xDM Rapid Delivery Blueprint

Semarchy is passionate about the success of our customers and is continuously evaluating opportunities to ensure you have the best possible experience using xDM. One of the most critical stages of your Semarchy journey is onboarding, where you design, build and deploy xDM for the first time. To help you have a successful implementation and maximize the value of xDM right from the start, Semarchy has developed a comprehensive plan known as Delivery Assurance. This document contains all of the best practices that make up Delivery Assurance and provides a step by step toolkit to guide you through the onboarding process. Along with leveraging the Rapid Delivery Blueprint to help you have a successful implementation, the Semarchy team will be with you throughout the onboarding process providing Expert Services at key milestones to help you achieve your goals and have a great xDM experience from the start.

The Rapid Delivery Blueprint is divided into eight sections and each one outlines the key steps needed to optimize your xDM onboarding experience. This document follows that format and provides the details needed to successfully complete each step. If you have any questions at any time please contact technicalservices@semarchy.com and our team will be ready to assist you.

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Stakeholder Personas

Organization	Stakeholder	Description
Semarchy	**Solutions Architect**	A member of Semarchy's Technical Service and the primary technical liaison for the client and partner during their initial implementation.
	Client Success Manager	A member of Semarchy's Client Success Team and dedicated to the client as a long-term representative to ensure they get the most from their investment.
Client	**Business Sponsor(s)**	The senior evangelist of Semarchy xDM within the client organization. Typically this person will have the final material sign-off of the Semarchy xDM project.
	Business Representative(s)	Typically an MDM project is representative of an existing data domain within an organization. Examples would be customer and product. These representatives are intimately familiar with the as-is client business processes.
	Data Steward(s)	Business users who will curate data within the Semarchy application once development is complete. Oftentimes these people are the same as Client Business Representatives.
	Client Infrastructure Resource(s)	The client resource responsible for provisioning and maintaining the on-premise or cloud infrastructure.
Client or Partner	**Project Manager**	A resource that leads the team, monitors project progress, sets deadlines, and solves issues as they arise. This resource can be provided by either the client or partner.
	Development Resource(s)	The primary resources for developing the Semarchy xDM project to meet the client's requirements.
	ETL Developer	A resource that builds and maintains ETL pipelines in and outbound from Semarchy xDM. Depending on the team size, these might also be xDM Development Resources.
Other	**Third Party Application Developer**	Semarchy often interacts with external applications either directly by API or indirectly via ETL. In these cases, input fom a application representative is needed.

Section 1: Project Discovery and Planning
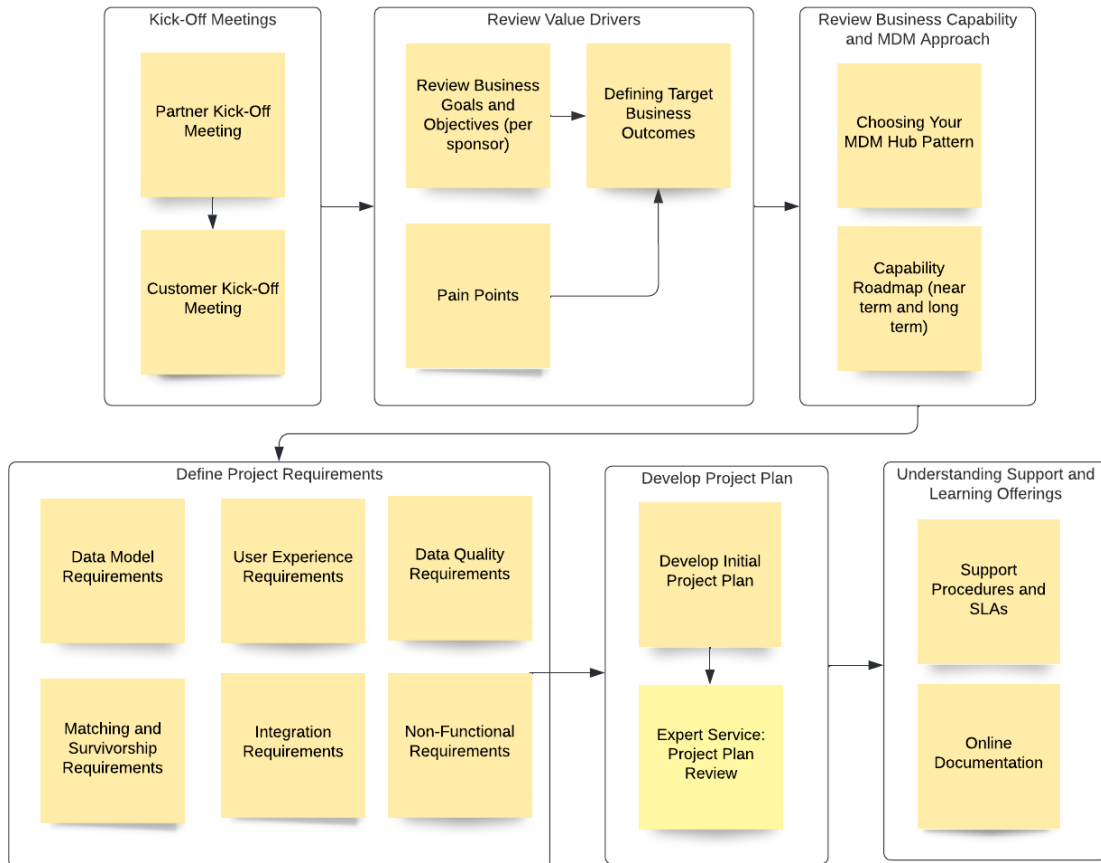
Project planning is a critical phase of the onboarding process and allows the customer, their implementation partner and Semarchy to understand and assess the customer's objectives, goals and capabilities and use that information to establish measurable outcomes that will guide their xDM implementation.

1.   Partner Kick-Off Meeting

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Semarchy Solutions Architect Partner	Ensure that the partner is aware of customer license agreement details regarding what was purchased.	Alignment between Semarchy and partner on customer deliverables, project scope and	Partner SOW Partner Kick-Off Meeting Presentation

		timeline.	
Development Resource(s)	Semarchy needs to be aware of how the partner SOW has been created, project start date and estimated completion date.	Partner status report schedule.	

2. Customer Kick-Off Meeting

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Semarchy Solutions Architect Client Business Sponsor(s) Project Manager Client or Partner Development Resource(s)	Discuss customer objectives, pain points and goals, etc. along with high level scope and set up recurring calls between Semarchy and customer.	Aligns customer expectations with project scope and serves as the official kick-off of the project. Reocurring status call schedule.	Customer Kick-Off Meeting Presentation

3. Review Objectives and Pain Points

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business Sponsor(s) Project Manager Client or Partner Development Resource(s)	Understand the problems/issues the customer is trying to solve for.	Clear objectives that can be applied as measurable outcomes.	Documented objectives and pain points the business is trying to solve for. Appendix A: XDM Objectives and Outcomes Example

4.   Define Target Business Outcomes

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business Sponsor(s) Project Manager Client or Partner Development Resource(s)	Using the objectives identified in the previous step, define goals that can be achieved as part of the initial implementation. Make sure long term goals are captured as well so that they are considered during the design of the solution architecture.	Defined, measurable objectives. Business, data quality and data governance rules documented.	Documented target outcomes from this xDM project. Appendix A: XDM Objectives and Outcomes Example

5.   Define the MDM Hub

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Define MDM hub pattern based on customer requirements and capabilities. Identify upstream and downstream data sources and whether it will be a real-time or batch integration.	A defined xDM Hub Pattern as well its sources and syncs. This will supply both matching and ETL requirements.	Partner Statement of Work Back to Basics: Deciphering the MDM Hub Patterns Appendix B: XDM Hub Pattern Definition Example

6.   Develop Initial Capability Roadmap

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business Sponsor(s) Client or Partner Development Resource(s)	Chart the customer's long term strategy for leveraging MDM.	Defined multi-year MDM roadmap that illustrates customer's MDM growth plans.	Documented Roadmap

7.   Define xDM Requirements

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)

Client or Partner Development Resource(s)	Define all functional and non-functional requirements to meet the project objectives. Requirements should cover: user interface, enrichment, data quality, matching & survivorship,	All project requirements have been defined. The project plan can now be built.	Appendix C: XDM Project Requirements Example

8. Develop Initial Project Plan

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Project Manager	Define project scope, deliverables, milestones and timelines.	Semarchy and Customer have visibility into Partner's plan design and can gauge progress off of established timelines.	Initial Project Plan

9. Expert Services: Project Plan Review

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Semarchy Solutions Architect Project Manager	A top-down review of your team's MDM project plan to determine feasibility and optimize human resource requirements.	Ensure the project plan does have any gaps and is realistic in its timeframe.	Revised Project Plan

10. Schedule Training and Expert Services

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Semarchy Solutions Architect Project Manager	The Project Manager should work with their assigned Solutions Architect to enroll any personnel into Training. At the same time the Soltuions Architect should pre-book any Expert Services in accordance with the PM's project plan timeline.		xDM Training Courses

11. Understanding Support & Learning Offerings

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Semarchy Solutions Architect Client or Partner Development Resource(s)	Review of xDM support service levels and online documentation available to the customer regarding product functionality and knowledge base articles.	Customer understands support expectations and process and is able to independently locate and access online documentation	Support Service Levels Online Documentation

Section 2: Semarchy xDM Training
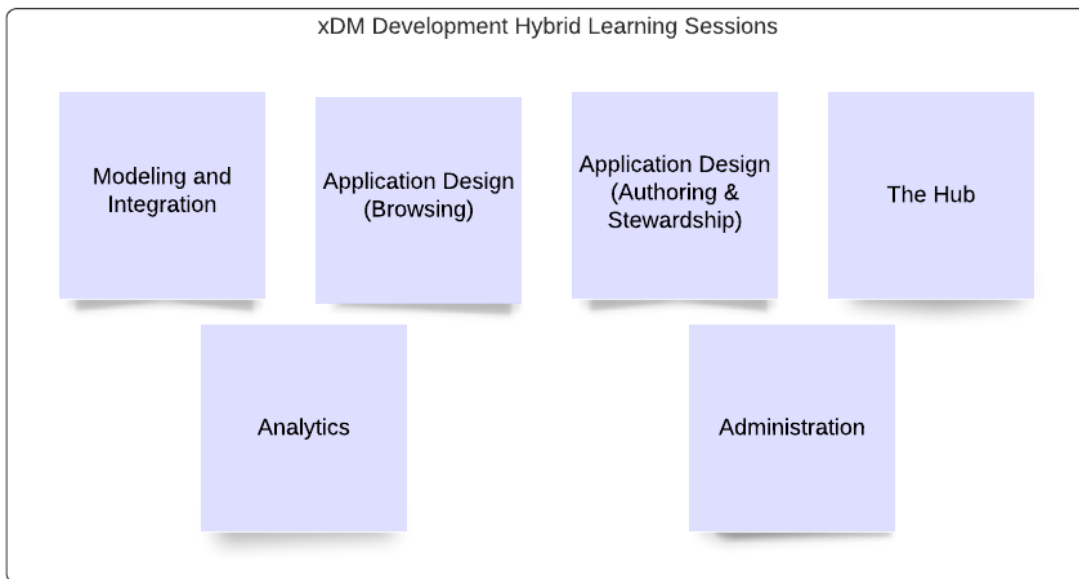
In order to have both a successful xDM onboarding and fully utilize its capabilities moving forward, xDM training is an important step in the onboarding process. Semarchy wants to empower our customers and understands that a strong training program is necessary to support that. Semarchy offers a robust training program with multiple delivery options available

to best suit the needs of our customers. To learn more about the training options available please visit the [Semarchy training website.](link)

1.   xDM Development Hybrid Learning

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Development Resource(s)	This training provides as introduction to xDM. Developers will master the solution and be able to organize and develop the efficient collection of critical information dispersed across enterprise applications into a single data hub.	The Learner will now be familiar with following aspects of xDM: *Modeling & Integration *Application design *The Hub *Analytics *Administration	[xDM Development Training](link)

Section 3: xDM Platform Installation
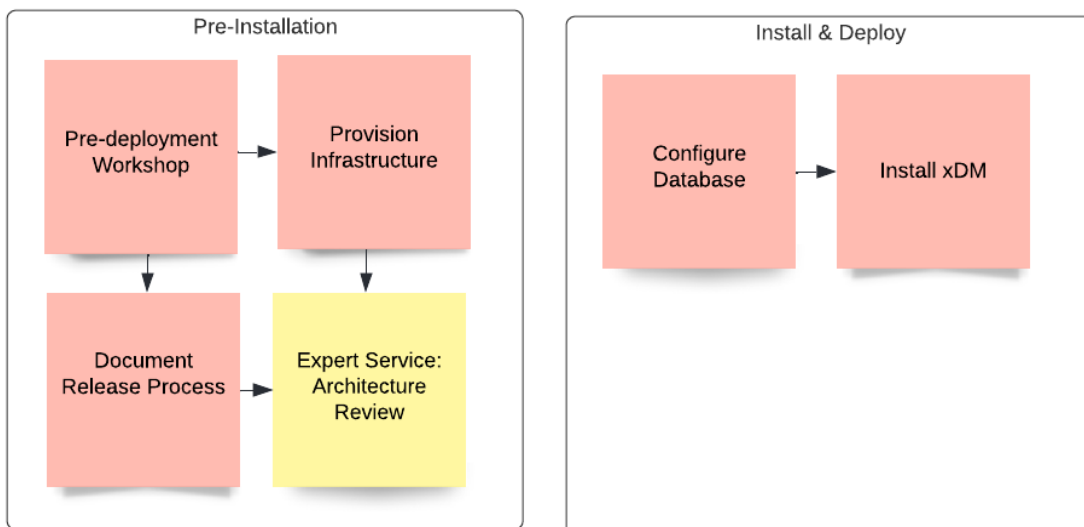
This step involves designing both the infrastructure and architecture design of the customer's xDM deployment. It includes hardware, software and database design decisions as well as the

initial installation of the application and database which is why leveraging an Expert Service review during this step is critical to help ensure that the appropriate foundation is being set for a successful xDM deployment.

1.   Pre-Deployment Workshop

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Identify the customer's architectural needs from both a performance, security and integration standpoint, including high availability and disaster recovery. Determine if the customer will use a Cloud or On-Premise infrastructure and confirm their Software Development Lifecycle (SDLC) approach.	The clients Intfrastructure Team should have a clear idea of what to provision.	Semarchy xDM System requirements Install Semarchy xDM on Azure Install Semarchy xDM on Amazon Web Services

2.   Provision Infrastructure

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Infrastructure Resource(s)	The Client Infrastructure Resource(s) will provision the infrastructure necessary for xDM according to the output of the Pre-Deployment Workshop.	The application and database tiers are available for usage.	

3.   Configure Database

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development	Configure the database for its initial usage by xDM. This	The repository and data location(s) schemas are	Configure the Database Schemas

Resource(s) or Client Infrastructure Resource(s)	includes adding users and adding schemas for the repository and data location(s).	available for use by xDM.	

4. Install xDM Application

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s) or Client Infrastructure Resource(s)	Application is installed within the customer's selected infrastructure.	The application has been successfully installed and development may begin.	Install Semarchy xDM

5. Document Release Process

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s) Client Infrastructure Resource(s)	Have a well defined release process from DEV, QA, to PROD.	Document xDM versioning schema, code repository location, backup process, and downtime schedule.	

6. Expert Services: Architecture Review

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Semarchy Solutions Architect	Expert Services review to ensure the architecture is compliant	See objective(s)	Architecture Review Datasheet

Client or Partner Development Resource(s)	with the customer's needs as outlined in the steps above as well as Semarchy technical specifications.		

Section 4: xDM Design and Build
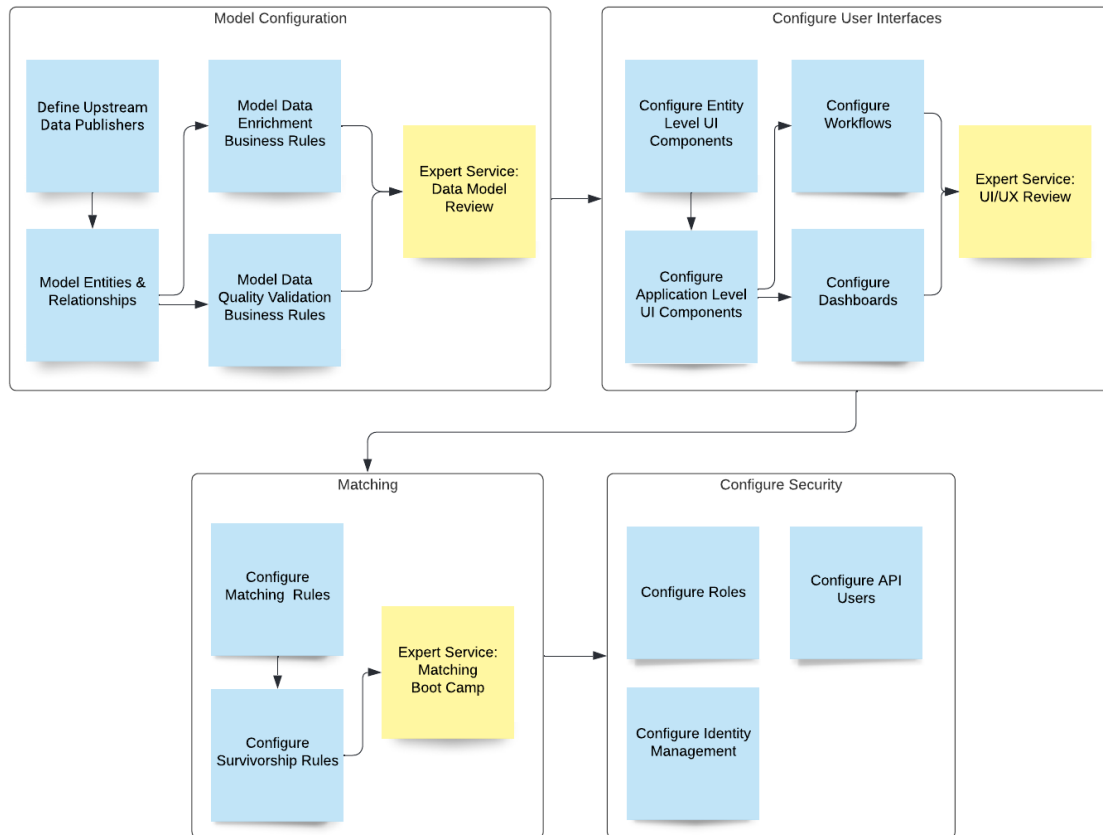
The Design & Build process is a critical implementation stage. It is the most robust of the onboarding stages and involves a variety of steps that not only depend on the completion of previous steps but also cascade forward to support a successful implementation. Due to the importance and overall volume of steps included there are three Expert Services review that will occur during this stage to ensure that previously established design objectives are met and the work completed will successfully achieve the customer's desired outcomes.

1.   Model Configuration

1.1.   Configure Upstream Data Publishers

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner	Configure upstream data	Publishers have been	Create a Publisher

| Development Resource(s) | publishers within xDM defined by [Select the Appropriate MDM Hub Pattern](#). | defined that can now be used by matching entities. | |

1.2.   Model Entities & Relationships

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Design a data model that complies with all functional and non-functional created by [Define xDM Requirements](#).	An initial data model has been created for the data hub. Further enrichment and data quality can now be applied. Likewise, user interface implementation may begin.	[Introduction to Logical Modeling](#) [Appendix D: XDM Model Design Example](#)

1.3.   Model Data Enrichment Business Rules

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Configure any enrichment of the data model defined by: [Define xDM Requirements](#). Typically this involves standardizing values or enhancing a record by using market data.	All source master data has been enriched per defined requirements.	[Enrichers](#) [Appendix D: XDM Model Design Example](#)

1.4.   Model Data Quality Validation Business Rules

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Configure any data quality validation of the data model defined by: [Define xDM Requirements](#). Typically this involves checking if values are	Invalid data is subjugated before it corrupts the golden dataset.	[Data Quality](#) [Appendix D: XDM Model Design Example](#)

	not null, match a regular expression, etc.		

1.5.   Expert Services: Data Model Review

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Semarchy Solutions Architect Client or Partner Development Resource(s)	Ensure the data model complies with functional and non-functional requirements.	The customer or partner has a Semarchy resource to validate their data model before proceeding with matching and building our their user interfaces.	Data Model Review Datasheet

2.   Configure User Interfaces

2.1.   Configure Entity Level UI Components

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business Representative(s) Client or Partner Development Resource(s)	The Development Resource(s) with the assistance of the Client Business Representative(s), will configure each entity's UI elements such as: *Display Cards *Forms *Collections *Search Forms *Steppers *Action Sets *Business Views	Each entity can be properly browsed, searched, and modified by data stewards.	Display Cards Forms Collections Search Forms Steppers Action Sets Business Views

2.2.   Configure Application Level UI Components

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business	The Development Resource(s)	Data stewards will be	Application Actions and

Representative(s) Client or Partner Development Resource(s)	with the assistance of the Client Business Representative(s), will configure each entity's UI elements such as: *Application Actions and Folders *Navigation Drawer *Global Search	able to interact with all entities through either business views or global search.	Folders Navigation Drawer Global Search

2.3.   Configure Workflows

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business Representative(s) Client or Partner Development Resource(s)	The Development Resource(s) with the assistance of the Client Business Representative(s), will configure all workflows specified within the business requirements document.	Data stewards will be enabled to collaborate on data management operations.	Workflows

2.4.   Configure Dashboards

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business Representative(s) Client or Partner Development Resource(s)	Build dashboards so the business users can track data quality issues and make actionable decisions.		Introduction to Semarchy xDM Dashboard

2.5.   Expert Services: UI/UX Review

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Semarchy Solutions Architect Client or Partner Development	Ensure the xDM UI/UX fulfills all functional and non-functional requirements and complies with best practices.	The customer or partner has a Semarchy resource to validate their xDM UI/UX. Often times this leads to better ways of	

Resource(s)		organizing their data and increased user adoption.	

3. Matching

3.1. Configure Matching Rules

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Configure xDM's matching engine to create golden records from master records.	Match clusters can be created from disparate customer master data.	Match and Merge

3.2. Configure Survivorship Rules

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Configure xDM's Survivorship Rules to determine which attributes to propagate from master record into golden records.	Golden data can now be defined from duplicate customer master data.	Survivorship Create a Survivorship Rule

3.3. Expert Services: Matching Bootcamp

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Semarchy Solutions Architect Client or Partner Development Resource(s)	A detailed assessment of matching to ensure best practice for an effective match and merge strategy using Semarchy xDM.	Improve outcomes for matching and merging duplicate records. Optimize performance of matching new records from multiple industries & domains. Reduce manual intervention and streamline data stewardship processes.	Matching Bootcamp Datasheet

4. Configure Security

4.1. Configure Roles

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Infrastructure Resource(s) Client or Partner Development Resource(s)	Configure Roles (e.g. authorization) for both human and REST API clients.	Ensure the roles are defined with the principle of "least privilege."	Manage Roles in Semarchy xDM

4.2. Configure API Users

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Provision API Keys to REST client developers.	REST API clients can access the xDM application.	Manage API Keys

4.3. Configure Identity Management

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Infrastructure Resource(s) Client or Partner Development Resource(s)	Configure the customer's Single Sign-On system to integrate with xDM. This could be for either authentication or authentication and authorization.	The customer can use it's preferred SSO provider to centralize security handling.	Configure Authentication and Single Sign-On

Section 5: Enterprise Integration
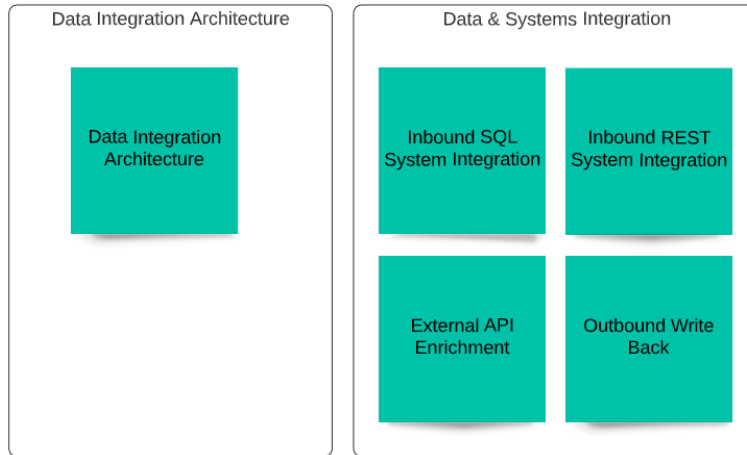
The Enterprise Integration step begins with designing the integration architecture itself to guide the flow of both inbound and outbound data. Based on the architecture design, the integration of inbound and, if included in the customer's plans, outbound data will be completed and tested.

1.   Data Integration Architecture

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Develop the overall data integration architecture that defines all upstream and downstream systems, their respective payloads and protocols.	An integration plan that accomplishes the MDM implementation style defined in Discovery. At the same time complies with all security requirements defined by the customer infrastructure team.	Integration Architecture Diagram

2.   Data & Systems Integration

2.1.   Inbound SQL System Integration

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)

Client or Partner ETL Developer	Configure all inbound SQL batch integration jobs per Section 6, Step 1 using established best practices.	Batch data is landing into xDM from upstream sources. If any integration errors occur, the appropriate admins are notified immediately.	SQL Integration Appendix E: Data Publisher to XDM Data Mapping Example

2.2.   Inbound REST System Integration

| Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	Configure all inbound real-time REST integration jobs per Section 6, Step 1 and API Keys from Section 5, Step 13 using established best practices.	Real-time REST data is landng into xDM from upstream sources.	REST Integration Appendix E: Data Publisher to XDM Data Mapping Example

2.3.   External API Enrichment

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	The Development Resource(s) will configure any data enrichment from external REST API sources.	xDM can be enriched by external data sources who expose a REST API.	Manage REST Clients

2.4.   Outbound Write Back

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Customer, Partner	If the customer is pursuing either a coexistence or centralized implementation pattern, a write back scheme needs to be defined when writing to the external application.	The External Application Owner provides instructions to the ETL Developer on how to write data back into their application, and or merge records.	

Section 6: Quality Assurance
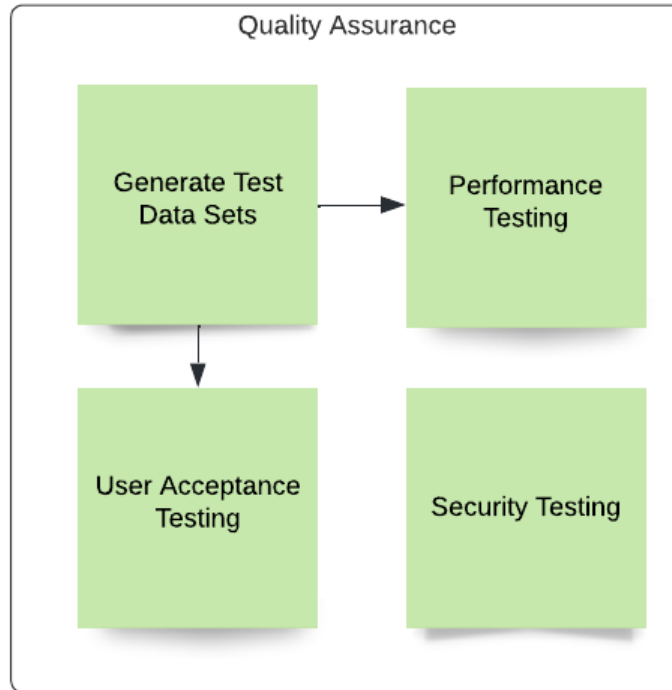
The Quality Assurance is to ensure that the application has been configured to support the business objectives and requirements established at the beginning of the onboarding process. During this step, both security and performance testing occurs as well. At the end of the Quality Assurance step, the customer should also have documented support and release strategies.

1. Quality Assurance

1.1. Generate Test Data Sets

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	The Development Resource(s) will generate test data sets to cover all functional use cases. Furthermore, the Development Resource(s) should create bulk load test sets of 10%, 20%, and 30% of total expected production	Functional and non-functional testing can now proceed.	Functional use case data sets Load testing datasets

	volume.		

1.2.   User Acceptance Testing

| Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Business Representative(s)	Confirm the xDM application conforms to all functional requirements defined by the business.	Business sign-off on all completed requirements. Any requirements that have not been met should be sent back to development.	Documented test cases

1.3.   Performance Testing

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	For bulk load testing, test sets for 10%, 20%, and 30% of the total data set should run in the QA environment. From here we can extrapolate the time to process to the entire customer data set.	Ensure the xDM model and infrastructure can handle the data processing non-functional customer requirements. If not, revisit the model and infrastructure.	

1.4.   Security Testing

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
External Penetration Team	Some clients opt to have outside agencies perform penetration testing on the xDM product. Please consider this optional as Semarchy does perform it's own regular penetration testing. However, security flaws can always surface due to improper configuration.	The security team will rate the posture of the xDM installation and provide their findings via a report.	Penetration test report

Section 7: Business Go-Live
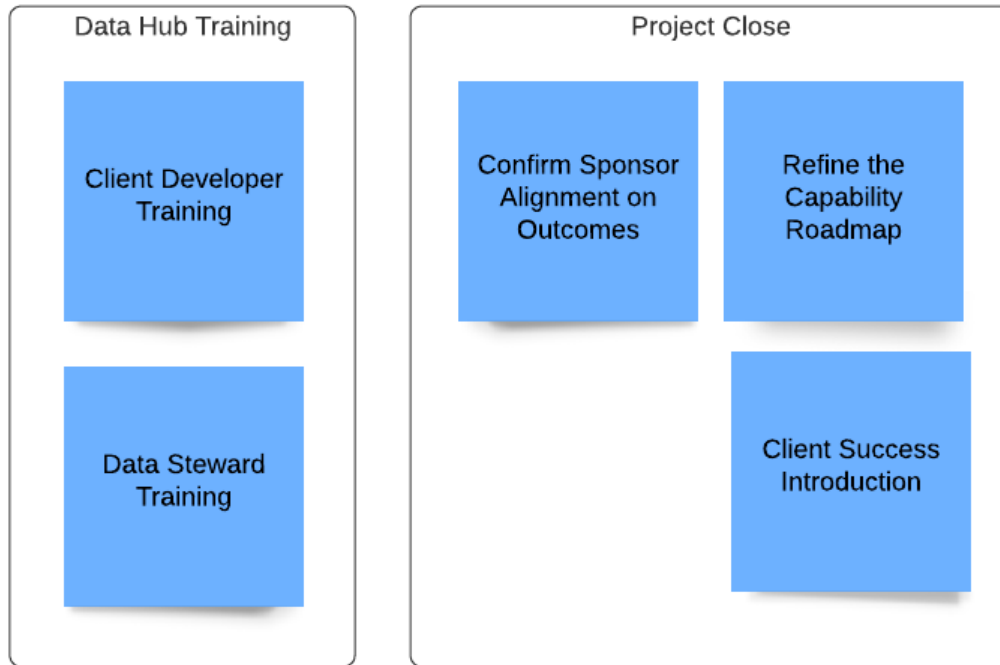
Business Go-Live Readiness is the last step in the onboarding process. Along with equipping key customer teams with the training and knowledge needed to maintain and support the application post go live this step also includes project retrospectives to confirm the desired outcomes of the project sponsor(s) have been achieved. At the completion of this step, the customer is officially transitioned to Semarchy's Client Success team.

1. Data Hub Training

1.1. Client Developer Training

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client or Partner Development Resource(s)	In the case where the xDM installation was built by a Partner Dev Team, but will be maintained by a Customer Dev Team a handover document needs to be	The Customer Development Team is competent to maintain the built application.	Handover Document

	prepared.		

1.2. Data Steward Training

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Customer Data Stewards Client or Partner Development Resource(s)	The Dev Team should provide a training document or video to data stewards on how to perform their daily duties.	Data stewards can effectively onboard to the new xDM application.	Data Steward Training Document

2. Project Close

2.1. Confirm Sponsor Alignment on Outcomes

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business Sponsor(s) Client or Partner Development Resource(s) Project Manager	Confirm with the sponsor, the strategic project outcomes have been achieved.	The value of xDM has been delivered and the project can be closed.	

2.2. Refine the Client's xDM Capability Roadmap

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business Sponsor(s) Client or Partner Development Resource(s)	Plot a course with a customer sponsor on the next domain for xDM. Or how to gain more value from the current domain.	A long-term xDM plan is place that the customer, partner, and Semarchy can work towards.	

2.3. Client Success Introduction

Stakeholders	Objective(s)	Outcome(s)	Artifact(s)
Client Business Sponsor(s) Semarchy Client Success	Customer is introduced to the Client Success Team.	Client sets up on-going meetings with Client Success.	

Appendix

Appendix A: XDM Project Objectives and Outcomes Example

The objectives and painpoints that prompted the business to invest in XDM as well as he specific outcomes that will be achieved by the end of the project. The outcome should be measurable.

Number	Objective or Pain Point	Target Outcome
1	*Currently, a new product must be manually entered into our CRM, ERP, and PIM systems.*	*In the target system, a product should only be entered into the MDM and it should be broadcast into the CRM, ERP, and PIM systems.*
2	*Currently, it takes two business days to onboard a new customer.*	*In the to-be system, it should take less than 10min to onboard a new customer.*

Appendix B: XDM Hub Pattern Definition Example

The XDM Hub Pattern that will be employed with the initial project as well as a list of Master Data Publishers and Golden Data Consumers.

MDM Hub Pattern:	Consolidated	Click Here for More Info

Master Data Publishers			
Publisher Name	XDM PublisherID	Expected Master Data (tables, objects, flat files, etc)	Integration Type
Salesforce CRM	CRM	Account, Contact	ELT via Semarchy XDI
Internal App	ABC	Contact	REST POST
SAP ECC	ECC	KNVK	ELT via Semarchy XDI

Golden Data Consumers		
Consumer Name	Expected Golden Data	Integration Type
Azure Data Lake Gen2	Account, Contact	ELT via Semarchy XDI
Kafka	Contact	Kafka Data Notifcations

Appendix C: XDM Functional and Non-Functional Requirements Example

List of all functional and non-functional requirements for the initial XDM implementaion. These requirements will feed into both the build and QA phases.

Requirement List						Requirements Analysis	
ID	Requirement Description	Requested By	Category	Priority	Acceptance Criteria	Complexity	Test or Verification?
1	Add Product	Jane Doe	User Experience	1	When a user adds a Product, they will need to specify the Product Name and SKU. Optionally, the user can Product URL.	1	Test
2	Product Hiearchy	Jane Doe	User Experience	2	When a user adds a product, they must specify it is a Global, Regional, or Sub-Regional product.	1	Test
3	Autmatically merge exact Person matches	John Smith	Matching	1	Create two persons with the same First Name, Last Name, and SSN. They should automatically merge.	2	Test
5	The system should use Okta for authentication	Bob Ross	Security	1	When a user goes to the XDM website, they are redirected to the Okta portal for authentication. Once authenticated, the user is then redirected back to XDM.	5	Verification

Appendix D: XDM Model Design Example

The to-be data model that will exist within XDM. These should be grounded in functional requirements.

Entity Name	Attribute Name	Data Type	Required	Unique	Column Width	Enrichments	Data Quality Validations	Description	Sample
Person	FirstName	String	Yes	No	50	Upper Case	The column should only be alpha characters.	The person's given name.	THOMAS
Person	Phonentic FirstName	String	Yes	No	25	Double Metaphone conversion of Person.FirstName	None	The phonetic representation of the person's given name. This will be used as part of matching.	THS
Product	SKU	String	Yes	Yes	15		The SKU should have exactly 15 characters	A unique SKU that will need to be defined by marketing before the product can be entered into the ERP.	MBR2-1004-0021Z

Appendix E: Data Publisher to XDM Data Mapping Example

If data is being brought in from upstream systems, please note their mappings. This will assist in both ETL development as well as surface any potential data governance issues.

Data Publisher	Publisher Entity Name	Puiblisher Attribute Name	Description	Column Width	Sample	Any Transformations?	XDM Entity Name	XDM Attribute Name
SalesForce	Contact	FirstName	The contact's first name.	40	Thomas	None	Person	FirstName
SalesForce	Contact	LastName	The contact's last name.	40	Frank	None	Person	LastName
SAP	KNVK	NAMEV	The customer's first name.	35	THOMAS	None	Person	FirstName
SAP	KNVK	NAME1	The account's last name.	35	FRANK	None	Person	FirstName