

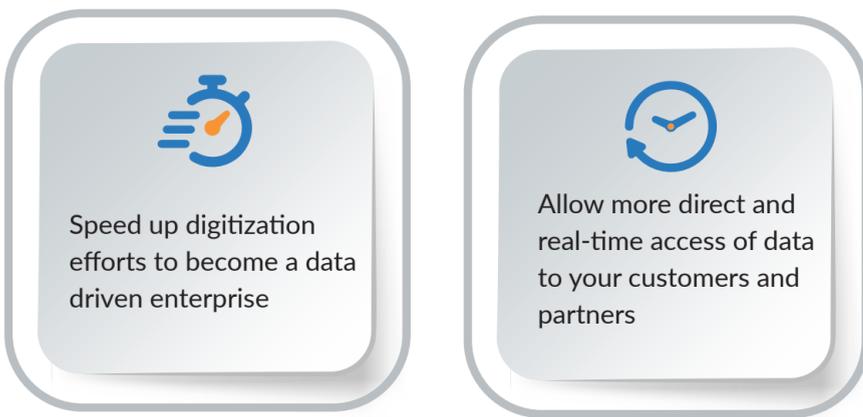
# Master Data Management (MDM)

## The Second Wave

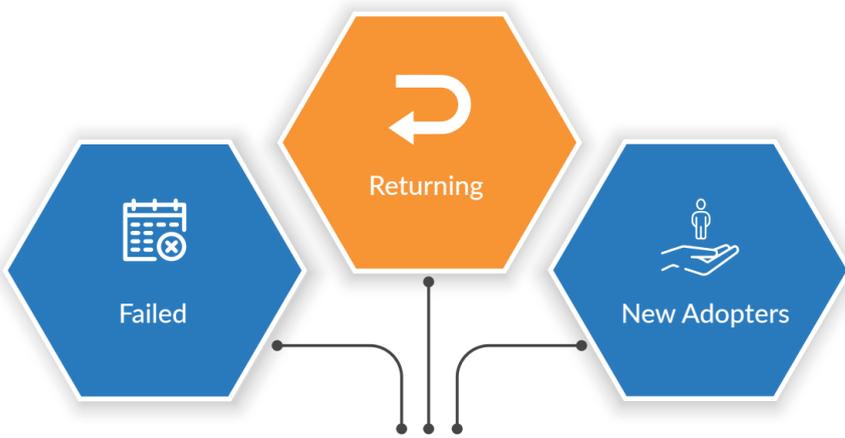


The first wave of Master Data Management (MDM) started in the early 2000s. Early adopters from a few industries, which included Banking, Insurance, CPG, and Retail, started implementing MDM for customers, products, and a few other master data domains. After 20 years, the second wave of interest in MDM is here.

Make MDM a part of the data strategy to **resolve data inconsistencies** across multiple systems and establish a **single version of the truth**.



### The second wave of adopters



## Lessons from the first wave Important tips for implementing MDM

**MDM projects need to be tied to business outcomes**

IT cannot implement MDM and hope that the business will come on board later. To be successful, tie MDM projects to business to solve business problems, and have clear business ownership, involvement, and defined outcomes from the very beginning.

**Multi-phased MDM projects for successful outcomes**

Adopt an agile approach to MDM projects so that they deliver business values even faster. Every phase should be short and should deliver measurable business outcomes.

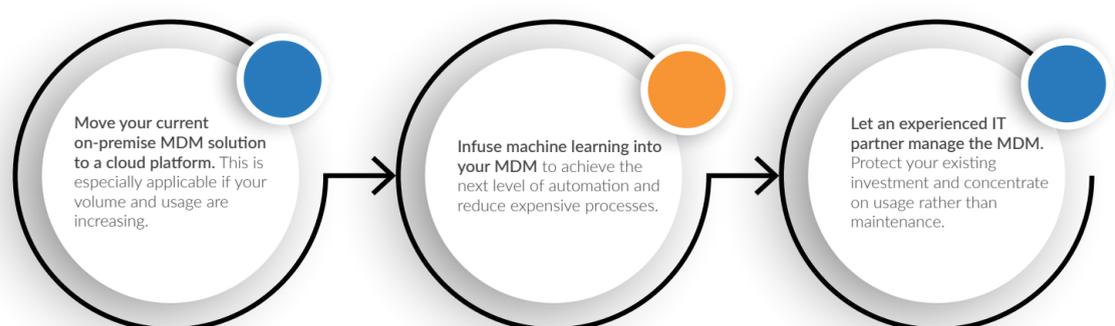
**Understand what is Master Data**

Adding data that is not considered master data (e.g., transaction data) into MDM to achieve a 360-degree view cannot result in a trusted master. MDM is not a single system to deliver all the data you need for a 360-degree view but a key contributor linking up with data from various systems.

**Data Governance**

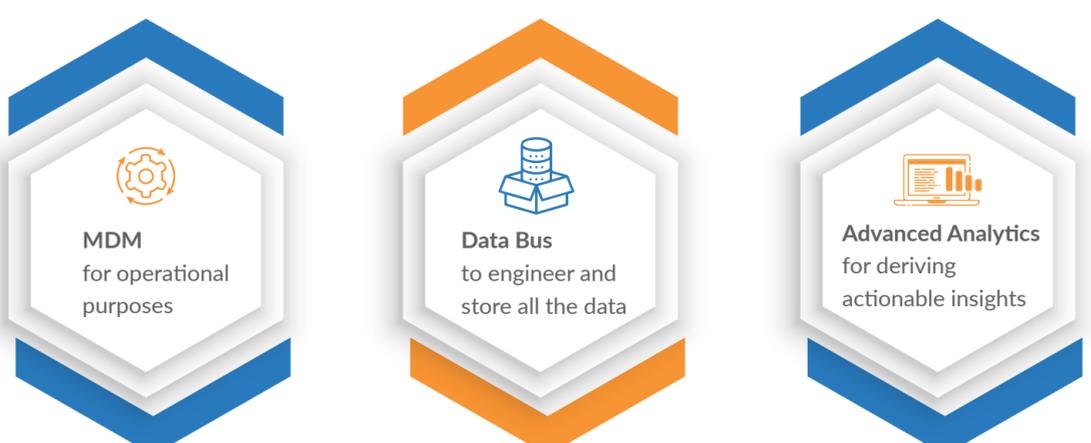
MDM will flush out the duplicates, but not all of them will be automatically resolved. Enterprises need to figure out who, where, and when to resolve them, and it is not the IT department.

### A few alternatives to consider before replacing the current MDM solution



### Mastech InfoTrellis Enterprise Intelligence Hub (EIH)

All-in-one platform that combines MDM with Data Bus and Advanced Analytics capabilities



Learn at velocity and scale with EIH.  
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