



DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

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Demystifying Master Data Management



Sherifat Akintunde-Shitu

**IRM UK Data Governance and
Master Data Management Conference**

11 March 2024

**accenture**

Today we are going to cover

01

Dealing with the
disruption of
GenAI

02

The role of
Master Data
Management

03

How to get
started

About me....

Award-winning data management thought leader with over a decade of experience, specializing in designing and delivering data platforms across diverse industries. I work closely with data leaders, to establish robust data foundations for modern data platforms, ensuring long-term success and value delivery.



Sherifat Akintunde-Shitu
UKI MDM Capability Lead

We are now in the
Generative AI Era

ROLLS-ROYCE
LA ROSE NOIRE
DROPTAIL



Manufacturer - How can we streamline the supply chain process to minimize production delays?

Healthcare provider - How can we enhance **patient** care and satisfaction?

Bank: How can we improve **customer** retention and loyalty by offering personalized financial **products** and services?

Retailer: How can we personalize marketing campaigns to increase **customer** engagement and sales?

Telco: How can we improve our network service availability



Master data : Shared by nature,

Who should be responsible for it?

Whose rules or context should be applied?

What version do we trust?

What is Master Data Management?

Master data management is the processes and techniques you deploy to ensure master data is consistent, available and reliable throughout its life cycle.



Fuel your business with
data you can **trust**

Master Data Management in Action



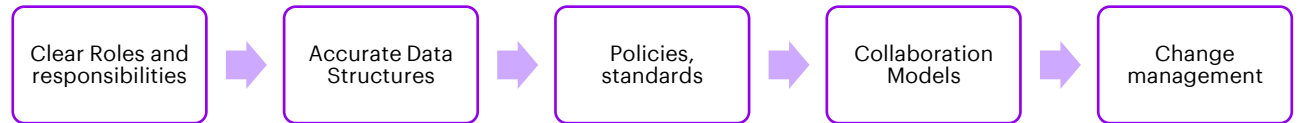
Retail Company

Business Problem:
Inconsistent financial reports



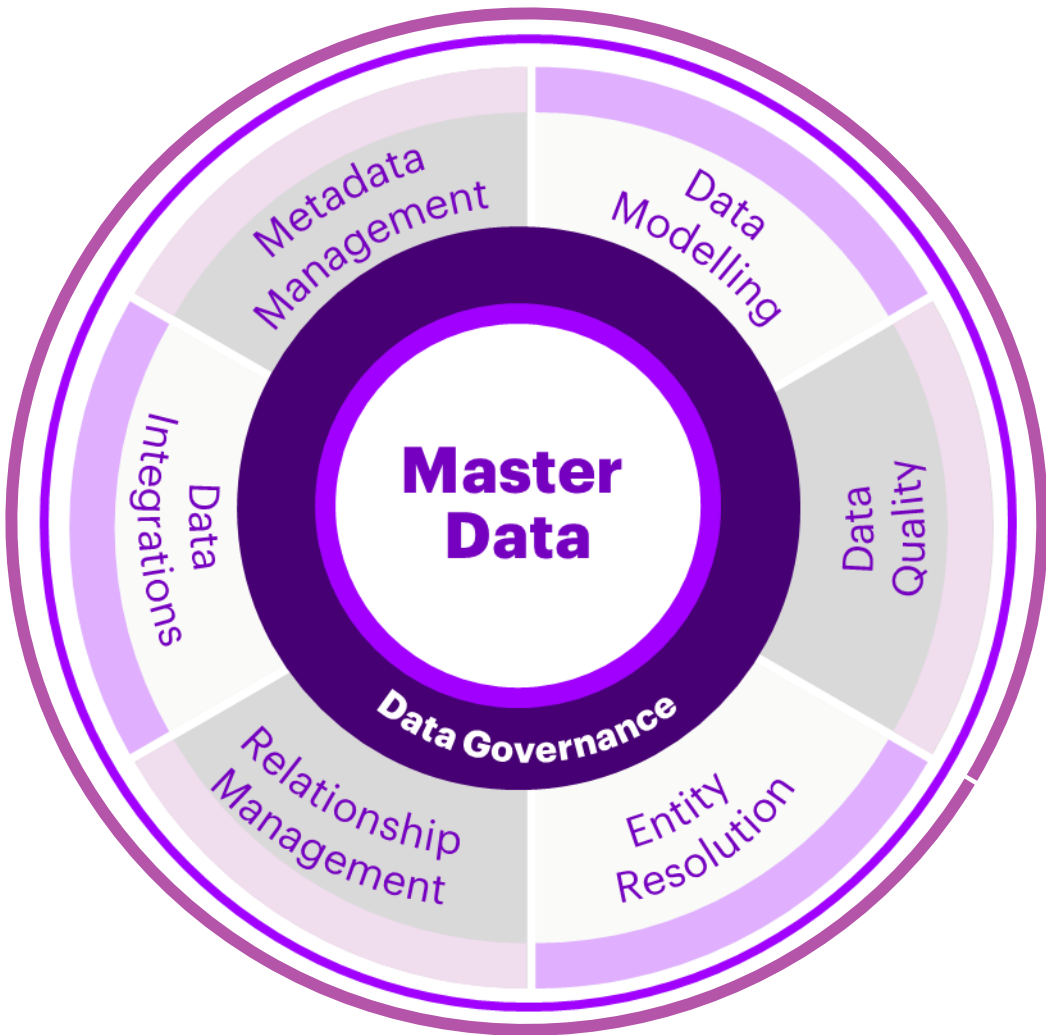
Root cause:
Inconsistent Financial Structure

Solution:



Outcome: Better Financial Performance Reporting

Master Data Management in Action



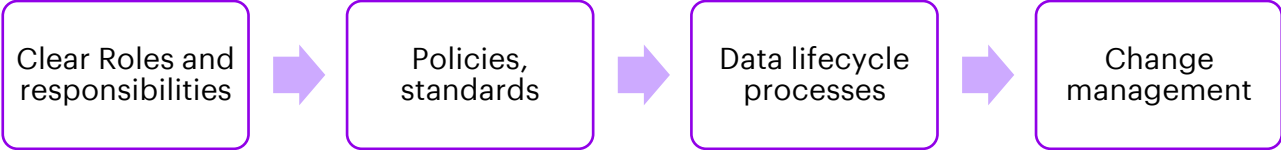
Large Capital Project

Business Problem:
Project Delays and
cost increase



Root cause:
Multiple design
sources

Solution:



Outcome: Significant cost savings, project success

So, where do you start?

Getting Started with Master Data Management



Getting Started with Master Data Management



ASSESS

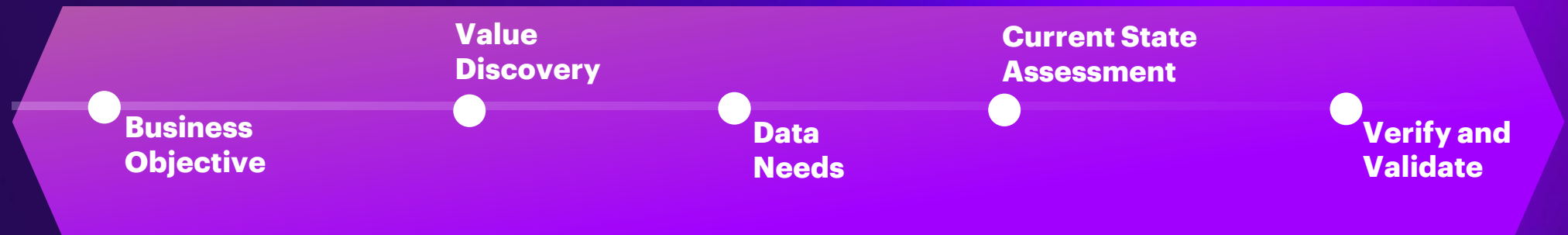
- Define, Identify, Evaluate

STRATEGIZE

- Design, Choose, Plan

EXECUTE

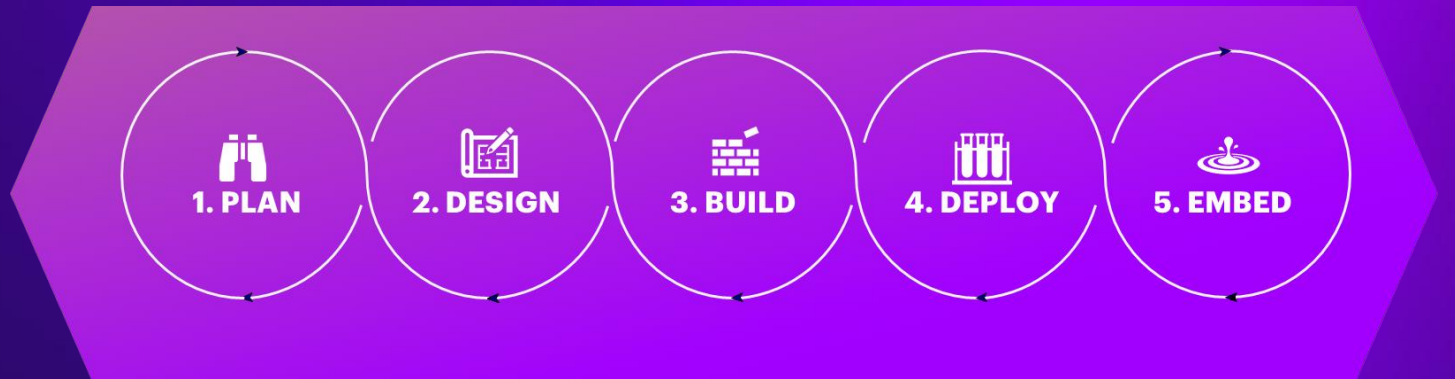
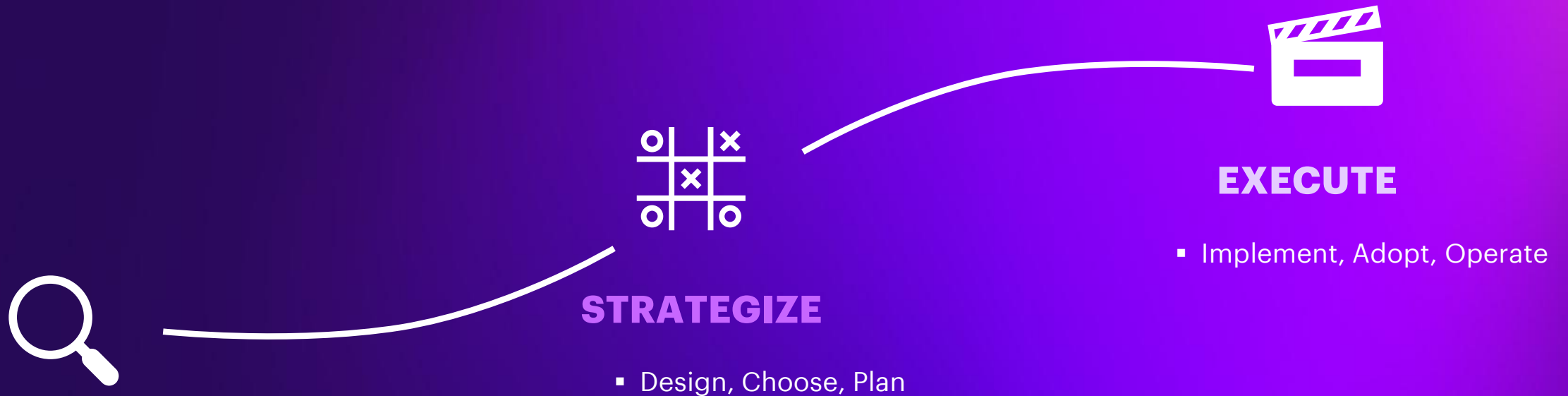
- Implement, Adopt, Operate



Getting Started with Master Data Management



Getting Started with Master Data Management



Rev Up Your MDM Journey: Top Tips for Acceleration!

Engage stakeholders early and often

Focus on **value**

Foster executive sponsorship

Start small and iterate

Establish clear data governance structures

capability-led tool selection

Prioritize change management

Fuel your business with
data you can **trust**

Where to find me



Sherifat Akintunde-Shitu



sherifat.a-shitu@accenture.com



Sherifat Akintunde-Shitu
UKI MDM Capability Lead

Questions?



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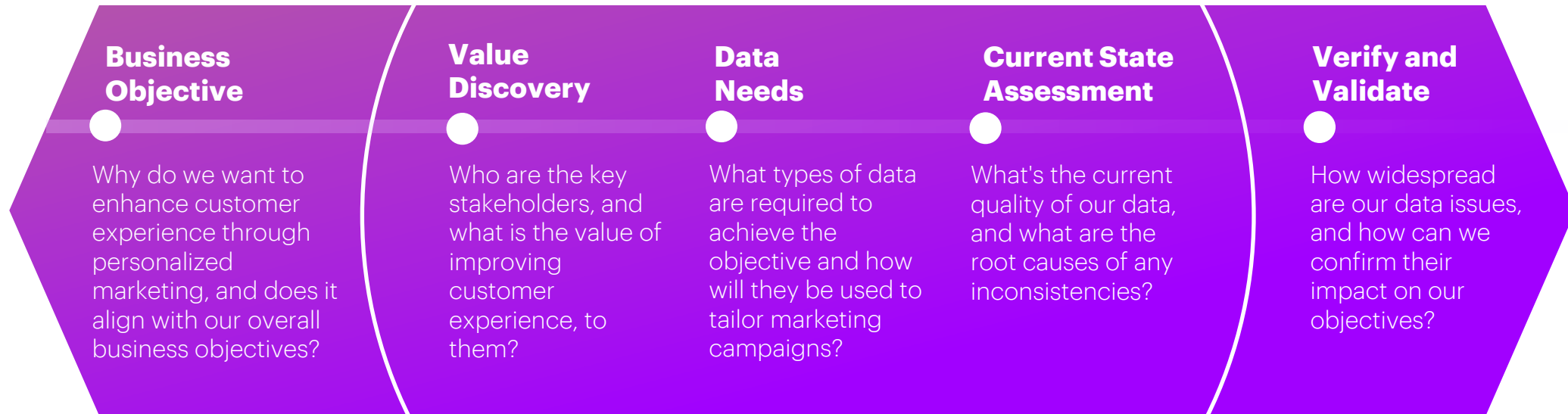
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Getting Started with Master Data Management

Use Case: Improving customer experience with personalized marketing campaigns.



ASSESS



With valuable insights on the current state of our data , you lay the groundwork for developing a robust Master Data Management strategy

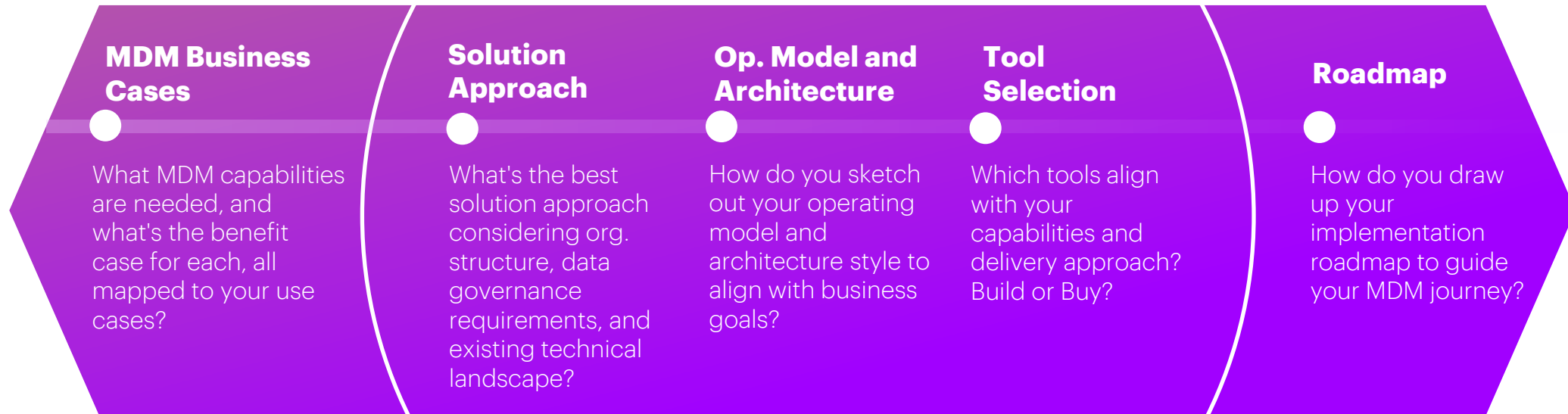


Getting Started with Master Data Management

Use Case: Improving customer experience with personalized marketing campaigns.



STRATEGIZE



Keep your stakeholders engaged as throughout this process

Getting Started with Master Data Management

Typical Master Data Management Tooling Capabilities

Data Quality <ul style="list-style-type: none"> Ensures data accuracy, consistency, and reliability through validation and cleansing. 	<ul style="list-style-type: none"> Can support more than one domain with ability to manage interdomain relationships 	Multi-Domain Support
Entity Resolution <ul style="list-style-type: none"> Establish process of identifying and merging duplicate records or entities within a dataset 	<ul style="list-style-type: none"> Accelerators for typical business domains, customer, product, supplier, location etc.. 	Domain Accelerators
Data Governance <ul style="list-style-type: none"> Establishes rules, policies, and workflows to manage and maintain data quality. 	<ul style="list-style-type: none"> meets performance and scalability requirements 	Performance and Scalability
Metadata Management <ul style="list-style-type: none"> establish control and organization of information about data 	<ul style="list-style-type: none"> Standards for data ingestion & distribution, Import, profile & manage internal/ external data 	Data distribution
Data Modelling <ul style="list-style-type: none"> supports an organization's master data model requirement and complex relations 	<ul style="list-style-type: none"> Hybrid/ multi-cloud enabled . Can build & run-on own cloud platform 	Cloud / Multi-Cloud Support
Hierarchy Management <ul style="list-style-type: none"> Manage complex hierarchies and relationships 	<ul style="list-style-type: none"> Leverages ML or Gen AI to augment manual MDM processes 	Augmented MDM



Extend

VS



Build

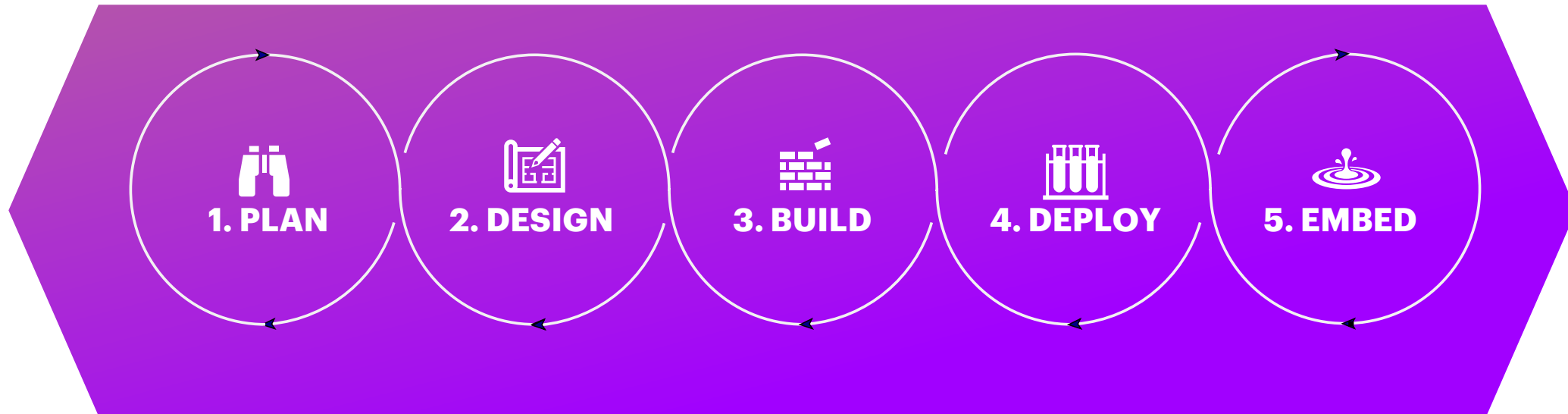
VS



Buy

Getting Started with Master Data Management

Use Case: Improving customer experience with personalized marketing campaigns.



EXECUTE

MDM implementation is not just a technical implementation , it is change in process for creating, reading, updating and deleting master data

