

Backgrounder: The Process of Master Data Management

At Leveraging Technology, we think of Master Data Management (MDM) as a process or set of processes. We use a **7-Point MDM Framework** that addresses Vision, Strategy, Governance, Organization, Process, Technology and Metrics – all of which are necessary for MDM to be a successful, integrated part of a company's information strategy. This article highlights the **Process** section of an MDM framework, with an example involving product data within an organization.

A process for governing product data as part of a company's Master Data Management should encompass the following six events in a product's lifecycle:

Author	• 1. Product Development creates a new product.
Store	• 2. Product data is stored in a product repository.
Publish	• 3. Product data is published to the organization and synchronized to other systems.
Enrich	• 4. Product information is enriched through business development and operations (procedures, logistics, instructions, pricing, etc.)
Consume	• 5. Product data is consumed through daily operations and customer service.
Archive	• 6. Product is ultimately retired and information is archived.

We can start with this basic set of data events in which product information is authored, stored, published, enriched, consumed and ultimately archived. While this process flow may seem pretty straightforward, a lack of process governance in these areas can quickly lead to quality issues. Imagine a product development scenario where the product data is loaded to many different systems and soon becomes out of date. The consumer might experience this as disconnects between information posted on the web site versus what customer service says on the phone.

Now consider ...a common problem with product data is the myriad information that develops over time to support the product's use and value, such as: specialized instructions, recall notices, product revisions and improvements, pricing changes. It is very common for this new information to be populated to many different databases and information sources in an incomplete way. Service representatives may not know when they are looking at outdated information and misinforming the customer. Imagine the damage this can quickly do to a company's reputation and sales.

The next step: When applying our MDM Framework in an organization, we focus on these processes for each segment of a client's master data. We look for process ownership and quality gaps and help close those gaps in ways that dramatically improve all aspects of the business.

Contact: Join our [mailing list](#) for future articles on how to help your organization put the right MDM process and framework in place so that the MDM tool you select will provide the business value you require.

About Leveraging Technology

We are a business consulting firm that fully understands how all aspects of the information technology lifecycle can impact business results. We employ a practical approach to transforming the design and architecture of your information technology environment to drive businesses performance.