

master data management

Path to a **unified view** in to your **business**



Most companies don't always have accurate information about their customers, products, suppliers, accounts or even employees. New enterprise applications are continuously added to manage data, giving rise to "silos" of data that add to confusion about an organization's overall view. With data volumes multiplying daily, organizations are struggling to achieve a unified view into their business.

20% of U.S. mail and commercial package deliveries were returned because of incorrect names or addresses

(Source: Forrester Research)

50% of enterprises surveyed maintain master data separately in 11 or more source systems

(Source: Tower Group)

40% to 60% of all retail invoices contain data errors, such as incorrect products, quantities and weights.

(Source: A.T. Kearney)

MDM is the framework of process and technologies aimed at creating and maintaining an authoritative, reliable, sustainable, accurate and secured data environment that represents a "single version of truth". MDM manages master data enterprise-wide rather than maintaining it in each transactional system

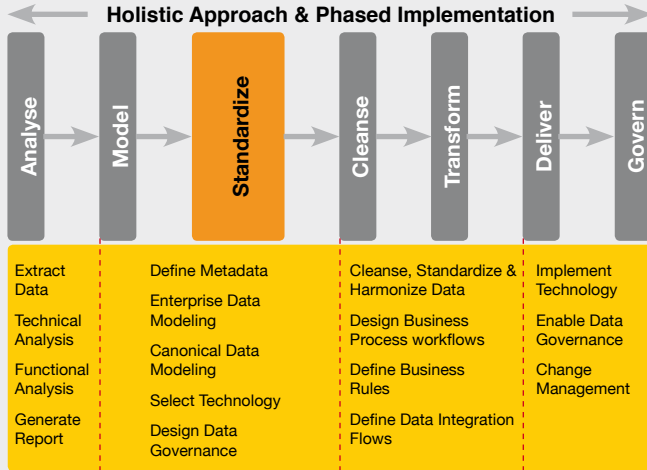
Benefits of MDM Solution

- One Version of truth
- Ability to make quicker and more accurate decisions
- Faster Time to Market at Lower cost
- Common data syntax enhances flexibility
- Reduced cost of fixing data issues
- Reduced cost of compliance – Management and penalties
- Improved Data Warehouse and Business intelligence performance
- Achieve operational efficiency by elimination of multiple entry of master data

HCL MDM Offerings

Envision	Strategize	Architect	Implement
Business Value Assessment	Enterprise Data Strategy	Evolve Master Data Model	Customer Data Integration
Assess & Prioritize MDM needs	Data Quality	Solution Design	Product Information Management
Roadmap for Enterprise Data	Data Governance & Stewardship	Data Architecture	Other Master Data Hubs

HCL MDM Approach



- Define the business need for MDM and the impact of the key business processes, people and technology on master data
- Define common data definitions across business units and common policies and procedures for managing master data
- Identify data sources, transport layer, data quality and solution framework
- Identify technology needs. Options ranging from custom built solutions to off-the-shelf products
- Prioritize business units & divisions. Identifying risks and mitigation plan to minimize business disruption
- Map information by process and category. Define Data governance guidelines, rules and process

HCL Advantage

- Dedicated solution heads for each industry vertical
- Proven capabilities in MDM Consulting and Implementation
- Methodology Driven Consulting
- Value driven Engagement Models
- Ability to Serve Clients Globally
- Knowledge Management and Training
- Solutions that reduce TCO

MDM in Action–Selected case studies

Leading European Insurance and Bank

Client context

- Desire to move from a Product centric organization to a Customer centric organization
- Issues due to poor data quality, high time lag and no synchronization of customer data

HCL Approach

- Comprehensive roadmap for customer data management
- Centralization of customer data ensuring single view of customer

Benefits

- Creation of the 360 degree view of the customer leading to increased opportunities for up selling and cross selling as well as effective campaign management
- Significant cost savings due to elimination of multiple entry of customer data and increased data quality as well as easier regulatory compliance

Leading US Logistics

Client context

- Need for consistent visibility of customers across the entire Global Logistics Network
- Lack of data accountability

HCL Approach

- Common data definitions, policies and procedures for managing customer data across business units
- Oracle Customer Data Hub Implementation

Benefits

- Better Customer insight
- To enable enterprise to leverage the standard customer on-boarding process in place of local ad-hoc process



Hello there. I'm from HCL Technologies. We work behind the scenes, helping our customers to shift paradigms & start revolutions. We use digital engineering to build superhuman capabilities. We make sure that the rate of progress far exceeds the price. And right now, 48,000 of us bright sparks are busy developing solutions for 500 customers in 18 countries across the world.
How can I help you?

www.hcltech.com

For More Info - mdm.info@hcl.in

HCL