

# 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.



DIAGEO



Boden





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.



# Support & Training Services

As your business goals and vision change, your data model and data processes should evolve and adapt.



# What Support & Training services do we offer?

Data initiatives are sometime seen as on-off projects, but in fact they are an ongoing operation that needs to be embedded in everyday operations, and also evolve with your changing business.



## **MDM System Evolution, Extension and Support**

System updates & extensions and troubleshooting of issues in the configured solution.



## **Data Quality as a Service**

Keep your data in tip-top shape with an ongoing DQ service.



## **Organisational & Process Change Management**

New processes and new technology lead to changes in was of working. Keep your teams motivated and engaged by managing them through the change process.



## **Training & Skills Development**

Keep your team's data skills sharp and current with regular training and development sessions.

## Have you recently implemented an MDM technology but need support and maintenance?

If you are spending money, time and effort implementing technology to manage your data, the go-live of the solution should not be the end of the journey.

- Management of software vendor issues
- Standard system support services
- Best practice IT delivery services

## Has your MDM implementation resulted in enhancement opportunities or change requirements?

Requirements and business needs change. Over time, the functionality of your MDM solution is likely to need to adapt to these changes.

- Enhanced system support services
- Access to experienced consultants
- Consultancy days



## Does your software vendor really know your business and your system configuration?

If your incumbent support services are not providing the value you need, let Comma partner with you to fully understand your business and MDM technology.

- Implementation transition processes
- Knowledge based services
- Training and collaboration

## Do you want a trusted partner who can manage everything MDM software related?

It's not just about software. Comma's support services will manage and maintain your MDM technology platform and guide your organisation's MDM journey.

- Standard/enhanced support models
- Technology vendor management
- Comma data services

"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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