

Unlock the Power of your Data

Spring 2021



comma

part of **Amplifi**

Why choose Comma?

We are the **leading specialist data management consultancy** that delivers advisory, delivery and support services for initiatives such as data quality, data governance, data integration and MDM/PIM solution design and implementation.

We don't just focus on technology; we recognise the **vital role that the people and processes** within organisations can have on successful data management.

As part of Amplifi, we have a truly global reach and can deliver data management solutions on an enterprise scale.



Gartner®

Recognised by Gartner in the Market Guide for MDM External Providers

Recognised by Gartner in the Market Guide for AI and Data and Analytics Service Providers

Who have we helped?

We have worked with leading international brands to ensure their data is trustworthy, complete and fit for purpose.





Our standard data governance and MDM methodologies are supported by the seven building blocks principle from Gartner, which covers a range of disciplines across data management.

However, at Comma we believe there is an eighth building block – **data**.

Our Services

Whatever stage of the data management journey you're on, we can add experience and expertise and work with your team to ensure you deliver a successful data management project.



Strategy & Advisory

Consultancy & Delivery

Support & Training

We use our **Strategy & Advisory** expertise to understand your business and objectives so that we can create a data strategy that lines up with your long-term goals. Our **Consultancy & Delivery** services get to the heart of your data needs, designing and implementing the data management solutions that deliver on your vision. And our **Support** services enable you to continually troubleshoot, evolve and scale your data management solutions.

Our Technology Partners

We have experience of designing, implementing and enhancing data management solutions from some of the leading MDM and PIM vendors.



Data Strategy & Advisory Services

Align your data strategy with your business
goals and vision.



What Strategy & Advisory services do we offer?

We work with our clients to understand their business vision and objectives, allowing us to create a data strategy and roadmap that complements their goals.



Master Data Management Strategy

We'll help identify which of your data domains require better management and develop a strategic plan to get started



Data Strategy Development

Develop a data roadmap to align your data initiatives to company strategy



Data Management Software Assessment & Selection

Review and compare relevant technology solutions and assess in a structured way their suitability to meet your specific needs



Data Quality Audit

Understand the current state of your data in terms of its quality and also the quality of the maintenance processes in place



Data Governance Assessment

Understand the current state of your Data Governance arrangements, the risks associated and the gaps that need to be filled



Data Governance Operating Model Design

Understand what a future DG operating model would look like in your business and how to make preparations to execute



Data Integration Strategy

Understanding how the data flows through your organisation and recommending the most efficient integration strategies and key considerations

Assessing whether investment in data management technology is beneficial?

We'll work with you to identify your objectives and shape your technology requirements around the problems you are trying to solve.

- Technology readiness assessment
- Vendor/solution selection
- RFP/RFI advice

Know you have a data quality problem but don't know where to start?

We can assess the quality of your data against your business goals and use the findings to help improve your data quality & governance maturity.

- Data Quality Audit
- Data Quality Framework Design
- Data Governance Assessment



Struggling to get buy in from key business stakeholders on data initiatives?

Technical know-how is only part of the story. To make an impact you need to prove the benefits that good data management will deliver to your business.

- Business case creation/benefits
- Data strategy roadmaps
- Master data

Are you struggling to get your data initiatives off the ground?

We can help you take stock of your data strategy and create a realistic roadmap for progressing areas such as data governance and MDM.

- Data Strategy Development
- Data Quality Audit
- Data Governance Assessment

"Comma provided detailed analysis and the drive to implement what is right for the business. Their approach to the project has been really proactive and productive. The communication and relationships that have been built have ensured a successful project."

Greene King

Interested to find out more?

If you want to learn more about what we can do for you and how we can help your data initiatives, please get in touch and we can organise a one to one consultation.

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Better data. Better business. Better outcomes.



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