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**Here are just a few Master Data Management scenarios that have affected real companies like yours:**

**Scenario 1: Reduced operational costs**

A midsize automobile manufacturer is experiencing eroding margins and an increase in both materials costs and logistics charges. With the company's survival at stake, cutting costs is a given, yet existing reporting structures reveal little about where reductions can be made safely, how processes can be streamlined and which relationships can be leveraged.

**Solution:** MDM for procurement offers a single view of suppliers and materials, demystifying in real time the scale of relationships on the supply side of the business. See sessions B5, B7, B8, C2

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**Scenario 2: Compliance**

A large national retailer is hit with bad press and a consumer backlash over a spate of stories in the news related to two different issues. A small product recall blew up into a huge embarrassment; a new product recently launched was found to contain materials that are illegal, and while the retailer followed procedures to recall the product and compensate consumers, the story did not die, due to the negative press

**Solution:** MDM for product and asset data can help the enterprise achieve a single view of products and assets in a timely fashion forming the basis for an enterprise-wide view of supplier risk exposure. See sessions B4, B5, B7, B8

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**Scenario 3: Increased revenue and growth**

A large healthcare organization is losing revenue to competitors due to poor customer centricity, a direct result of growth through acquisition. Without an accurate single view of the entire customer base, upselling, cross-selling and upgrading opportunities were being wasted. Even worse, existing customers were being mistakenly identified as new prospects.

**Solution:** MDM of customer data synchronizes customer and account data across all sources and systems to support accurate marketing analysis as well as customer-facing sales teams and processes.

*See sessions B2, B4, B7*

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#### **Scenario 4: Increased Revenue and Agility**

A global consumer packaged goods company maintains a decentralized operational approach inconsistent with its centralized governance of corporate data. The result is a substantial loss of competitive market share due to an inability to quickly develop and launch new products, an industry benchmark of success.

**Solution:** MDM for Product Data synchronizes product and location data across supply chain processes to support customer service, returns and logistics – as well as accelerate new product introductions.

*See sessions A2, A5, B4, C4*

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#### **Scenario 5: Risk Management**

A global financial services provider to institutional investors had counterparty data spread across many different systems, making for a time-consuming and costly job of identifying the legal entity structure for a counterparty, and matching it to the exposures, collateral and risk ratings. This also made the risk management required by Basel II regulations difficult; the company has to hold capital in reserve funds that could amount to billions of dollars.

**Solution:** MDM of customer data can enable financial institutions to create a trusted source for counterparty, legal-entity hierarchies forming the basis for an enterprise wide view of credit risk exposure.

*See sessions B2, B7, B8*

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#### **Scenario 6: Reporting and Enhanced Decision Making**

A healthcare provider struggled to provide its users with necessary information on a timely basis to handle its business. After spending millions of dollars in all manner of business intelligence (BI) efforts, the firm finally determined that no amount of BI investment could provide what is needed; what is needed is some process that aligns line-of-business users' governance efforts with the efforts of the BI initiative. What they really need is faster, more-effective decision making affecting revenue, costs and agility.

**Solution:** Analytical MDM can help align the uses of master data in a BI environment with the operational governance routines that the line of business requires to improve decision making in the firm by ensuring that the right master data is in the right place whenever a decision is needed.

*See sessions A1, B1, B8*

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### **Scenario 7: Business Performance and Agility**

A large telecommunications operator is to provide its consumer customers with multi-play offers and packages, including fixed line, wireless, ISP, IP TV and more in the future as technologies and markets evolve. However, the reality today is that the operator has a legacy of multiple order management systems, product catalogues, CRM systems, provisioning systems and billing systems that grew up as the company evolved and acquired other companies. The operator needs far greater integration and consistency between its different applications and data sources, and needs to have much greater flexibility and agility in creating or customizing new applications and new product bundles.

**Solution:** MDM can help organizations achieve greater long-term success with strategic SOA initiatives that lead to the composition of application and data services that consume data from different sources. MDM won't create new composite applications or process orchestrations, but, by supplying them with a trusted source of master data, it will ensure that the development of composite applications and process orchestrations can be productive and speedy, and that they can be effective.

*See sessions A2, C4, C7*