



DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

****Please score and comment on this session and speaker
in the event mobile app****



Draw – Tomorrow afternoon



ENTER TO WIN!

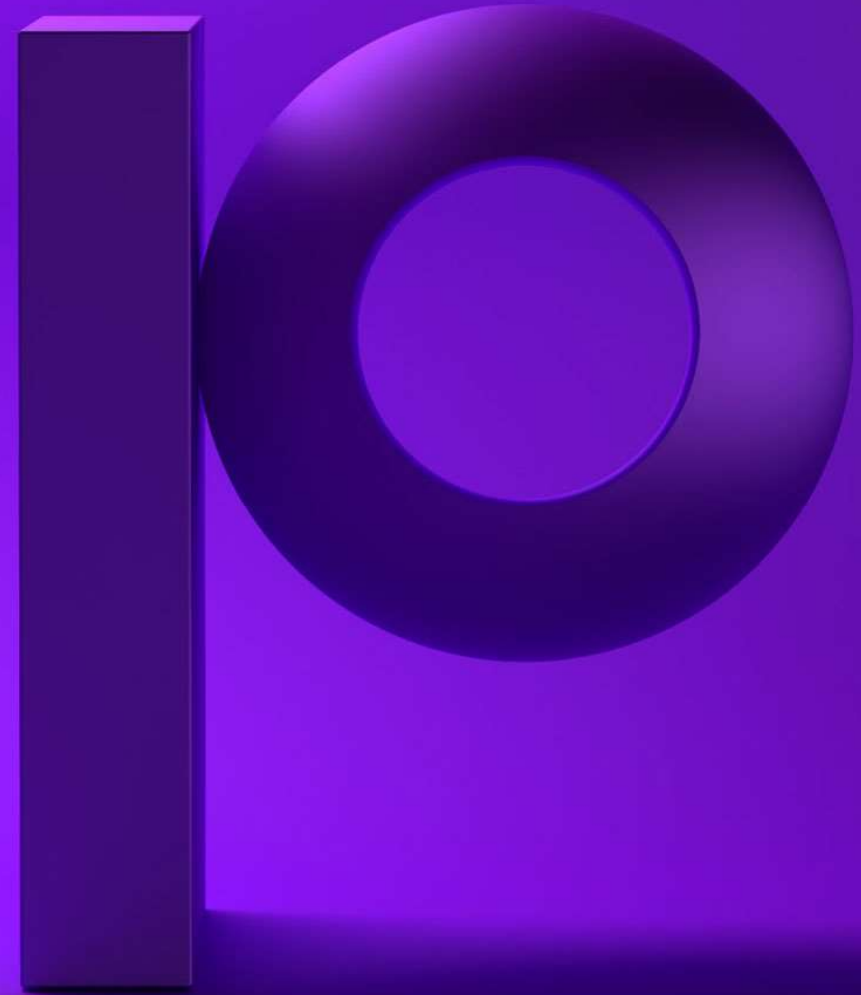
Fender LEGO Guitar and Headset

Get your badge scanned for a chance to win a Fender Lego Guitar and a headset For listening to your favorite music.

precisely

Augmenting Master Data with Data Integrity

Justin Thomas | Director, EMEA and APAC



Exploding need for trusted data

Data is the fuel for decision-making today



83% of CEOs want their organization to be more data-driven

IDC



Digital transformation investments to top \$6.8 trillion globally by 2023

IDC



Global data infrastructure spending expected to reach \$200 billion this year

Gartner



68% of Fortune 1000 businesses now have CDOs – up 6x in the last decade

Forbes

There's still work to do

We surveyed 300+ C-Level Data Executives in the Americas, EMEA and Asia Pacific

73%

say a lack of technology or services to facilitate data integration is creating challenges for their teams

82%

say data quality concerns represent a barrier to their digital transformation projects

80%

find it challenging to ensure data is enriched at scale consistently

82%

say deploying accessible location data across their enterprises is challenging

Why do digital transformation initiatives fail?

83%

of organizations will be cloud-first by 2025

4 OUT OF 5

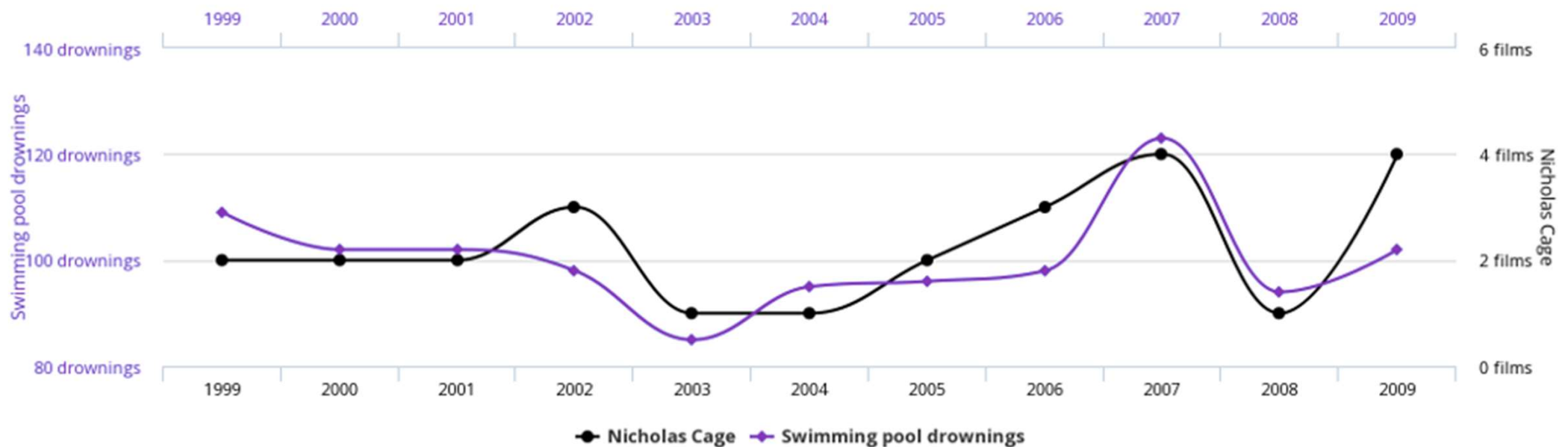
CEOs are concerned about the integrity of the data they base decisions on

Source: Gartner & Forbes

- Digital Transformation is no longer about digitizing information
- Digitization is still an indispensable part, but it's now a means to an end
- 10 years ago, the Digital Transformation focus was **Control**
- Today, the focus is **Control** and **Context**
- The Data Integrity Suite positions customers to do both

Without context, data can mean anything...

Number of people who drowned by falling into a pool
correlates with
Films Nicolas Cage appeared in



tylervigen.com

Prioritising business needs

77%

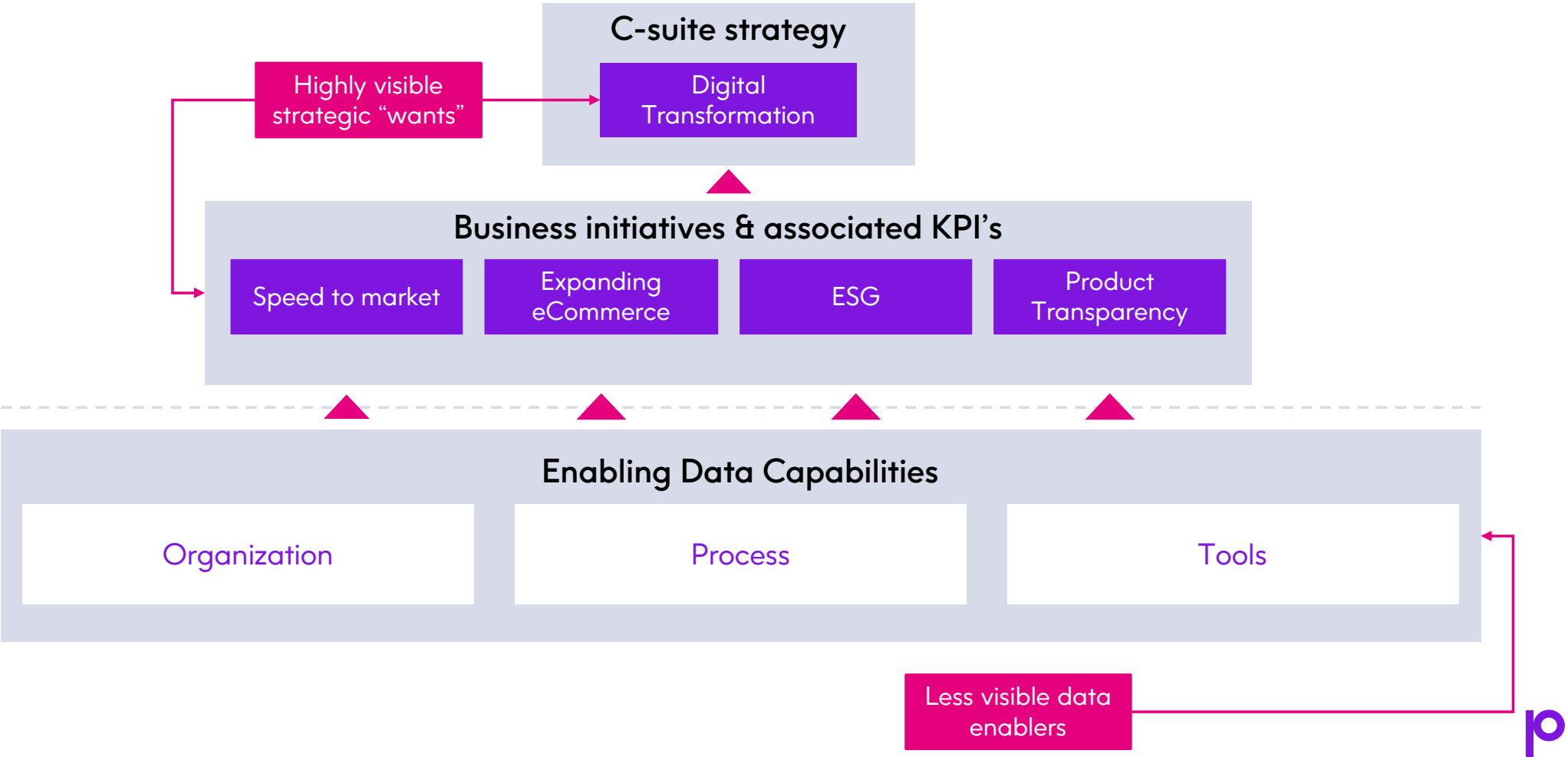
report data-driven decision-making as the top priority for data programs

QUESTION:

What are your organization's goals for data programs?



Link to value drivers makes the program relevant



Link goals and metrics to value drivers

GOALS		
Speed to market	eComm: ↑ Click rates, ↓ Abandonment	ESG
METRICS/KPIs		
€ Per Product Growth € Per Customer Growth	Click Rate Conversion (Cart to Order)	OTIF; Order Cycle Time
DATA		
<ul style="list-style-type: none">• Active products• Orders• Customer Ship-to• New Supplier items	<ul style="list-style-type: none">• Items added to cart• Items in cart ordered• Items in cart deleted• Cart fully abandoned	<ul style="list-style-type: none">• Orders• Inventory on hand• Inventory in transit• Carrier availability

The background is a dark purple gradient. Scattered across it are several 3D-rendered geometric shapes: a horizontal rectangular block in the top left, a sphere in the top center, a sphere in the top right, a vertical rectangular block in the middle right, a sphere in the middle center, a sphere in the bottom left, and a square in the bottom center. All shapes have soft shadows and highlights, giving them a three-dimensional appearance.

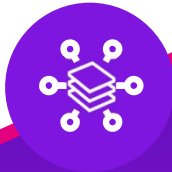
**Accelerating
successful
outcomes**

Evolve MDM approach with organizational maturity

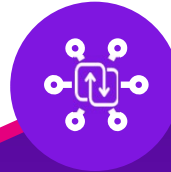
Registry



Consolidation



Co-Existence



Centralised



Registry style

What it Is

- Store an index of source data in repositories.
- Link data from multiple sources using virtual link relationships.

Registry



Low complexity, matching data across systems to create a registry of links

Consolidation style

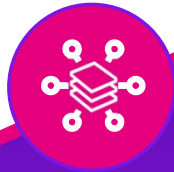
- Match and consolidate source data using built-in match and merge engine.
- Use workflows to conduct stewardship and enrichment processes.
- + Survivorship Required
- + Syndicate data to downstream apps directly from hub.

Registry



Low complexity, matching data across systems to create a registry of links

Consolidation



Golden record gives a single place to manage and enrich customer data for downstream systems

Co-Existence

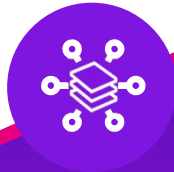
- Build upon consolidation with workflows to write data back to source systems
- Often more of a data governance approach vs technology requirement
- Data ownership critical
- + Writing back to source systems

Registry



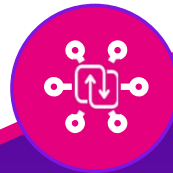
Low complexity, matching data across systems to create a registry of links

Consolidation



Golden record gives a single place to manage and enrich customer data for downstream systems

Co-Existence



Writing back to sources systems keeps all in sync with golden record

Centralised style

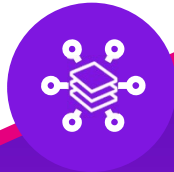
- Author and master data directly in the hub using a flexible data model and intuitive UI.
- Optimise validation and stewardship processes using workflows.
- Distribute certified/golden data to all applications via an open, extensible integration framework.

Registry



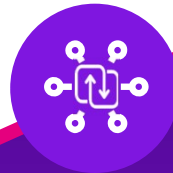
Low complexity, matching data across systems to create a registry of links

Consolidation



Golden record gives a single place to manage and enrich customer data for downstream systems

Co-Existence



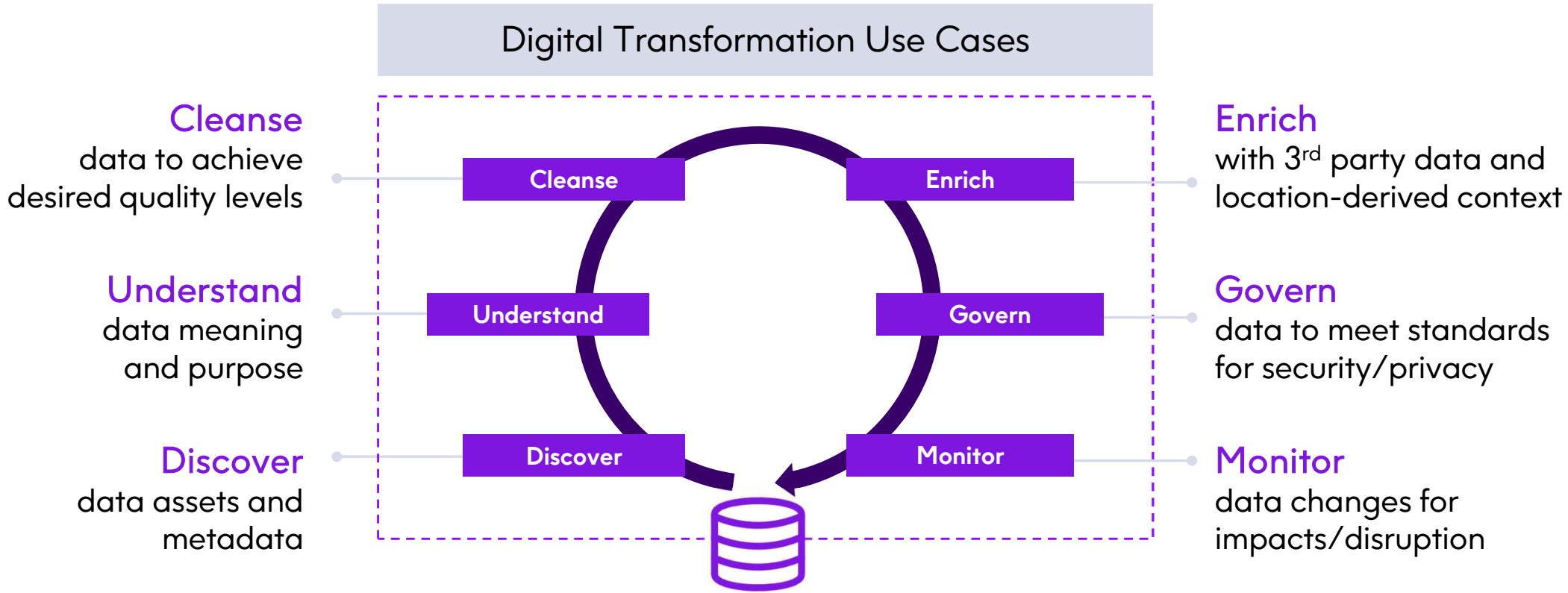
Writing back to sources systems keeps all in sync with golden record

Centralised



Maximum governance of data creation process

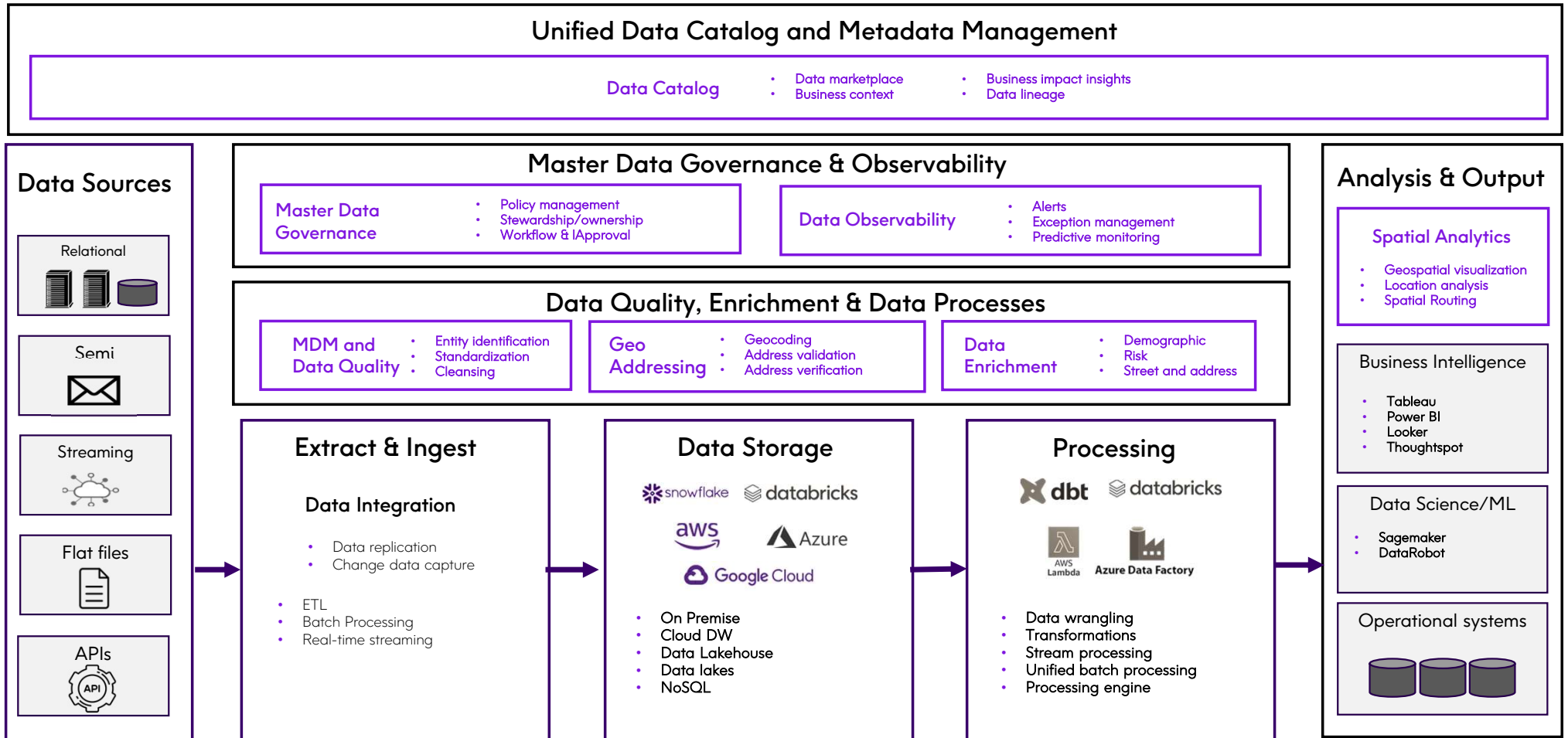
Automating the data delivery lifecycle



The background is a dark purple gradient. Scattered across it are several 3D-rendered geometric shapes: a horizontal rectangular prism at the top left, a sphere to its right, a vertical rectangular prism on the right side, a sphere below it, a sphere at the bottom left, and a horizontal rectangular prism to its right. The shapes are rendered with soft shadows and highlights, giving them a three-dimensional appearance.

How can Precisely
support you ?

Data integrity within the modern data architecture



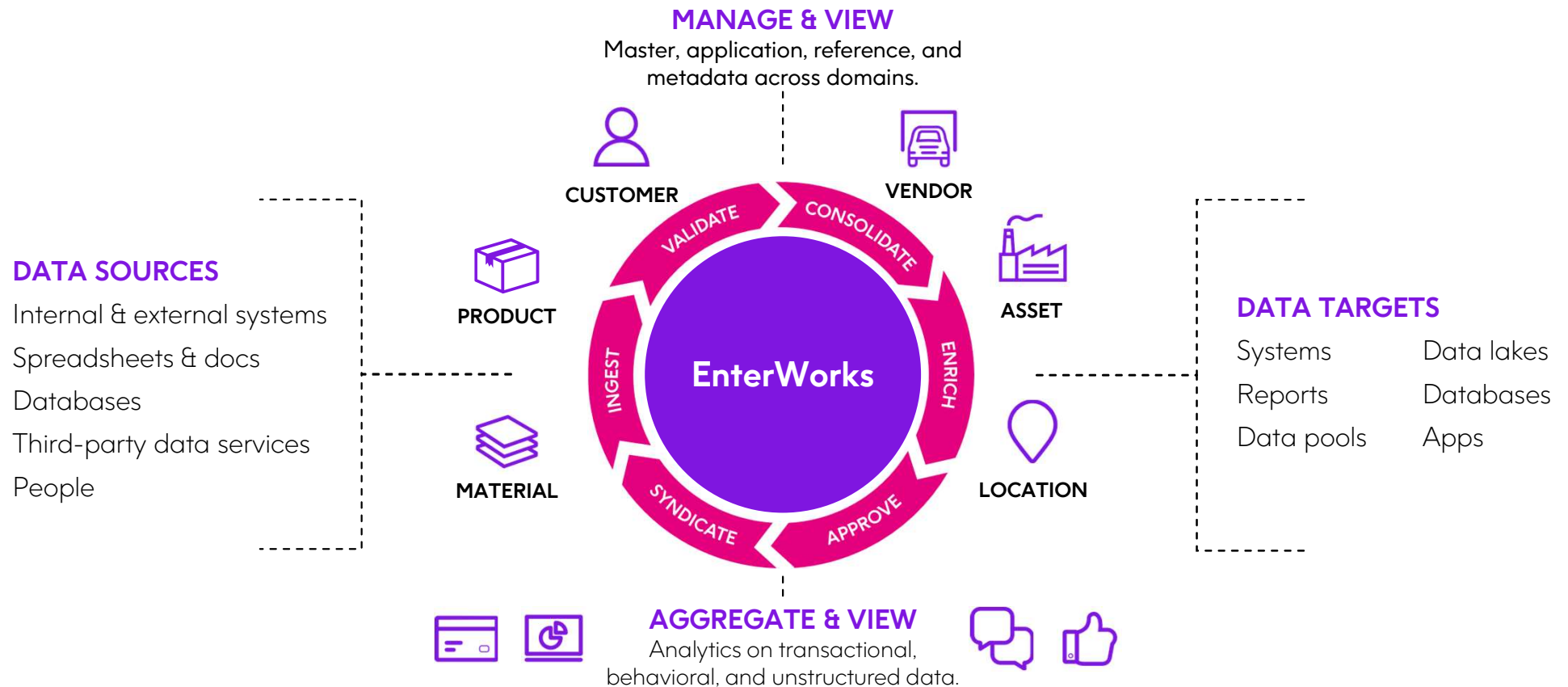
The Data Integrity Journey

Our capabilities delivering the Precisely Data Integrity Journey contain everything you need to deliver accurate, consistent, contextual data to your business - wherever and whenever it's needed.



A hub for better business, not just better data

Handle multiple domains on a single instance





Fender

- Master Data Management
- Product Information Management

CHALLENGE

An outdated product information database with several limitations resulted in a lack of consistent and high-quality data. A single source of truth was needed to capture all products across channels that other vendors could also leverage.

SOLUTION

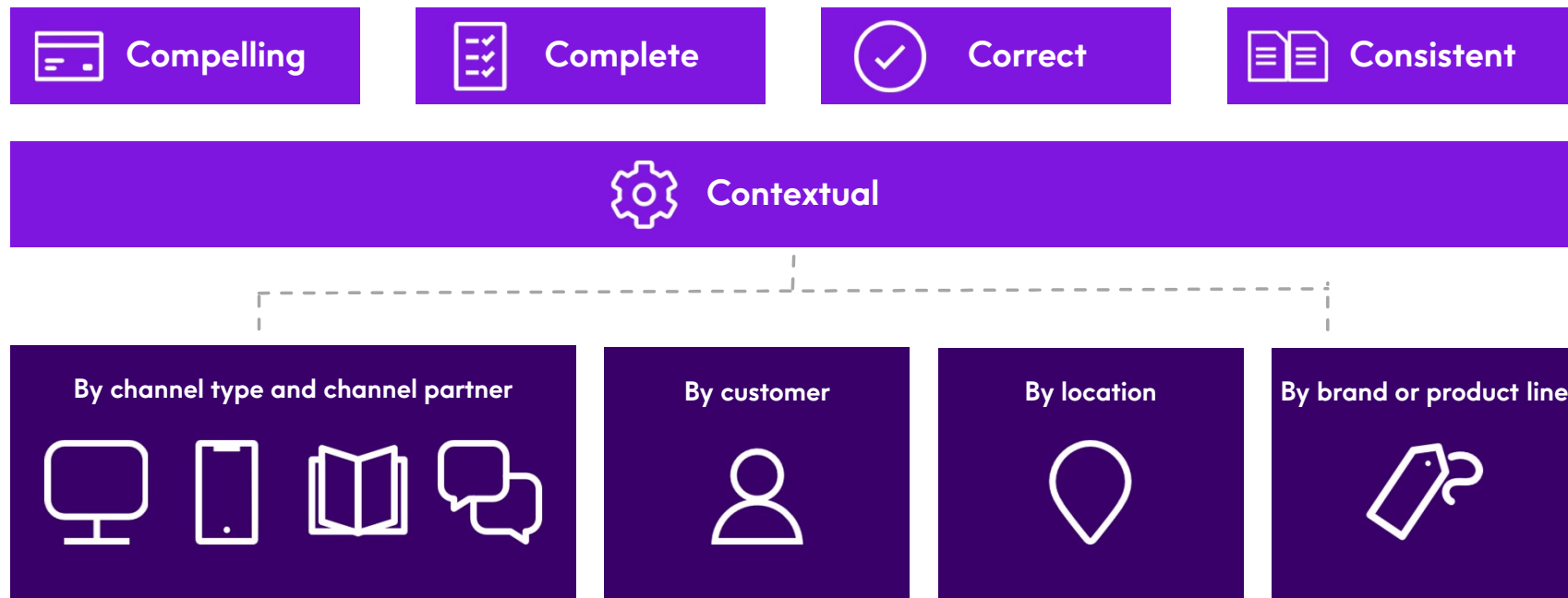
Implemented Precisely's product information management (PIM) solution to provide a "single view" for managing core product data, imagery, service/warranty documents, product display rules, product release packages, price lists, and product compliance information, and syndicated this content to global B2B and B2C e-commerce platforms.

RESULTS

Within 30 days, there was cloud deployment and a global rollout in over 20 countries. The new workflow manages over 100,000 digital assets and created a new customer-centric approach while maintaining multiple system integrations such as Salesforce Commerce / Demandware.

Enable and deliver great data experiences

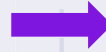
Across domains, channels and teams



Takeaways

Keys to digital transformation success

What business value do we want to drive?



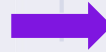
Get specific about the business goals that data drives

What data is critical to be trusted & usable for those goals?



Focus on the critical subset of data that is most important to business goals

Do we have a framework to ensure success?



Establish a framework inclusive of people, process, and technology



Next steps!



Request a demo
or live trial



Dive into more content on
today's topics



Schedule a conversation
with Precisely experts



Let us know what you
thought of this session

Learn more at precisely.com/mdm





DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

****Please score and comment on this session and speaker
in the event mobile app****

