Amplifi
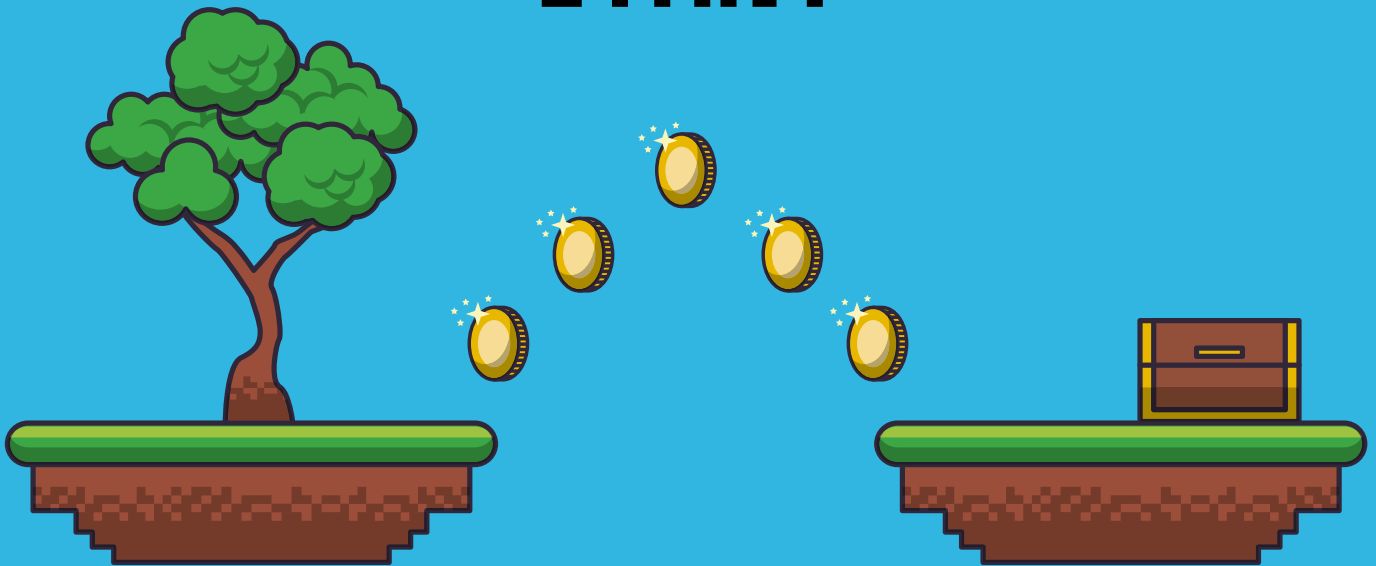
Understanding the building blocks of MDM
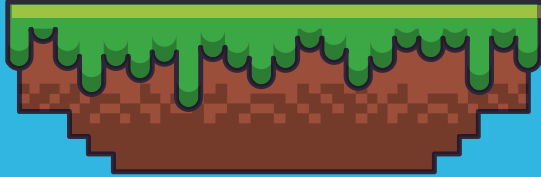
START

Looking to implement an MDM system, but don't know what product or provider to pick?
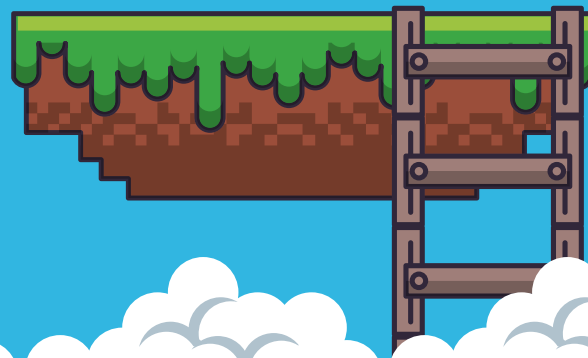
Amplifi can help. But before we get started, you need to find out where you are on your MDM journey, and discover what steps you need to take before tackling a full-blown MDM implementation.
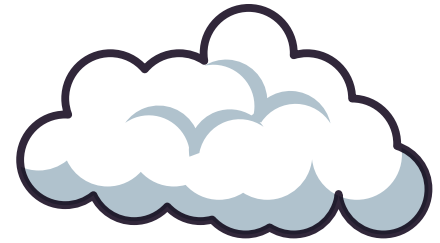
Here, we look at each of the building blocks of successful MDM and show you how to level up to make your data management software – and strategy – a success.

GO!

Ready player?

Before you hit the start button, be honest: are you really ready for MDM?

Master data management can seem like the magic bullet that will fix all of your data problems, but in reality, it's going to exacerbate them. If your data is disorganised, poor quality, badly governed, erratically stored, or just plain irrelevant, an MDM or PIM solution isn't going to change that.

Your business needs to be organisationally ready to address its relationship with data before you take your first step on your MDM journey.
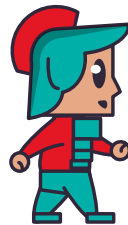
What are you trying to achieve with data? Who's leading this data strategy? How does it align with your business goals? How do the people in your business interact with your data – and do you need to make changes to this process?

So many MDM implementations turn into lengthy, costly and complex processes because the business isn't ready to embark on an MDM strategy: time is wasted cycling back to fix data problems that should have been addressed at the start.

ARE YOU READY?

CLEAR DATA GOALS

GOOD QUALITY DATA

ORGANISED DATA PROCESSES

STRONG DATA LEADERSHIP
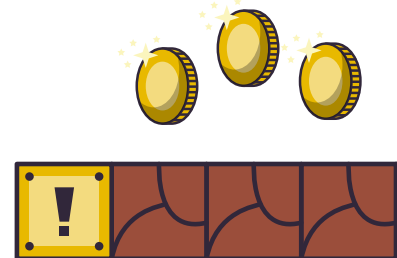
Level 1: Data first

Collect high quality data to progress to the next level

We have a saying at Amplifi: garbage in, garbage out. If your data isn't good enough, you're not going to get the results you want from MDM.

Unfortunately, there is no cheat code to getting your data where you need it to be overnight. To get past this level, the only solution is to carry out a thorough Data Quality exercise, followed by the introduction of robust Data Governance protocols.

Data Quality addresses the reliability, accuracy and efficacy of the data you have, and helps to identify the missing data you need to reach your goals.

Data Governance is as much about people as it is processes. It defines the way that data moves through your business, establishing protocols that maintain data quality.

LEVEL 1 UNLOCKED!

Remember, getting the right data has to come before you introduce your technology: without it, your final MDM battle is doomed to fail from the start.

Level 2: Hearts and minds

Power up with MDM buy-in from every part of the business.

A data project that exists in isolation will never live up to its potential. For MDM to have a tangible impact and be able to support wider commercial objectives, it needs buy in from every part of the business, not just IT and Technology teams.

The best way to approach this is from the top down: board-level buy in will help to communicate the importance of your MDM project, and its benefits to the business, from a commercial perspective.

However, to avoid data errors, you have to ensure that data governance is observed by every individual that interacts with data on your MDM journey, from C-suite to admin assistants. If the people who are using data every day can't relate to your MDM objectives, they won't observe data governance protocols. Different departments will prioritise their own data needs, essential information will be lost, and data quality will dwindle over time.

LEVEL 2 UNLOCKED!
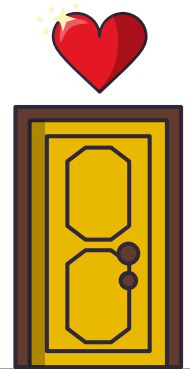
Don't just explain how to handle data correctly, explain why they need to. People with a vested interested in data are more likely to commit to best practices.

Level 3: Scaling up

Start small and prove results before tackling the big boss.

Tempted to jump straight to the final boss – aka, full business-wide MDM implementation?

Don't do it.

Start small, concentrating your efforts on focussed test scenarios. Begin by setting well-defined objectives and clear KPIs based on selective data sets, to test data quality, trial data processes, and observe outcomes.

By doing so, you'll be able to assess how well your data is performing, consider the data management functionalities you need, and iron out any kinks before you commit to a complete MDM implementation.

LEVEL 3 UNLOCKED!

By skipping straight to full-blown MDM integration, you'll make it harder to gauge performance, address issues and track commercial results in the long-term.

Level 4: Pick your Player 2

Who will implement and support your MDM solution?

Successful MDM implementation is a multi-player project. In recent years, the industry has steered towards third-party implementation, with Gartner recommending that businesses use specialist consultancies like Amplifi to guide and support them throughout their MDM journey.

Amplifi help clients at every stage of their MDM journey to get a better return on their data management investment.

1.GET DATA READY

Struggling to get past those earlier levels? Amplifi will guide you through the process, creating a roadmap that includes data quality and data governance to get your data, and your business, ready for MDM.

2.CHOOSE YOUR MDM

Identify what you need from your MDM solution and find the best vendor to provide it. With Amplifi's expertise we know how to select the software that aligns with your business goals.

3.ONBOARD YOUR TECH

Amplifi's implementation team will onboard your chosen technology, ensuring full integration and a seamless start to your MDM software.

4.EVOLVE YOUR MDM

No business stays the same. We offer support and enhancement services that helps your MDM stay relevant to your business' changing objectives.

Level 5: RFP/RFI creation

Choose your weapon: completing your request for proposal

To get the MDM solution that's right for you, you need a comprehensive RFP that makes your goals, requirements and current data landscape crystal clear to potential vendors – and collates the information you will later need to present to stakeholders.

Completing your RFP or RFI in two player mode is more effective. **Amplifi will:**

Shortlist the most appropriate vendors for your needs and budget.

Make sure you don't miss an item from your document.

Help you to ask the right questions.

Assess the strengths and weaknesses of the vendor responses.

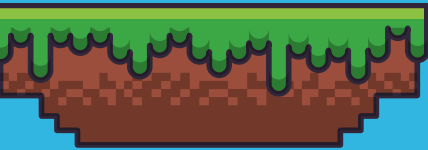Get everything you need to present a compelling case to stakeholders.
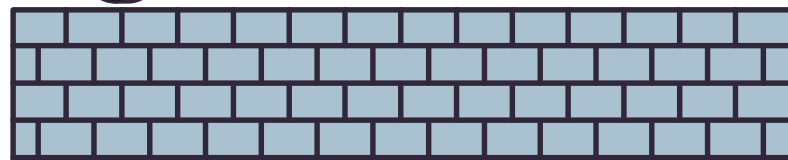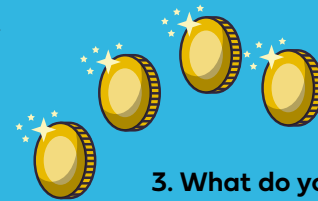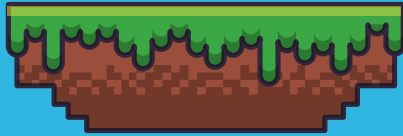
Base level document essentials to include:

1. Set the scene and tell your story: introduce your business and its requirements, outline your process, specify key milestones, list main criteria and present expected ROI.
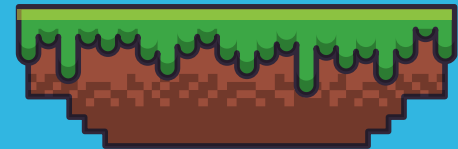
2. Outline your current landscape: What does your data look like? What are the challenges you know of?
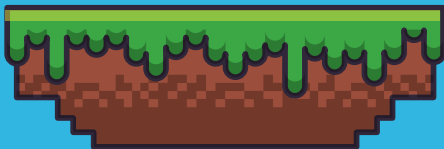
3. What do you want from your vendor? What are you looking for in terms of functionality, support and scaling up options?

4. How does it scale? Is this an end-game, long term tool? Ask how the product can change with you, including growth limitations.

5. Include appendices. Supporting artefacts and metrics will give your potential vendor a clearer idea of who you are and what you need.

Bonus level:

What else can you add to your RFP?

FUNCTIONAL AND NON-FUNCTIONAL REQUIREMENT CATALOGUES

These are clear statements of what is required, broken down by function to simplify the review process.

SUPPLIER APPRAISAL

Is this really the right vendor for you? Do they fit the profile of other vendors you work with? This elevates your decision above a cost comparison.

QUESTION LOG

Manage your questions and responses in an ordered way to get a clearer impression of the vendor overall.
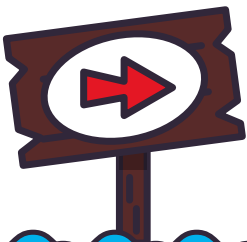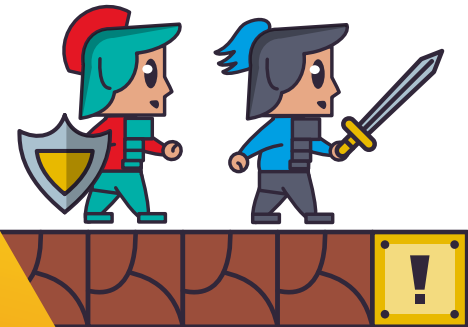
USE CASES

Ask for specific examples of how the technology will work in the 'real world'.

BONUS LEVEL UNLOCKED!

A thorough, detailed RFP will make sure you invest in technology that's right for you.

Boss battle:

Implementing (and evolving) data management.

You've made it to the final battle: full data management implementation. Now your challenge really begins.

Amplifi are here to ensure that your MDM implementation goes ahead without a hitch. Our implementation team have the skills and experience to fully integrate your MDM into existing technologies, transfer data reliably, test usability and efficacy, and ensure that you are getting all of the functionality that you need from your selected MDM solution.

We'll also help you address your ongoing data quality, establishing robust data governance protocols and regular testing to ensure that your data management system stays reliable and relevant as your business grows – whether that's upgrading your existing technology or exploring new options.
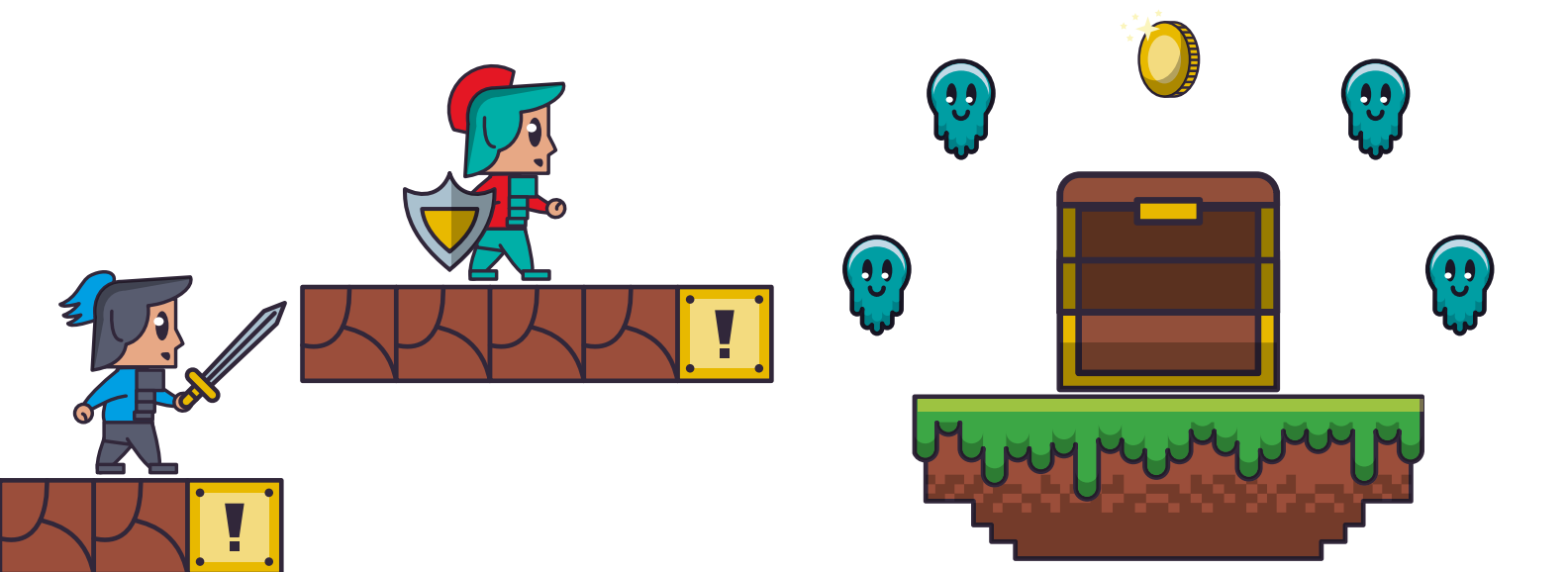
Amplifi

How can Amplifi help?

Whatever level you're at on your MDM journey, picking Amplifi as your player 2 will enable you to get the full commercial impact from your MDM investment.

To find out more, email us at hello@amplifiuk.com or call us on +44 (0) 1926 911820

amplifiuk.com