

Master Data Assessment

HOLISTIC MASTER DATA MANAGEMENT FROM CONCEPTION TO REALIZATION

Master Data Management (MDM) has long been an integration challenge. Many system vendors have good approaches for a purely technical MDM system implementation. However, many MDM projects fail due to the complexities and dependencies unresolved by basic integration.

Software AG goes beyond these approaches by offering a holistic, process-oriented MDM methodology. Our offering includes conceptual, technology-independent consulting as well as the actual implementation of an integrated MDM solution.

Our Master Data Assessment starts with a structured requirements assessment in close collaboration with our customer. From this assessment, we derive concrete measures to realize project goals. Our methodology takes into account all MDM dimensions (organization, processes, architecture, data and human factors). This approach enables our customers to exploit the full potential of our integrated and flexible MDM product and achieve greater success

The experience of many Software AG customer projects has shown that master data must be closely related to various areas and processes of an organization. These relationships must be known and analyzed to make a MDM project successful both technologically and organizationally. This is exactly what the Master Data Assessment delivers.

Here are the typical challenges of an MDM project:

- a data-centric approach that underestimates process complexity,
- unclear project scope due to requirements not being clearly defined,
- viewing MDM projects only as an implementation projects,
- unclear roles and responsibilities related to master data
- a lack of transparency of benefits and ROI for MDM projects
- resulting difficulties in obtaining sponsorship for a company-wide MDM project
- a lack of understanding of current processes for holistic master data management,
- a lack of program strategy that is aligned with business and IT goals.

Industry Scenarios & Reference Processes

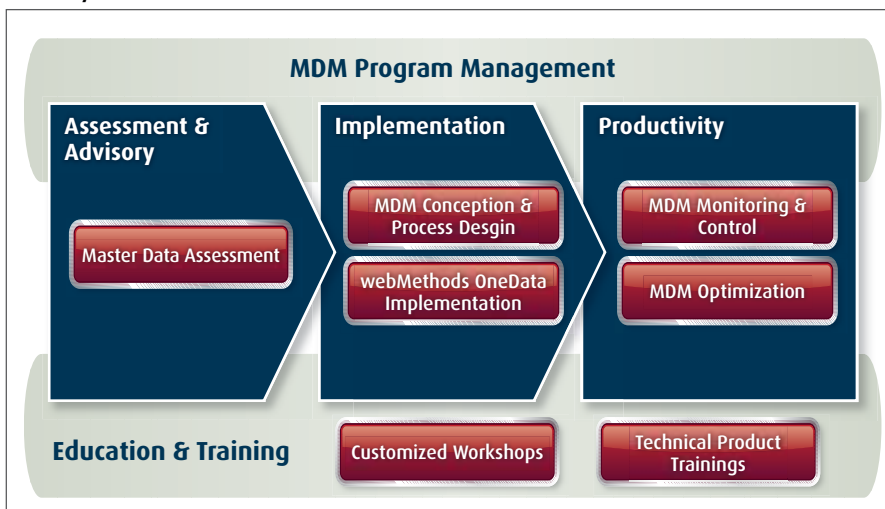


Figure 1: Software AG's MDM portfolio offers the right solution for each phase of an MDM project



Processes

- Data maintenance at the point of creation
- Reasonable process sequence
- Process performance mgmt. / controlling
- Removal of paper based processes
- Integrated time-to-market process



Organization

- To define master data responsibility
- To set up MD organization
- To control + enhance process + data quality



Data

- Content selected + described
- Unified master data structures
- Current data + complete data
- To avoid duplicates



Employee

- To establish process understanding
- Awareness for importance of master data
- Training
- Authorization concept



IT Architecture

- To avoid master data interfaces
- To avoid redundancies
- To define leading maintenance systems
- International guideline system
- Process automation by workflow

Findings are kept and managed in an ARIS model that can be used as a basis for the implementation phase.

A successful MDM project goes beyond a pure data view. Besides data, it also takes into account data maintenance processes, master data organization, the underlying IT landscape and the role employees play in data maintenance and governance.

With its 3-phase approach, the Master Data Assessment addresses precisely these areas. It helps you find the right MDM roadmap and develop the related project plan.

PHASE 1: SCOPING

Using questionnaires based on the experience of numerous projects, this phase defines in detail the scope of the assessment. It also lays out the related assessment program for the subsequent two phases.

PHASE 2: ANALYSIS

In this phase, we analyze the status quo, with a focus on identifying the key current weaknesses in the following dimensions:

- Processes
- Organization
- Data

A tool-based data analysis is also an optional part of the analysis phase.

PHASE 3: PLANNING

The goal of the final phase is the elaboration of a detailed MDM program. The resulting roadmap includes action plans and sub-projects which are:

- structured in accordance with the dimensions of processes, organization, data and IT architecture,
- prioritized according to strategic relevance and other determining factors and
- described by fact sheets with management summary, cost estimate and benefit analysis.

Once this phase is completed, you have a clear, tailored concept of how MDM can provide value and cost-efficiency to your organization.

This proven approach has already helped many customers to protect their MDM investments and achieve sustainable success well beyond the original MDM project.

When will you take the first step towards process-driven master data management? Get in touch with your Software AG contact today to talk about your Master Data Assessment!

Take the next step to get there - faster.

To find the software AG office nearest you, please visit www.SoftwareAG.com

ABOUT SOFTWARE AG

Software AG is the global leader in Business Process Excellence. Our 40 years of innovation include the invention of the first high-performance transactional database, Adabas; the first business process analysis platform, ARIS; and the first B2B server and SOA-based integration platform, webMethods.

We offer our customers end-to-end Business Process Management (BPM) solutions delivering low Total-Cost-of-Ownership and high ease of use. Our industry-leading brands, ARIS, webMethods, Adabas, Natural, CentraSite and IDS Scheer Consulting, represent a unique portfolio encompassing: process strategy, design, integration and control; SOA-based integration and data management; process-driven SAP implementation; and strategic process consulting and services.

Software AG - Get There Faster

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