



BACKGROUND

The client is a leader in data science and self-service analytics, providing a platform that enables users to discover, prepare, analyze, and share data-driven insights at scale. Despite their expertise in data and analytics, the client faced significant challenges related to enterprise data management. The key data management challenges faced by the client included:

- **Absence of Data Standardization:** Each business unit worked in silos, leading to a lack of common data patterns and canonical models across the organization.
- **Point-to-Point Integration:** Data integrations were predominantly point-to-point, focusing on specific goals rather than a comprehensive, enterprise-wide approach.
- **Lack of Unique Identifiers:** There were no unique or surrogate keys implemented across applications to identify and correlate master data entities consistently.
- **Inadequate Data Synchronization:** Due to the absence of a common data management platform, data synchronization across applications was inadequate, leading to inconsistencies.



THE SOLUTION

To address the client's data management challenges and provide a comprehensive solution, our team of MDM experts initiated a structured approach. We began by conducting a thorough assessment of the client's existing data infrastructure, integration processes, and business requirements. This assessment helped us understand the current state of their data management practices and identify key areas for improvement.

With a deep understanding of the client's challenges and requirements, our team proceeded to develop a comprehensive MDM roadmap. This roadmap outlined the step-by-step implementation of the proposed solutions, encompassing data ingestion, canonical model development, metadata management, and the establishment of robust data governance processes.

Here is a rundown of operations and deployments we performed during the project:

- **Data Ingestion and Storage:** Data from various sources was ingested using the Dell Boomi Data Integration platform and stored in Google Cloud Storage for centralized access.
- **Canonical Data Model:** Instead of application-specific, locally-defined data models, a well-designed, enterprise-wide canonical data model was recommended to establish common data standards and structures.
- **Metadata Management:** A common standard for data structures and their associated metadata was recommended to ensure high availability and consistency across the organization.

- **MDM Maturity Assessment:** The organization's maturity level was evaluated across key MDM areas, including data management strategy, data governance, data operations, data quality, and platform architecture.



TECHNOLOGY SNAPSHOT

- Dell Boomi Data Integration Platform
- Google Cloud Storage
- MDM Maturity Assessment Framework



BUSINESS BENEFITS

- Improved data quality
- Reduced data duplication
- Seamless data synchronization
- Informed decision-making abilities
- Data integrity and Compliance to international and federal data privacy norms



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