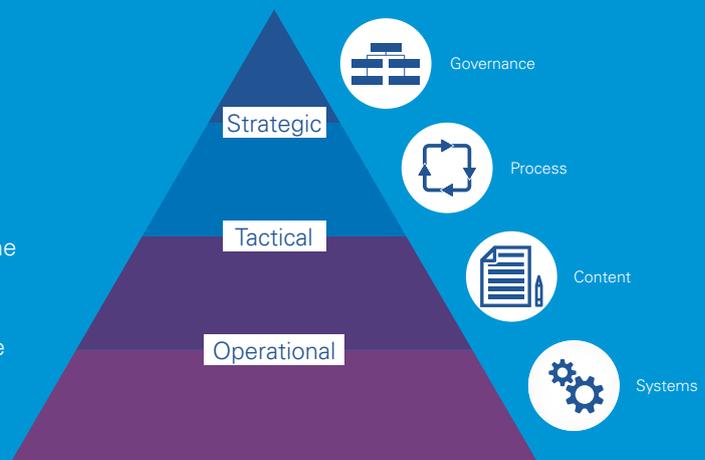


Master Data Management

Enterprise Applications

Operational inefficiencies, unreliable reporting, customer dissatisfaction or compliance issues force organizations to constantly rework their data. KPMG has developed a comprehensive MDM framework and methodology to effectively support clients in assessing their current MDM capabilities and maturity, and assist organization transformation in the quest to achieve “first-time-right” data. The framework, methodology and respective tools are modular and can be individually applied to realize the operational benefits of reliable data governance and data-based business intelligence.



Potential client issues

- Inconsistency of data over multiple systems generating process rework and constant reconciliation tasks.
- Inconsistent or unclear data ownership leading to inaccuracy in reporting.
- Incapacity to implement or use data standards, leading to increased total costs of ownership.
- Negative customer experience impact due to incorrect or duplicated information being communicated.
- Compliance risks and issues due to lack of centralized governance.

How can we help?



Why KPMG?

- KPMG can provide deep functional expertise and a broad range of IT skills to deliver MDM services in the following areas: global MDM strategy, governance approach, MDM project management, MDM optimization and MDM maturity assessment.
- KPMG has performed numerous MDM transformation projects and regularly supports clients seeking to optimize their MDM setup.
- Our strategy offerings are based on standardized methodologies and tools that KPMG has developed and successfully implemented worldwide, including the KPMG integrated MDM methodology.

Case study

Client Challenge

A major global corporation seeking to implement strict governance rules was facing the following issues as a part of a global SAP rollout.

- Strategic: ensuring consistent and top-down decision making
- Tactical: definition of MDM standards and guidelines
- Operational: implementation of the MDM objectives

KPMG's approach

- We helped develop a roadmap in order to align the MDM strategy and scope.
- We helped design and implement the interim and strategic MDM organization.
- We helped develop and implement the MDM toolkit: governance and operating model, guiding principles, MDM processes, MDM IT architecture, MDM tooling, support tooling implementation, monitoring and improvement of MD quality.

Client benefit

- Effective and efficient project delivery was ensured through the support of experts in MDM evaluation and transformation, who leveraged an extensive toolkit comprising better-practice tools and templates, leading examples and technique papers.
- Efficient and effective assessment of master data quality was achieved, including an extensive set of analysis rules identifying and advising on hidden IT liabilities such as licensing, third party dependency, IP ownership and control issues.

Service Overview

Maturity Assessment

- Assessment of MDM governance, systems, processes and content maturity
- Assessment of MDM strengths and weaknesses against industry benchmarks

MDM Services

- End-to-end MDM optimization
- MDM business case development
- MDM detailed assessment (baseline assessment and prioritization)
- MDM quality scans

Global MDM Implementation

- Development of MDM strategy, target operating model, roadmap
- Support organization transformation during an IT-enabled program or business unit consolidation

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