



# Mixology

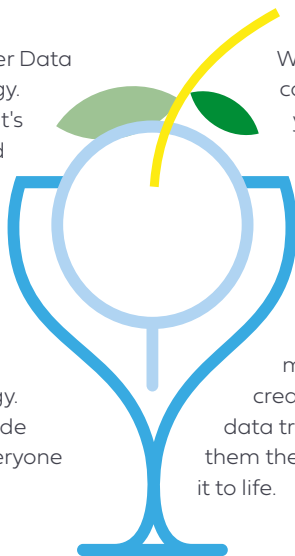
How making the perfect cocktail compares to Master Data Management

# Introduction

## Leigh Wells, Chief Growth Officer, Amplifi

**It takes real skill to make a great cocktail.** Mixology is a fine science: you must think carefully about every ingredient, how much to add, and in what order to make sure what comes out is worth drinking and, importantly, what you were intending to make.

It's the same with your Master Data Management (MDM) strategy. The world is full of data, but it's how you select, organise and interpret that information that determines its business value. MDM isn't the magic word for making data work: it's just one part of a much wider process. Because actionable results require more than technology. They rely on organisation-wide transformation that gets everyone reading the same recipe.



When creating your data cocktail, MDM technology is your bar tools: your shaker, measure and strainer. They're vital, but ultimately useless without the right ingredients, process and skill.

At Amplifi, we're MDM mixologists: helping clients create the right recipe for their data transformation and giving them the tools they need to bring it to life.

In this eGuide, we'll walk you through our way of doing this, from choosing which cocktail works best for you, to finally drinking it.

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# Choosing your cocktail

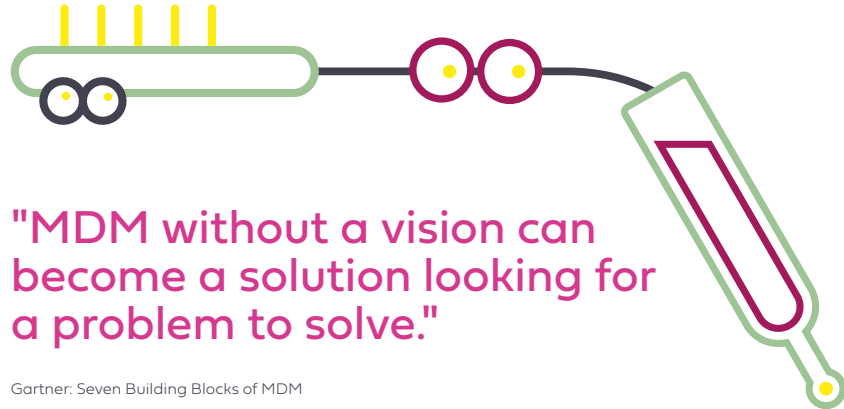
## Defining vision and objective

**Start by asking yourself, what is your business strategy and vision?** What is needed from your MDM strategy to achieve this? You can't measure success without knowing what it looks like. It's like mixing a drink using random ingredients, hoping something tasty comes out. Remember those disgusting student punch bowls?

The first question is: why? Why do you want an MDM strategy? If the answer doesn't clearly align with your wider business vision, press pause until it does. Too many organisations invest heavily in MDM technology without the right 'why', and it costs them. As Gartner points out, MDM without a vision can "become a solution looking for a problem to solve".

MDM should help you leverage your data to differentiate yourself with unique insights as part of one single, company-wide strategy. Take time to stress the importance of this to your

colleagues across the business. Different objectives or approaches will only end in conflict and wasted effort – throw too much into the mix, and it won't taste as good.



**"MDM without a vision can become a solution looking for a problem to solve."**

Gartner: Seven Building Blocks of MDM



## Mixology masterclass #1 The Hotelier

Manual data input and manipulation at a hotel and restaurant chain were resulting in data errors, poor decision making and time-consuming processes.

### THE BUSINESS NEEDS TO...

- Address how data is input and manipulated
- Have confidence in data to inform decisions
- Automate to increase efficiency

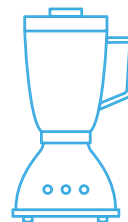
### INGREDIENTS

- An accurate single data source
- Work flow governance



### EQUIPMENT

- MDM platform to automate processes



### OUTCOME

- Accurate menu planning and dish costing
- Complete and accurate food and beverage data to Site POS and Stock solution
- Complete F&B data to comply with regulations



### THE BUSINESS NEEDS TO...

- Populate e-commerce platform with consistent information
- Use data to enhance online sales
- Ready the business for digital change

### INGREDIENTS



- A practical roadmap of change to support objectives
- Data quality definition across the business
- Embedded data culture

### EQUIPMENT

- PIM software – a supporting platform based on existing licenced technology



### OUTCOME

- Clear and accurate data across the business
- Solid business and technical definitions of data
- Sustainable data quality processes

## Mixology masterclass #2 The Retailer

This leading supplier in safety workwear and equipment were on a mission to unlock £20 million in sales through digital. They needed a data strategy to enable it.



# Writing your recipe Strategy

**Before you start mixing your cocktail, you need to understand all the steps needed to create it.** There shouldn't be any surprises. An unexpected extra ingredient or unfamiliar process could turn the whole thing sour. So, it's important to lay out your entire recipe and understand it end to end.

This is your MDM strategy: a step-by-step outline of how it will be achieved, who will manage it, and what's needed to get there. Clarity keeps you on track and on time. It sounds straightforward enough, but lack of strategy is a significant stumbling block for many organisations implementing MDM – and it's usually down to lack of experience.

Too often, they commit time and resources to their MDM framework,

## "A clear, step-by-step MDM strategy keeps you on track and on time."

without establishing the necessary data governance procedures early on in the project. This causes disruption later. Governance has to be retro-fitted or the original plan loses momentum. A bit like mixing your cocktail, serving it to your guests and then realising you have forgotten a key ingredient.

Gartner highlights the importance of delivering value at each stage of an MDM project, without losing sight of the end goal. A considered strategy guided by your original vision can do this, using clear parameters and expectations along the way.



### Checklist

- How and where is your master data going to be sourced?
- Who will validate it – and how?
- How, and in what manner, will it be enriched?
- Where will it be stored and published?
- Who needs to consume it?
- Is it delivering value aligned to your business strategy?



## The strong stuff Data

**In a data-driven world, it's easy to think that the more data you put *in*, the better information you'll get *out*.** The concept of Big Data has seen many organisations adopt a 'gold rush' style approach to collecting information in recent years. But more is not necessarily better. After all, simply tipping more ingredients into your cocktail shaker doesn't make your drink taste better.

In fact, an estimated 80% of the world's 2.7 zettabytes of data remains in the dark. It's useless. It can't be read, or isn't being processed. Many businesses are going the same way, collating or keeping data they really don't need. When a new MDM system is introduced, that data can get dragged together with other, irrelevant data, muddying the water and distorting reports.

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IBM



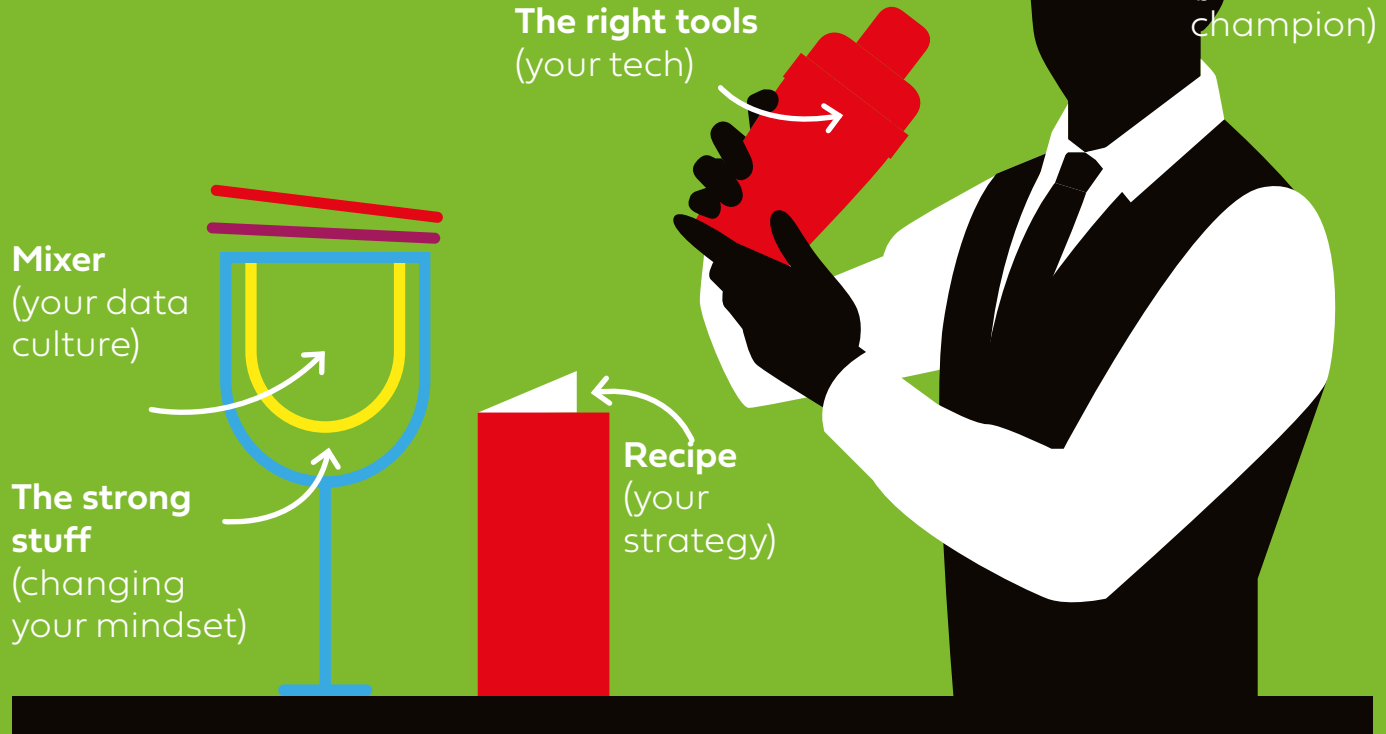
It's overwhelming, distracting, and skews data processing. Ultimately, it can dilute the impact of useful information. That's why it's important to establish the right recipe at the start and stick to it.

Take a long look at your entire data chain. Be ruthless. What information do you need to fulfil your MDM objective? What data isn't useful? If it's not relevant, get rid of it.

Once these parameters are set, make sure everyone in your organisation can replicate them: in authoring, storing, enriching, publishing, consuming and maintaining data. Effective data governance should bring people from every part of the organisation together with one common goal: a definitive data process.

# AMPLIFI MIXOLOGY

At a glance...





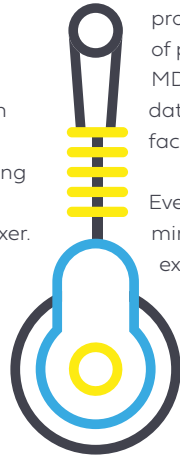


## A perfect mixer

### Company culture and mindset

**For the benefits of your MDM strategy to reach your entire business, you need one common culture.** This can be challenging to achieve and maintain – human nature can get in the way. But if people believe in what they're being asked to do, they usually do it. It's the mechanics of your cocktail mixer. Every part must work perfectly together if you want to create the perfect drink.

Consider your data culture. How does data flow between departments? Is there a clear



protocol, and a broad understanding of processes and benefits behind your MDM strategy? A culture that promotes data as an empowering business tool will face less resistance along the way.

Every individual must have the same mindset – regarding rules, roles, expectations and their importance.

Even in a large, seemingly compliant corporation, one employee with their own agenda can derail your data management by disrupting your mixer.

**"What starts with a structure that everyone needs to adhere to should, eventually, become second nature."**

## Your flair

### A data champion

**Now, you've got the foundations of a good MDM cocktail:** a clear idea of what you want, a recipe to follow, a list of data ingredients and – theoretically – a perfect mixer.

But who's putting it all together? You need a mixologist responsible for defining and maintaining your vision, to make sure every part of the project is seamlessly blended. They are your data champion, crucial to creating a functional and inspirational MDM strategy. It may be more than one person – think Flanagan and Coughlin in Cocktail – but each person's role must be clearly defined, with regular communication.



**5 shots for success:**  
the traits of a data champion

1

**Inspire**

The best way to get everyone on board is by inspiring them. A shared goal that gets everyone excited is far more effective than a forced, tick-box approach.



5

**Develop**

A successful MDM strategy is never finished: once your MDM solution has been implemented, encourage continued maintenance and process improvement.



2

**Motivate**

When things get tough, you'll need to keep people motivated and remind them that all the extra effort will be worth it.



3

**Educate**

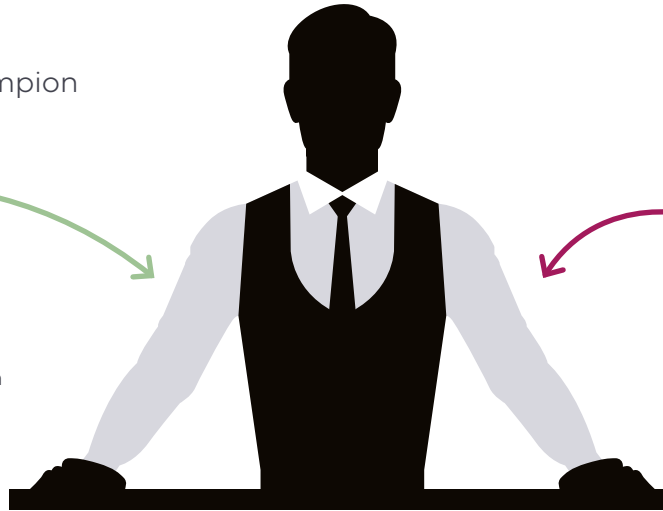
Everyone must understand their purpose and the part they play in the wider strategy – it must be tangible for them.



4

**Communicate**

Listen, as well as command. Imposing data processes without understanding the needs and concerns of those handling them day-to-day will cause roadblocks later.





# Tools

## Your MDM or PIM technology

### Liquid nitrogen, digital smoke infuser or simple ice shaker?

The tools you use must be right for your MDM project. Software should align with your vision and objective, so you can deliver it practically. An all-singing, all-dancing MDM tool might look great on paper, but if it doesn't fulfil your core objective it can create more problems than solutions.

### Ask yourself a few key questions?

- How does the software integrate with your systems?
- Does it enable fluid information sharing between departments?
- Will it evolve with you, in line with your business plan?
- Are there facilities to profile and maintain quality levels?
- What business services or product capabilities surround the data model?
- Does it meet your needs in terms of performance and availability?
- How does it meet your data privacy requirements – and legislation?
- Is the MDM architecture based on mainstream, enduring technologies that will go the distance?

### New cocktail, same tools



It's not always necessary to buy new technology to support a change in your MDM objective. The tools you already have may be suitable, if used differently. Or are there hidden functionalities in your existing software that could better suit your current (and future) MDM needs? An MDM consultant could help.

## Taste test

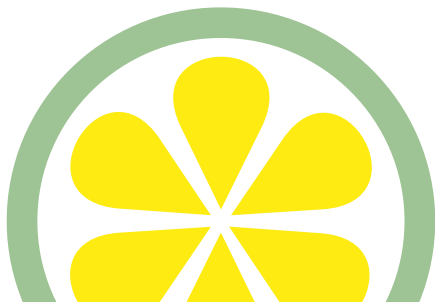
### The moment of truth

**You've mixed the right type and amount of ingredients. You've followed your recipe to the letter. Now, it's time to test the result.**

The true test of an MDM strategy is in its metrics. When you wrote your recipe, you defined what you wanted MDM to achieve. Now you've completed your transformation and installed your technology, how do you measure whether it is working?

#### **Metric mixology:** suggestions

- 1** Have a timeline for what you expect to achieve, and when. You can then check to see how your MDM is performing.
- 2** Does data management process feel clearer? Are departmental costs falling? Is resource allocation easier? Are customer satisfaction and retention increasing? You should see a direct improvement in strategic and process-based metrics.
- 3** If your metrics aren't measuring up against expectations, don't dismiss the project as a failure. Analyse the process to see if it can be improved. Maybe some departments need further training?
- 4** How easy is it for everyone to collaborate with your new MDM workflow? Does your new strategy ensure consistency, accuracy, stewardship and ownership across your data?
- 5** Is MDM driving your organisation to reach its strategic goals? This won't become apparent overnight, but if you measure all other metrics regularly, you should see a positive pattern towards increased revenue, market share, or profit.





## Conclusion

### Discover Amplifi mixology

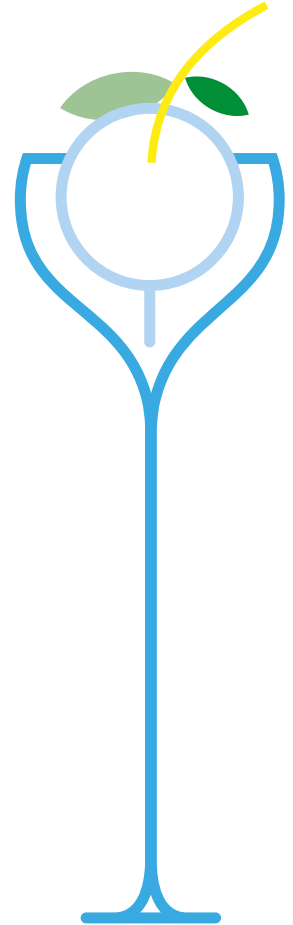
In the age of information, data is critical to commercial success. However, if not properly managed, it can also hinder it.

Data can be disruptive, overwhelming and anarchic. It can put a strain on operations, impact employee productivity and prevent you taking advantage of new opportunities.

Like any volatile cocktail, it needs to be mixed properly and professionally. That's where MDM comes in.

As highly experienced MDM experts, Amplifi can help you bring the best out of every piece of information available to you. Using a proven methodology underpinned by Gartner's eight MDM building blocks, we'll deliver actionable, relevant insights that focus on clear business outcomes and demonstrable value.

**Just think of us as your favourite data mixologists.**





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The logo for Amplifi, featuring two parallel slanted lines to the left of the word "Amplifi" in a bold, sans-serif font.