Effective Data Governance Strategy with MDM
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For every enterprise, Master data is at the heart of its business. It provides the translating mechanism enabling effective business interaction across internal units, external partners and customers. Despite this value, master data is rarely managed as a business asset. The need for MDM and data governance comes up in enterprises operating in cross lines of Business, cross channel service, cross functional work, cross application view, and mergers & acquisitions. MDM orchestrates people, process and technology to apply control over the quality of “master” data across an ecosystem.

Impact of Data Governance

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<tr>
<th>Speed up innovation with trusted data</th>
<th>Get products to market faster</th>
<th>Improved Planning and Forecasting Reports</th>
<th>Accelerate cloud data modernization &amp; initiatives</th>
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<tr>
<td>Accelerate research, testing and trials by ensuring that researchers have one place to go to find and understand data. Protect privacy and build trust by controlling access to sensitive information.</td>
<td>Leverage AI and ML capabilities for data governance, data quality and privacy to mitigate risk. Drive consensus on how research data results and more should be understood and used.</td>
<td>Govern master data quality around product classification, attribution to improve supply chain planning and forecasting</td>
<td>Get visibility into migration impacts and see where data is being used with an enterprise- wide catalog. Save money and time by moving clean and accurate data to the cloud. Automate processes to drive literacy, control access and maintain compliance.</td>
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<th>Use data to accelerate research</th>
<th>Increase data literacy</th>
<th>Maintain GxP Compliance</th>
<th>Support data transparency</th>
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<td>Give researchers a shared understanding of how COVID-19 and other disease data is created, sourced and used. Maintain data lineage to speed issue resolution and allow researchers to focus on saving lives.</td>
<td>Increase your organization’s data literacy by giving context and meaning to complex clinical, administrative, and financial data. Manage terminologies and ontologies to bring understanding to your analytics.</td>
<td>Get GxP compliance to ensure that food, medical devices, drugs and other products are safe and effective with end-to-end data governance, lineage, catalog and data quality capabilities.</td>
<td>EDG helps users find and access high-quality data with full business context, to accelerate analysis and decision making.</td>
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<th>Improve trust in how data is used</th>
<th>Drive data integrity and accountability</th>
<th>Deliver personalized Customer care</th>
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<td>Provide critical clinical context and data providence. Automate the creation of data quality rules to provide the transparency that is crucial to drive data reuse.</td>
<td>Leverage predictive data quality to meet all of your regulatory reporting standards and audit requirements.</td>
<td>Deliver precision care and better decision making by giving researchers and staff access to the right trusted data. Protect PHI to foster deeper patient relationships and uphold privacy.</td>
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Key Tenets of Data Governance

Data Governance is key for Digital Transformation

Data Governance Organization

Data Security & Compliance

Data Integration

Data Warehouse/Business Intelligence

Data Lakes/Al/ML

Third Party

IOT Webstreams

M&A

Enterprise Data Governance

Master Data Management

Data Quality Management

Meta Data Management

Data Cataloging & Data Lineage

Unstructured Data Management

Data Governance Organization

Customer Hub

Product Hub

Supplier Hub

Finance Hub

Customer Experience Planning...

Transform Customer Experience, Supply Chain Modernization, Ecommerce Transformation, Finance and Employee Experience

Digital Transformation

Business Intelligence

Data Visualization

Intelligent Automation

AI Factory

Advanced Analytics

Non-Enterprise/Un-Structured Data

Enterprise Data

Data Engineering

Data Cataloging

Transactional

Data Cleansing

Multi-Domain MDM

Customer Hub

Product Hub

Supplier Hub

Finance Hub

Establish Data Governance Organization

Enterprise Applications

(Cloud Transformation - ERP, SCM, HCM, CX Cloud)

Current

3rd Party, Web

BI

ERPs

(SAP, Oracle EBS, JDE, Infor...)

BI

CRM

Customer Experience

Planning

BI

...
Master Data is the Center of All Enterprise Business Processes

**Master Data Management Architecture**

Centralized Master Data Hub Platform (Product, Customer, Supplier, Finance, Locations...)

- **Business Unit**
  - SFDC/CRM/CPQ
  - Corporate Planning
  - ERPs (EBS, JDE, PeopleSoft, ERP Cloud...)

- **Geography**
  - www.webportals.com

- **Service Line**
  - Compliance and Registrations
  - OTM/GTM

- **Applications**
  - Corp-DW
  - Global Digital Transformation Needs
    - Data Lakes
    - Analytics
    - ML, AI
    - IoT

**IDEATE-TO-COMMERCIALIZE**
- INNOVATE
- DEVELOP
- COMMERCIALIZE

**SOURCE-TO-SETTLE**
- SOURCE
- CONTRACT
- PURCHASE
- SETTLE

**PLAN-TO-PRODUCE**
- PLAN
- MAKE
- OPTIMIZE

**ORDER-TO-CASH**
- COLLECT
- ORCHESTRATE
- PROMISE
- CAPTURE

**RECORD-TO-REPORT**
- RECONCILE
- CLOSE
- CONSOLIDATE
- REPORT
MDM Solution for the Enterprise

Enterprise Master Data
- Enterprise Data Management Cloud
  - Financial Master Data
  - Reference Data
  - Data Maps
  - Product Hierarchy
  - Customer Hierarchy
  - Supplier Hierarchy
  - Site Hierarchy

Customer Master Data
- Customer Data Management Cloud

Supplier Master Data
- Supplier Qualification Management Cloud

Product Master Data
- Product Master Data Management Cloud

ERP Cloud
- Financial Management
  - General Ledger
  - Accounts Payable
  - Asset Management
  - Payment & Collections
  - Accounts Receivable
  - Cash & Expense Management

EPM Cloud
- Planning & Budgeting Cloud
- Financial Close & Consolidation
- Enterprise Performance Reporting
- Enterprise Planning Cloud
- Profitability & Cost Management
- Account Reconciliation Cloud
- Tax Reporting Cloud

Analytics Warehouse
- Master data from MDM Hubs
- Transaction data from ERP Cloud
- Finance data from EPM Cloud
- Dashboard and KPIs

Supply Chain Planning & Logistics
- Demand Management
- Supply Planning
- Global Order Promising
- Sales and Operation Planning
- Transportation Mgmt.
- Global Trade Mgmt.
- Warehouse Mgmt.

Approach Enterprise Cloud Transformation with MDM

Phase 1
- Enterprise Data Management
- Product Data Hub
- Customer Master Management
- Supplier Management

Phase 2
- Finance (GL, AP, AR, Cash Mgmt.)
- Procurement Planning and Budgeting (EPM)

Phase 3
- SCM
- Order Management Pricing
- Manufacturing

Phase 4
- Supply Chain Planning
- Demand Management
- Supply Planning
- S&OP; Collaboration & Visibility

Intelligent B2B Connected SC
- Process Automation
- Internet of Things (IoT)

New Revenue Models

Assessment & Scoping
- Data warehouse
- Analytics
- AI / ML
Birlasoft Data and Analytics Practice Overview
Driving towards a smarter & intelligent eco-system

15+ years in business transformational solutions
500+ Completed Projects including several Fortune 500 companies
2000+ Dedicated Consultants
80+ Assets (Platforms, Solutions, Tools and Frameworks)

Data Platform Modernization
- Assist organizations to look at digital transformation as a holistic business enabler with Data, Analytics and AI driving the decision making

Data Engineering & Management
- Enable collection, storage, processing and dissemination of data across business units and for enterprise digital transformation needs

Visualization & Analytics
- Use of advanced visualization framework for better insights compared to traditional reporting

Data Science & AI
- Value added service to derive business outcome-based models to help organizations in revenue and spending optimization

MDM & Data Governance
- Establish data governance by enabling master data management solution for - product, customer, supplier finance data

Data Management for ERPs
- Optimizing data conversion and migration activity from multiple ERPs to single consolidated ERP, Enable Operational reporting

Birlasoft Accelerators and Solutions

Common Solutions & Accelerators
Master Data Model Library
Data Quality Extraction & Profiling Tool
Product Data Web Harvesting
Item description and attribute generation

Item Classification Rules & Library
JDE Data Extraction Processor
Language Translator
EDQ to JIRA Integrator

Address validation Web Services
Item Data Accelerator
DQ Repeatable Conversion Accelerator
SAP Specific Business Rules Accelerator

EDQ – Reference Data Manager
SAP Enrichment Rules Reporter

Life Sciences
- UDI/Global Product Registration
- Product Compliance and Roll up Solution

Hitech
- XaaS Offer Lifecycle Management

Manufacturing and CPG
- PIXL
- Products Publish to Ecommerce

Contact us at contactus@birlasoft.com
Birlasoft Helped Customer Gain Business Value Through Data

- **20%** Improvement in sales operations via cross sell
- **8%** Productivity Gain in supplier management
- **6%** Productivity Gain in credit management
- **5x** Reduction in onboarding process from three weeks to three days
- **6%** Cost Avoidance from duplicate inventory
- **8%** Reduction in operational cost
- **1.7x** NPI Improvements in right first time launches
- **4x** Reduction in time & effort to introduce and maintain master data
- **1.3x** Faster Consolidation for M&A

To know more about the **Effective Data Governance Strategy with MDM** please reach out to us at contactus@birlasoft.com