

ACHIEVING TRUE CUSTOMER CENTRICITY

THROUGH

MASTER DATA MANAGEMENT



WHAT DRIVES BUSINESS NEED FOR DATA?

MARKET FORCES

Falling share prices, digital disruption, emerging economies
Listen to the Data

THE INTERNET OF THINGS

The internet of things is set to hit 50 billion by 2020
Data Increases

MORE COMPETITION

Value from data
Agile start-ups increase using data to leverage success

CUSTOMER INFORMATION

86%
Marketers say they could generate more revenue if they had better customer information

SOCIAL MEDIA

Building and Destroying Business Reputations

DATA IS EXPLODING ACTIONABLE INFORMATION MAKES BUSINESSES MORE COMPETITIVE

BUSINESS STATUS

89% of companies see data as a key opportunity for competitive growth and that managing that data consistently is vital

Only 3% of companies consider themselves to have a fully deployed and relatively mature data management solution

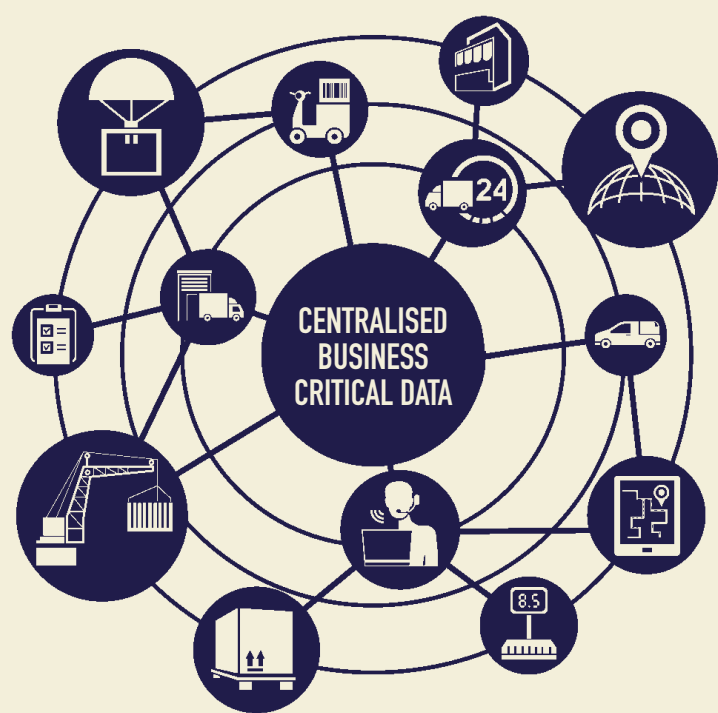
57% of Organisations manage big data today in some manner

BUT

47% say that while they have 3 domains requiring an MDM strategy

Only 9% are using a solution that manages 2 or more domains

WHAT IS MASTER DATA MANAGEMENT?



BENEFITS

Data Audit: Remove duplicate, inaccurate data, assess missing data

= Start saving time

Centralised Data Processing

= ££

Less labour intensive data management requirements

= ££

Faster and data based decisions

= Achieve more with less

Master Data Management (MDM) provides a single point of reference to business essential data through the application of process, governance, standards and policy across all business functions and geography.

BIG DATA STRESS?

MDM = SIMPLIFICATION AND TRUST WORTHY, RELIABLE DATA

SOLUTION

CONSOLIDATING THE PRINCIPLES OF MDM AND AGILITY INTO A GREATER INFORMATION STRATEGY

- 1

BUSINESS DATA
- 2

DATA SCIENCE
- 3

DIFFERENTIATE
- 4

DATA GOVERNANCE
- 5

TEMPLATES AND AUTOMATION
- 6

LEAN PROCUREMENT
- 7

RETURN ON INVESTMENT



Agile Digital Transformation

