

From a data grave to an informed service organisation

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Keywords:

You have data, lots of it, a bit everywhere, but when you need to use it as information is that a trustable asset?

Introduction

Imagine you and your organization faces a disaster and you want and need to quickly engage your trading community, how quickly and effective you think your company is?

Headline

Some while ago, a global manufacturing company, due to a natural disaster, lost a key production and distribution facility. The CEO, eager to preserve the profitable relationships with his customers, proactively decided to send a letter letting them know why their shipments will be somehow delayed and when service is expected to return to normal. He also decided to do a similar letter to suppliers informing them about the impact of that terrific event had on the inventory and kindly asking for specific replenishments and alternative delivery sites.



Illustration 1: A natural disaster of any kind is by definition random and therefore unpredictable

Keywords:

What is Master Data?

Headline

Master Data are Data Objects used to support applications, processes and analysis. Master Data is the 15% or so of non-transactional data, sometimes carried out by using a data warehouse (DW has the drawback of being “downstream” and least likely to feed back to the source systems).

Keywords:

Master Data Management is mainly about managing Data Quality, Data Governance and Data Relationship and sharing trustable Data across the entire organization.

Headline

It is very common, unfortunately, that companies of all sizes don't have a precise view about, for example, their customers, products, suppliers, inventory or even employees. Whenever companies add new enterprise applications to their landscape, they are unwarily contributing to increase the overall confusion about corporation's holistic view.

When can we say data is as high quality? When its state of completeness, validity, consistency, timeliness and accuracy, makes it appropriate for a specific use.

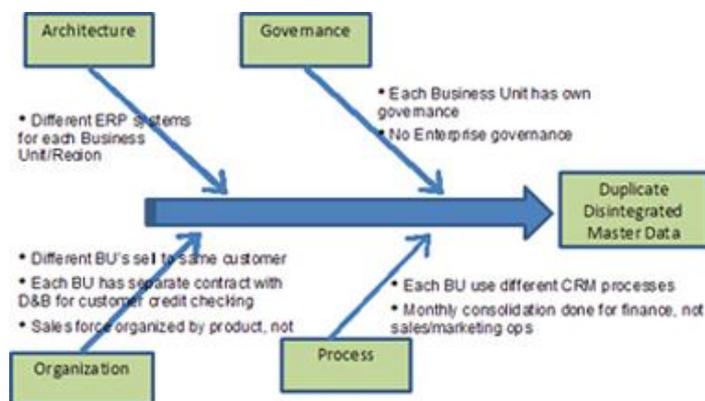


Illustration 2: Cause and Effect diagram – Why MDM is needed

Why Master Data Management systems are required and key for organisations to... more than ever...

MDM tackles the management of the foundational data objects in the operational area, managing it in the most appropriate place. MDM is complementary to DW/BI and can provide an excellent source of dimensional data. MDM put the emphasis on data quality, integration, single version of the truth, data stewardship / governance. MDM Enables master data objects to be treated as an “asset”, the only one that can be reused.

One particular usage for which high quality data is required is supporting business users making the right business decisions... especially on the times we're living, reducing operational costs, etc.

MDM gains much more relevance due to:

- **Corporate growth:** Expansion, Mergers & acquisitions, restructuring
- **Compliance:** Basel II, SOX, FATCA, privacy legislation, data protection
- **Complexity:** Proliferation of enterprise data systems such as CRM, ERP and BI
- **Data Diversity:** Multitude of new formats, many lines of business
- **Data decay / volatility:** Master Data is estimated to deteriorates by up to 25% per year
- **Data denial:** Difficulty to understand the scale, nature or location of data problems
- **Technical drivers:** New platforms, applications, new technologies
- **Economic drivers:** Data is expected to deliver competitive advantage

In short, MDM needs Quality Data and Data Governance...

The fundamental benefits of implementing MDM successfully are getting complete, timely and accurate data to support better business processes, help driving operational costs down, help driving revenues and better customer service.

Keywords:

Bad Quality Data exists and will continue to exist...

Headline

The main reasons for continuing having bad quality data in our organizations are:

- End-User due to lack of understanding about data value
- Poor data handling procedures and processes
- Failure to adhere to data capture and maintenance procedures
- External and third-party data that may not fit with your organization data standards or may otherwise be of dubious quality.
- Using data collected for one specific application in other systems and business processes
- Errors in the migration process from one system to another

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