Analytics - Master Data Management (MDM) Foundation

Course Number: WA1727

Duration: 2 days

Course Description

You have heard it said: “It’s all about the data,” and indeed, data represents one of the most valuable assets that your enterprise possesses is your data. For many organizations, data serves as the cornerstone of their intellectual property. The trouble is that for many enterprises, their data is spread across multiple disparate data stores, complete with inconsistent data structures, non-standard naming

- Master Data Management Concepts
- Master Data Management 101
- The Master Data Value Proposition
- Real World Case Study Analysis
- Opportunities and Risks
- MDM Infrastructure and Tools
- Key Success Factors
- MDM Adoption
- The Master Data Model
- The Importance of Metadata
- Designing Your Data Model
- Warehousing Master Data
- MDM Patterns

- MDM Anti-patterns

Who Can Benefit

Information Technology Architects, Developers, Business Analysts, and Managers

Prerequisites

A basic understanding of data models and information management is expected. Previous experience with database design concepts is helpful, but not required.

Course Details

Outline

Chapter 1 - Introduction to Master Data Management

- Defining Master Data
- Qualities of Master Data
- Master Data Management (MDM)
- Common Causes for Unmanaged Data
- MDM Domains
- Industry Standard Domains
- Using Master Data
- Common Implementation Styles
- Consolidation Implementation Style
- Registry or Federation Implementation Style
- Coexistence Implementation Style
- Transactional Hub Implementation Style
- Summary

Chapter 2 - MDM Value Proposition

- Business Benefits of MDM
- Benefits of Accurate Data
- Cost Saving and Efficiency
- Better Regulation Compliance
- Better Time to Market
- Mergers and Acquisitions
- Summary

Chapter 3 - Real Life Case Studies

- Better Reporting at Nationwide
- Cost Cutting at Shell Oil
- Single Customer View for Canon Europe
- Brinker Gets a New Menu
- Summary

Chapter 4 - MDM Risks

- Risk Categories
- Technical Risk - Data Model Standardization
- Technical Risk - Tools and Infrastructure
- Technical Risk - Data Architecture
- Technical Risk - Ignoring the Role of Business Processes
- Technical Risk - Testing and Validation
- The Carbon Interfaces
- Human Risk - Change Management
- Human Risk - Communication
- Human Risk - Unrealistic Expectations
- Human Risk - Funding
- Summary

Chapter 5 - Crafting an MDM Business Case

- Building the Case for MDM
- Identify the Business Drivers
- Explore the Potential that MDM Has to Offer
- Aligning Drivers and Value
- Crafting the Business Case
- Other Information
- Summary

Chapter 6 - Key Success Factors

- Business Stakeholder Involvement
- Data Model Design

- MDM Governance is Essential
- Incremental Adoption
- Summary

Chapter 7 - Introduction to Metadata Management

- What is Metadata?
- How is Metadata Defined?
- Metadata and MDM
- Basic Concepts
- Value Domain
- Metadata and Data Governance
- Summary

Chapter 8 - Data Modeling in MDM

- Introduction to Data Modeling
- Conceptual Data Model
- Logical Data Model
- Physical or Persistent Data Model
- Persistent Data Model in MDM
- What Goes in MDM?
- Relationship Modeling in MDM
- Additional Modeling Activities
- A few Best Practices
- Summary

Chapter 9 - Governance and Maturity Model

- Introduction to Governance
- Governance in IT
- Data Governance
- MDM Business Processes
- Metrics
- MDM Maturity Model
- Initial Level
- Reactive Level
- Managed Level

- Proactive Level
- Strategic Performance Level
- Summary

Chapter 10 - Adoption Road Map

- Incremental Development
- Typical Adoption Process
- MDM Adoption Phase 1
- MDM Adoption Phase 2
- MDM Adoption Phase 3
- MDM Implementation Activities
- Establish Business Goals
- Gap Analysis and Project Scope Definition
- Requirements Analysis and Business Process Design
- Identifying Master Data
- Document Governance Policies
- Define the Metadata
- Perform Master Object Analysis and Modeling
- Implement the MDM Architecture
- Implement Data Services
- Migrate Legacy Application
- Summary

Appendix A – MDM Glossary Appendix B – MDM Roadmap