



# DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

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V O L V O

# DO THIS NOT THAT – THE PATH TOWARDS A “GOLDEN DESTINATION” IN MDM

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# Digital technologies are rebuilding the world

Chatbots Neuralink Driverless Cars Smart Highways

## Artificial Intelligence

ChatGPT 5G/6G AR/VR Mesh Architecture

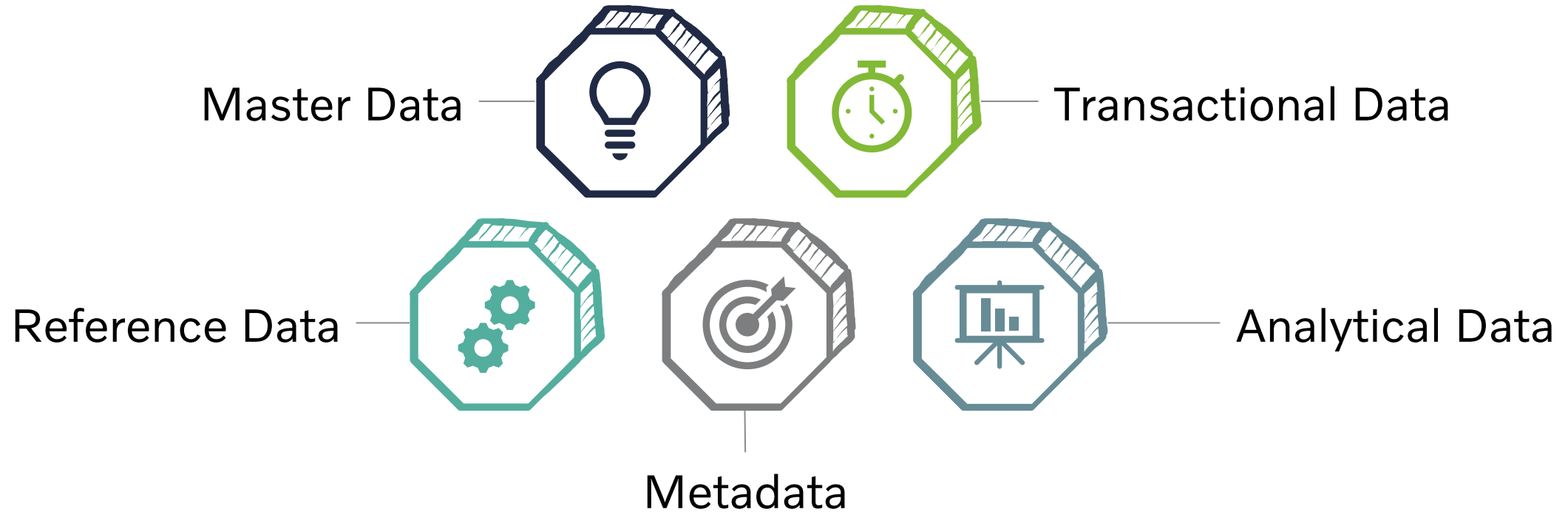
Predictive Maintenance Internet of Things

Lights out manufacturing Smart Robots Remote surveillance Quantum computing

Connected Homes



# And data is a major building block of this transformation



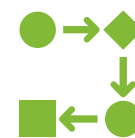
# But there are some fundamental issues



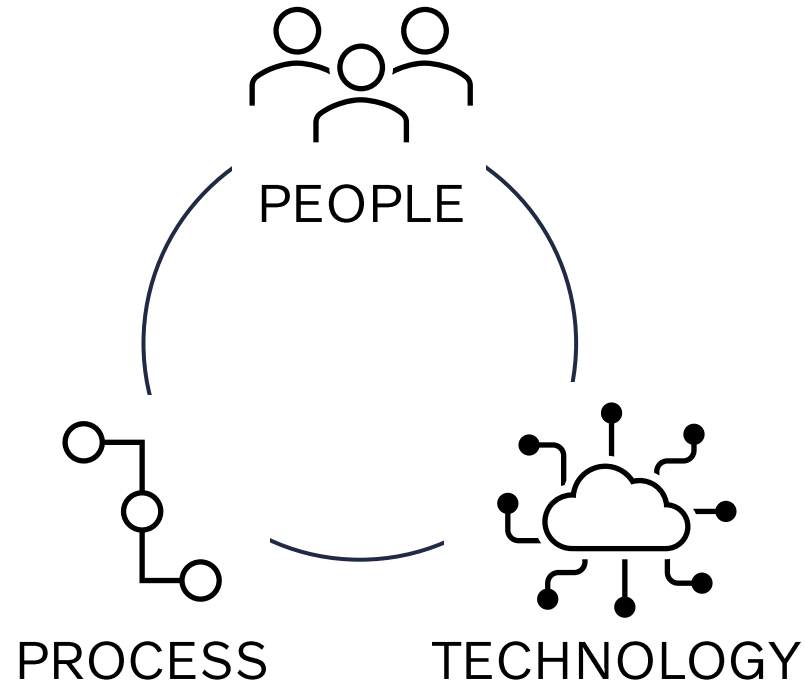
*Lacking single view* of all company-wide Master Data assets



*Duplication of information* across multiple entities and processes



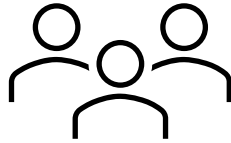
Information is *inconsistent and incomplete* resulting in lack of trust in data



*"All user input is error"*  
– Elon Musk

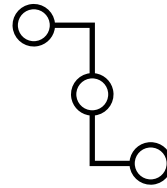
# Key challenges in tackling master data quality issues

Challenges



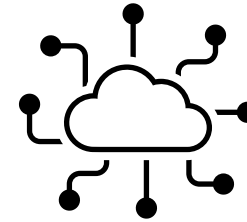
Lack of clear ownership of the data by business

General lack of an understanding of master data



Lack of unified process for master data create, update and delete

Potential gaps in critical information impacting data usage



Missing common data model for master data objects

Key attributes of the mater data object are missing data



# Lack of clear ownership of the data by business

## DO-THIS

- Federate the governance so that each business is accountable
- Establish accountable roles such as Information Owners and Data Stewards
- Take an enterprise-wide perspective on data transformation while defining the data strategy

## NOT-THAT

- Centralize governance so Data Office becomes the bottleneck
- IT team takes responsibility to manage data based on business requirements
- Build data strategy for individual business areas without taking the broader picture into account

# General lack of an understanding of master data

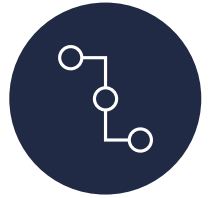


DO-THIS

- Make data literacy a priority from Day 1 as it is key to successful data governance
- Use examples from real business cases to explain master data concepts and its impact on business

NOT-THAT

- Data literacy programs are developed once the tools and governance are implemented
- Define all technical terminologies and make it available for users to consume



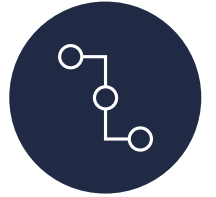
# Lack of unified process for master data CRUD

DO-THIS

- Understand underlying business processes and establish a common agreed process for Create, Update and Delete
- Establish “Golden Records” in the Enterprise MDM layer that feeds all other systems

NOT-THAT

- Different parts of the business can create or make changes to the master data as per need
- Different local master data systems that share data with downstream systems



# Potential gaps in critical information

## DO-THIS

- Identify the critical Master Data elements and perform data quality assessments
- Establish Data Stewardship in business with clear KPIs on data quality improvements
- Harmonize data quality rules across the data lifecycle

## NOT-THAT

- Data quality checks are rarely performed and are often bypassed by users
- Data quality responsibility is at system level i.e. IT managed, often based on firefighting flagged issues
- DQ rules exist in silos often at system level



# Missing common model for master data objects

DO-THIS

- Align enterprise architecture and information architecture so that the former drives the latter and not the other way around
- A flexible common information model for standardization of common data elements across domains

NOT-THAT

- Enterprise architecture focuses on future business needs while information architecture takes a platform centric approach
- Create application specific models without rationalization (e.g. create information models for customer, supplier, dealer separately)



# Data missing in key master data attributes

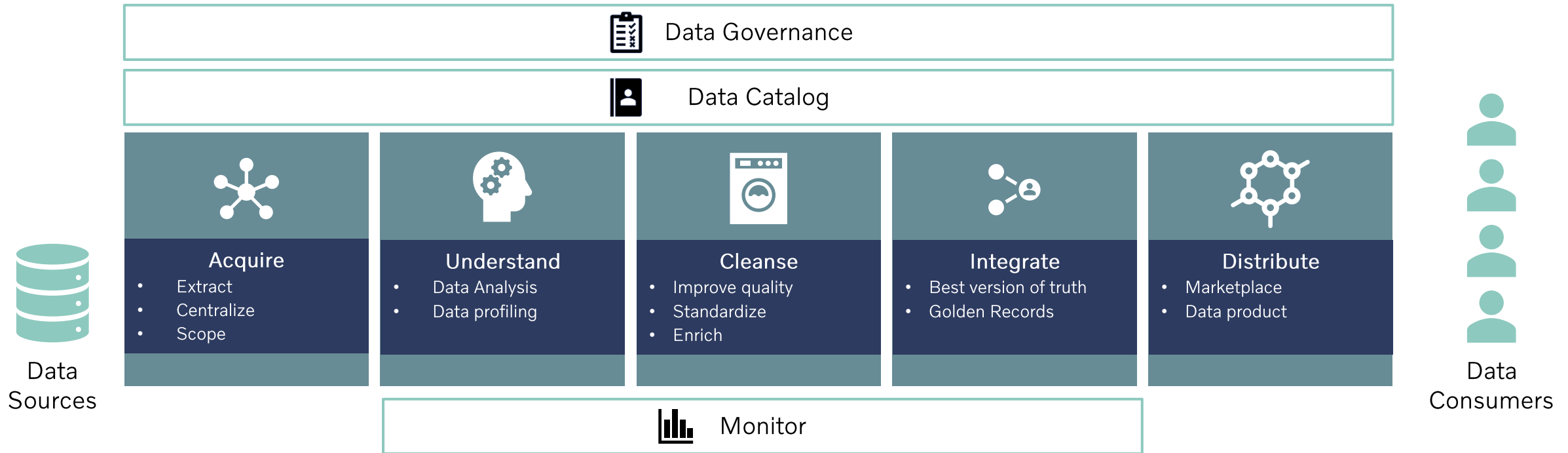
## DO-THIS

- External data utilization for master data enhancement in Enterprise MDM
- Utilize enhanced golden records to enrich underlying source systems
- Match and Merge the duplicate records into “Golden Record” with survivorship rules

## NOT-THAT

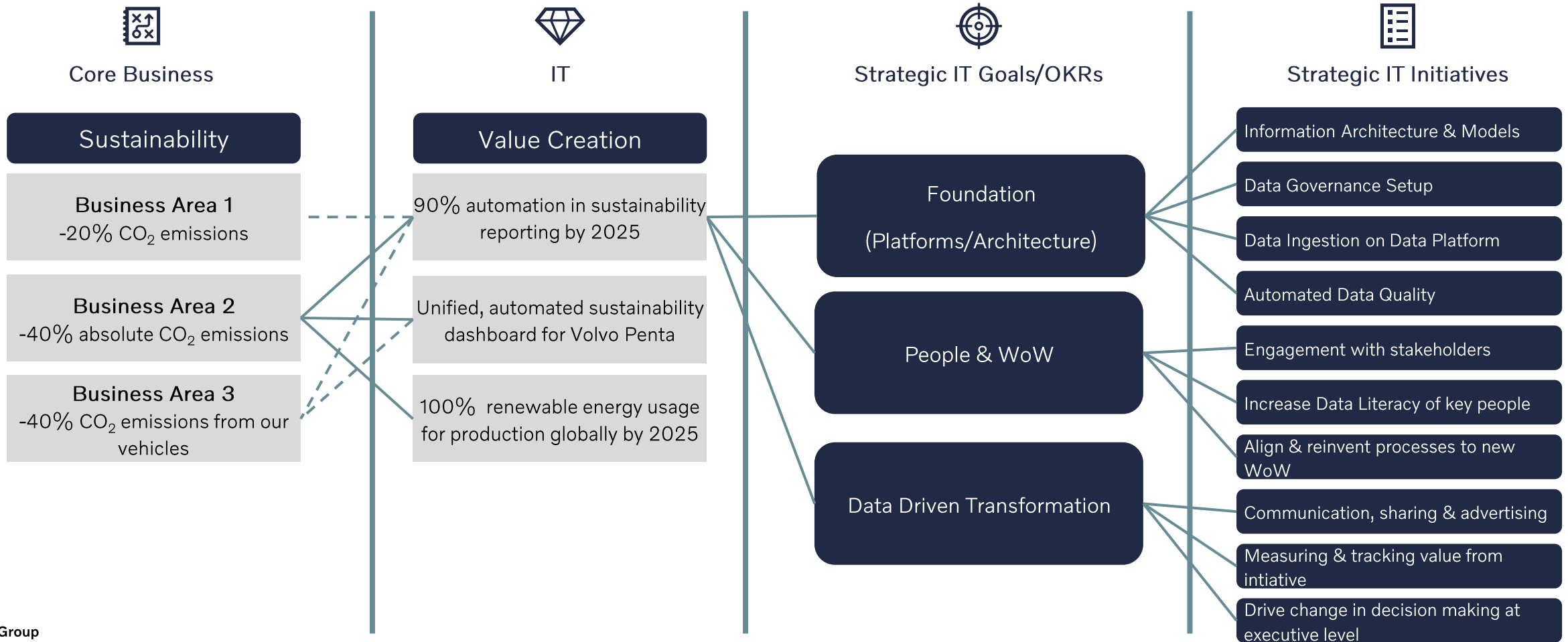
- Focus only on enriching data in local/source systems
- Golden records used for Analytics & BI use-cases (upstream)
- Allow for duplicates to exist and archive based on time/age of the data

# Enterprise MDM data flow to support data consumers



*Delivering “Quality Assured” data to Data Consumers is key to supporting business decisions*

# From Business Goals to Data Management - Example



# Key takeaways

1

Start small and build your MDM strategy driven by business need

2

Strengthen the foundation of MDM through Golden Records

3

Effectively use modern Data Technologies like Data Products and Data Mesh to deliver to Data Consumers





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