



ROLES, STAKEHOLDERS & COMMITTEES

How They Impact
MDM Strategy



WHO SHOULD BE INVOLVED IN YOUR MDM PROGRAM?

First, let's take a high-level look at three core roles:

1 Data Governance: Individuals who drive the definition, requirements and solution. These users help administrators know what to create and data stewards know what to manage and how to manage it.

Data governance users dictate to data stewards how data should be managed, including the processes for doing so, and then hold the data stewards accountable to following those requirements. Data governance users also dictate to administrators what to create during the implementation of the MDM solution, especially from a data matching and quality perspective.

Data governance users also need to maintain a feedback loop from the MDM software to ensure everything is working as expected. This feedback covers the measurement perspective of the MDM program and might include information like:

- How long does it take to onboard a new customer?
- Is that process getting faster or slower?
- How is the company doing compared to its SLA?
- If there are any areas that are slipping, why is that happening?
- How well is the data matching working?
- How many business rules are failing from a data quality perspective?

2 Administrators: Individuals in IT who are responsible for setting up and configuring the solution.

3 Data Stewards: Boots on the ground individuals responsible for fixing, cleaning and managing the data directly within the solution. Ideally, data stewards come from departments across the business, such as finance and marketing. Typically, the activities that data stewards take on within the MDM program are defined by data governance users.

Other MDM roles can include and vary by organization/project type:

Role	Skills/Responsibilities	Level Of Involvement
Program Manager	Owns the data management strategy and platform.	Part time
Project Manager	Develops and manages project plans, ensures timely quality deliverables and reports project progress. Responsible for risk and issue management and escalation.	None
System Admin and DBA	Sys Admin: Systems administrators tend to work on things managing things like domains, storage, virtualization, group policies, DNS, some networking, etc. Basically they tend to be more generalized. DBA: DBA combines some skills from system administration along with some from the development world along with specialized knowledge of the database platforms used.	Occasional support
Developer	Developers implement custom SDK and/or Workflow solutions to extend MDM platforms. This may include web services based integrations, bespoke user interfaces, or custom applications or processes that leverage APIs or MDM data. A developer must have a working knowledge of C#.NET, Windows Communications Framework and ASP.NET.	Occasional support
ETL Developer	Batch data loading from source systems (ETL integration) is performed by these team members, with Profisee providing training and guidance on how to execute the implementation within the scope.	Occasional support

Continued

Role	Skills/Responsibilities	Level Of Involvement
Business Analyst/SME	Resources who are familiar with the data and the business processes related to a MDM solution. Provides deep knowledge of application functionality and requirements and participates in workshops, planning and execution of the review and testing activities.	Occasional support
Data Architect/Data Modeler	Oversees enterprise conceptual, logical, and physical data models that conform to an organization's standards and conventions; Provides leadership and guidance with enterprise data strategies, especially as they relate to MDM; Assists with organization governance practices, and standards and acts as a liaison between business and IT to clarify data requirements.	Occasional support
End Users/Data Stewards	Individuals who interact with the master data and/or business processes. These are the business users of the MDM system and act as stewards/maintainers of the data.	Up to full time
Governance Council	The Master Data Governance Council (MDGC) is the decision-making and policy-making authority for matters related to data. The MDGC oversees the implementation of data standards and quality assurance to ensure that the MDM team and Data Stewards are developing, maintaining, and providing acceptable system data for the use of others.	

MASTER DATA MANAGEMENT STAKEHOLDERS

Aside from the roles that execute and manage an MDM strategy, one of the keys to a successful MDM project is active commitment by the key stakeholders. The stakeholders for a typical MDM engagement include those representing both the business and IT. Active stakeholders usually include, but are not limited to, the following types of roles:

- Business or IT Executive Sponsor
- IT Project Lead
- Subject-matter experts from the impacted Line-of-business
- Data Stewards
- IT delivery team





As MDM stakeholders are defined throughout an organization, it is critical to secure their engagement and be committed to their organization's MDM journey. Through multiple implementations, Profisee has identified several "Health" indicators to help determine the MDM stakeholder impact:

Healthy Signs:

- Executive incentives tied to project results
- Investments in change management and training
- Subject matter experts dedicated full-time
- The right sponsor is appropriately engaged and funded
- Regular Steering Committee meetings are being held, decisions and actions are being taken in a timely fashion and are effective
- All appropriate stakeholder groups are effectively represented and engaged

Unhealthy Signs

- No executive sponsor visible
- Resistance to new ideas
- No "experts" available

MASTER DATA MANAGEMENT STEERING COMMITTEE

It's recommended that management-level representation from the MDM stakeholders form a Steering Committee to facilitate cross-functional decision-making. Here are a few characteristics of an effective Steering Committee:

- **Be sized appropriately** – Big enough to represent the priority stakeholders, but small enough to quickly analyze key information and make decisions.
- Focused on fast decision-making
- Become a vehicle for removing organizational barriers and not simply a regular meeting for listening to reporting from the Project Team members
- Not be a substitute for hands-on Sponsorship



Once the stakeholders are identified, the MDM Project Charter should include formation of a Steering Committee. Based on running hundreds of MDM projects, Profisee recommends the following roles participate in the Steering Committee. Note that there may be more than one team member per role, or some roles may not be applicable or a company's organizational structure.

Role	Description
Executive Sponsor(s)	Primary budget owner for MDM Initiative. This role typically comes from the line of business expected to benefit from the MDM solution.
Data Governance Lead	MDM is a component of a larger Data Governance strategy. If the organization has a Data Governance team in place, it should be an active participant in an MDM Steering Committee.
Data Steward or SME	The team responsible for day-to-day data management, including making decisions about how data is presented in operational or analytical systems, is typically part of the Steering Committee.
IT Sponsor(s)	MDM Sponsorship sometimes resides within the IT organization as MDM can be considered an IT-driven effort. Organizations also often have formal or informal Business and IT partnerships whereas the IT Sponsor supports the business-led initiatives. In either case, the IT sponsor plays a critical role in the MDM project's success and should be part of the Steering Committee.
Organization Standards Bodies	In cases where organizations have cross-functional teams driving adoption of common standards across the enterprise, this role might be a good candidate for the MDM Steering Committee. Examples of such standards may include IT Architecture, IT Integration, Meta Data Management and more.

Continued

Role	Description
Data Domain Owner	When companies are organized around the key components of its business cycle, such as Customers, Products, or Suppliers, there may be Data Domain Owners who will be part of Steering Committee decision-making.
MDM Champion	In some instances, an MDM champion oversees all business and IT aspects of an MDM implementation. In such cases, this role is part of the MDM Steering Committee.
MDM Partner	In order to drive optimal value from its MDM investment, companies are encouraged to include their MDM implementation and/or software partner in the Steering Committee. The MDM Partner offers best practice insight to support Steering Committee decision-making.



Connect Anything. Master Everything.

Profisee is a leading enterprise data management company that makes it easy and affordable for any size organization to ensure a trusted data foundation. Our unique, Profisee Advantage™ approach allows companies to leverage enterprise multi-domain data management capabilities, without limits on users, data volume or sources.

Our customers have the freedom to choose their deployment; on any application or device, with the flexibility to deliver on premise, in the cloud, or via a hybrid model. Profisee's unique Total Cost Ownership model leads the data management industry. This has provided the industry's highest customer satisfaction rating by accelerating and exceeding customer expectations.

Visit profisee.com to learn more or contact us to get a conversation started.



Profisee Headquarters

+1 678 202 8990

info@profisee.com

www.profisee.com

