

Wiley Corporate F&A

MASTER DATA MANAGEMENT IN PRACTICE

Achieving True Customer MDM

DALTON CERVO MARK ALLEN

Foreword by Jill Dyche

Master Data Management In Practice Achieving True Customer Mdm

Gerard Blokdijk



Master Data Management In Practice Achieving True Customer Mdm:

Master Data Management in Practice Dalton Cervo, Mark Allen, 2011-07-05 In this book authors Dalton Cervo and Mark Allen show you how to implement Master Data Management MDM within your business model to create a more quality controlled approach Focusing on techniques that can improve data quality management lower data maintenance costs reduce corporate and compliance risks and drive increased efficiency in customer data management practices the book will guide you in successfully managing and maintaining your customer master data You ll find the expert guidance you need complete with tables graphs and charts in planning implementing and managing MDM *Multi-Domain Master Data Management* Mark Allen, Dalton Cervo, 2015-03-21 Multi Domain Master Data Management delivers practical guidance and specific instruction to help guide planners and practitioners through the challenges of a multi domain master data management MDM implementation Authors Mark Allen and Dalton Cervo bring their expertise to you in the only reference you need to help your organization take master data management to the next level by incorporating it across multiple domains Written in a business friendly style with sufficient program planning guidance this book covers a comprehensive set of topics and advanced strategies centered on the key MDM disciplines of Data Governance Data Stewardship Data Quality Management Metadata Management and Data Integration Provides a logical order toward planning implementation and ongoing management of multi domain MDM from a program manager and data steward perspective Provides detailed guidance examples and illustrations for MDM practitioners to apply these insights to their strategies plans and processes Covers advanced MDM strategy and instruction aimed at improving data quality management lowering data maintenance costs and reducing corporate risks by applying consistent enterprise wide practices for the management and control of master data

Data Governance Dimitrios Sargiotis, 2024-09-11 This book is a comprehensive resource designed to demystify the complex world of data governance for professionals across various sectors This guide provides in depth insights methodologies and best practices to help organizations manage their data effectively and securely It covers essential topics such as data quality privacy security and management ensuring that readers gain a holistic understanding of how to establish and maintain a robust data governance framework Through a blend of theoretical knowledge and practical applications this book addresses the challenges and benefits of data governance equipping readers with the tools needed to navigate the evolving data landscape In addition to foundational principles this book explores real world case studies that illustrate the tangible benefits and common pitfalls of implementing data governance Emerging trends and technologies including artificial intelligence machine learning and blockchain are also examined to prepare readers for future developments in the field Whether you are a seasoned data management professional or new to the discipline this book serves as an invaluable resource for mastering the intricacies of data governance and leveraging data as a strategic asset for organizational success This resourceful guide targets data management professionals IT managers Compliance officers Data Stewards Data Owners

Data Governance Managers and more Business leaders business executives academic researchers students focused on computer science in data related fields will also find this book a useful resource *Business Intelligence and Analytics in Small and Medium Enterprises* Pedro Novo Melo, Carolina Machado, 2019-11-26 Technological developments in recent years have been tremendous This evolution is visible in companies through technological equipment computerized procedures and management practices associated with technologies One of the management practices that is visible is related to business intelligence and analytics BI A Concepts such as data warehousing key performance indicators KPIs data mining and dashboards are changing the business arena This book aims to promote research related to these new trends that open up a new field of research in the small and medium enterprises SMEs area Features Focuses on the more recent research findings occurring in the fields of BI A Conveys how companies in the developed world are facing today s technological challenges Shares knowledge and insights on an international scale Provides different options and strategies to manage competitive organizations Addresses several dimensions of BI A in favor of SMEs **Entity Information Life Cycle for Big Data** John R. Talburt, Yinle Zhou, 2015-04-20 Entity Information Life Cycle for Big Data walks you through the ins and outs of managing entity information so you can successfully achieve master data management MDM in the era of big data This book explains big data s impact on MDM and the critical role of entity information management system EIMS in successful MDM Expert authors Dr John R Talburt and Dr Yinle Zhou provide a thorough background in the principles of managing the entity information life cycle and provide practical tips and techniques for implementing an EIMS strategies for exploiting distributed processing to handle big data for EIMS and examples from real applications Additional material on the theory of EIIM and methods for assessing and evaluating EIMS performance also make this book appropriate for use as a textbook in courses on entity and identity management data management customer relationship management CRM and related topics Explains the business value and impact of entity information management system EIMS and directly addresses the problem of EIMS design and operation a critical issue organizations face when implementing MDM systems Offers practical guidance to help you design and build an EIM system that will successfully handle big data Details how to measure and evaluate entity integrity in MDM systems and explains the principles and processes that comprise EIM Provides an understanding of features and functions an EIM system should have that will assist in evaluating commercial EIM systems Includes chapter review questions exercises tips and free downloads of demonstrations that use the OYSTER open source EIM system Executable code Java jar files control scripts and synthetic input data illustrate various aspects of CRUD life cycle such as identity capture identity update and assertions *Too Big to Ignore* Phil Simon, 2015-11-02 Residents in Boston Massachusetts are automatically reporting potholes and road hazards via their smartphones Progressive Insurance tracks real time customer driving patterns and uses that information to offer rates truly commensurate with individual safety Google accurately predicts local flu outbreaks based upon thousands of user search queries Amazon provides remarkably insightful

relevant and timely product recommendations to its hundreds of millions of customers Quantcast lets companies target precise audiences and key demographics throughout the Web NASA runs contests via gamification site TopCoder awarding prizes to those with the most innovative and cost effective solutions to its problems Explorys offers penetrating and previously unknown insights into healthcare behavior How do these organizations and municipalities do it Technology is certainly a big part but in each case the answer lies deeper than that Individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data And each of these organizations has embraced Big Data allowing them to make astute and otherwise impossible observations actions and predictions It's time to start thinking big In Too Big to Ignore recognized technology expert and award winning author Phil Simon explores an unassailably important trend Big Data the massive amounts new types and multifaceted sources of information streaming at us faster than ever Never before have we seen data with the volume velocity and variety of today Big Data is no temporary blip of fad In fact it is only going to intensify in the coming years and its ramifications for the future of business are impossible to overstate Too Big to Ignore explains why Big Data is a big deal Simon provides commonsense jargon free advice for people and organizations looking to understand and leverage Big Data Rife with case studies examples analysis and quotes from real world Big Data practitioners the book is required reading for chief executives company owners industry leaders and business professionals

DAMA-DMBOK: Guía Del Conocimiento Para La Gestión De Datos (Spanish Edition) DAMA International, La Guía del Conocimiento para la Gestión de Datos DAMA DMBOK2 presenta una visión exhaustiva de los desafíos complejidades y valor de la gestión eficaz de los datos Las organizaciones de hoy en día reconocen que la gestión de los datos es fundamental para su éxito Reconocen que los datos tienen valor y quieren aprovechar ese valor A medida que nuestra capacidad y deseo de crear y explotar datos ha aumentado también lo ha hecho la necesidad de prácticas de gestión de datos confiables La segunda edición de la Guía del Conocimiento para la Gestión de Datos de DAMA International actualiza y aumenta el exitoso DMBOK1 DMBOK2 un libro de referencia accesible y autorizado escrito por los principales pensadores en el campo y ampliamente revisado por los miembros de DAMA reúne materiales que describen exhaustivamente los desafíos de la gestión de datos y cómo cumplirlos mediante Definir un conjunto de principios rectores para la gestión de datos y describir cómo se pueden aplicar estos principios dentro de las áreas funcionales de gestión de datos Proporcionar un marco de referencia funcional para la implementación de prácticas de gestión de datos empresariales incluyendo prácticas métodos y técnicas ampliamente adoptadas funciones roles entregables y métricas Establecer un vocabulario común para los conceptos de gestión de datos y servir de base para las mejores prácticas para los profesionales de la gestión de datos DAMA DMBOK2 proporciona a los profesionales de la gestión de datos y de TI a ejecutivos trabajadores del conocimiento educadores e investigadores un marco para gestionar sus datos y madurar su infraestructura de información basado en estos principios Los datos son un activo con propiedades únicas El valor de los datos puede y debe expresarse en t

rminos econ micos Gestionar los datos significa gestionar la calidad de los datos Se necesitan metadatos para gestionar los datos Se necesita planificaci n para gestionar los datos La gesti n de datos es multifuncional y requiere una amplia gama de habilidades y experiencia La gesti n de datos requiere una perspectiva empresarial La gesti n de datos debe tener en cuenta una serie de perspectivas La gesti n de datos es la gesti n del ciclo de vida de los datos Los diferentes tipos de datos tienen diferentes requerimientos de ciclo de vida La gesti n de datos incluye la gesti n de los riesgos asociados a los datos Los requerimientos de gesti n de datos deben impulsar las decisiones sobre tecnolog a de la informaci n Una gesti n eficaz de los datos requiere un compromiso de liderazgo Los cap tulos incluyen Gesti n de Datos Manejo tico de los Datos Gobierno de Datos Arquitectura de Datos Modelado y Dise o de Datos Almacenamiento de Datos y Operaciones Seguridad de Datos Integraci n de Datos e Interoperabilidad Gesti n de Documentos y Contenidos Datos Maestros y de Referencia Data Warehousing e Inteligencia de Negocios Gesti n de Metadatos Calidad de Datos Big Data y Ciencia de Datos Evaluaci n de la Madurez de la Gesti n de Datos Organizaci n de la Gesti n de Datos y Expectativas de Roles Gesti n de Datos y Gesti n del Cambio Organizacional La estandarizaci n de las disciplinas de gesti n de datos ayudar a los profesionales de la gesti n de datos a desempe arse de forma m s eficaz y consistente Tambi n permitir a los l deres de la organizaci n reconocer el valor y las contribuciones de las actividades de gesti n de datos

DAMA-DMBOK. Свод знаний по управлению данными
 Коллектив авторов, 2020-11-16 DAMA DMBOK Master Data Management, 2017-06-30 In 1941 a new term was added to the Oxford English Dictionary Information Explosion Press 2013 The term explains the growth in information content seen seven decades ago beginning with Fremont Rider a university librarian who in 1944 estimated that information in university libraries would double in size every sixteen years Nearly seventy year later Bounie and Gilled produced a report called International Production and Dissemination of Information and concluded that the world in 2008 produced 14 7 exabytes of new information three times the amount of information produced just five years earlier Press 2013 This rapid growth in information content has generated a greater need for organizations to evaluate how key organizational content is managed to achieve strategic goals and to remain competitive in today s business environment

The Transverse Information System Francois Rivard, Georges Abou Harb, Philippe Meret, 2013-03-01 Information systems have an enormous potential for improving business performance With this in mind companies must set out to exploit and optimize this potential without delay in order to improve their efficiency and continue to set themselves apart from the competition This comprehensive text provides the information needed to understand and implement these systems at a practical level Master Data Management David Loshin, 2010-07-28 The key to a successful MDM initiative isn t technology or methods it s people the stakeholders in the organization and their complex ownership of the data that the initiative will affect Master Data Management equips you with a deeply practical business focused way of thinking about MDM an understanding that will greatly enhance your ability to communicate with stakeholders and win their support Moreover it will help you deserve their

support you'll master all the details involved in planning and executing an MDM project that leads to measurable improvements in business productivity and effectiveness Presents a comprehensive roadmap that you can adapt to any MDM project Emphasizes the critical goal of maintaining and improving data quality Provides guidelines for determining which data to master Examines special issues relating to master data metadata Considers a range of MDM architectural styles Covers the synchronization of master data across the application infrastructure

MASTER DATA MANAGEMENT AND DATA GOVERNANCE, 2/E Alex Berson, Larry Dubov, 2010-12-06 The latest techniques for building a customer focused enterprise environment The authors have appreciated that MDM is a complex multidimensional area and have set out to cover each of these dimensions in sufficient detail to provide adequate practical guidance to anyone implementing MDM While this necessarily makes the book rather long it means that the authors achieve a comprehensive treatment of MDM that is lacking in previous works Malcolm Chisholm Ph D President AskGet.com Consulting Inc Regain control of your master data and maintain a master entity centric enterprise data framework using the detailed information in this authoritative guide Master Data Management and Data Governance Second Edition provides up to date coverage of the most current architecture and technology views and system development and management methods Discover how to construct an MDM business case and roadmap build accurate models deploy data hubs and implement layered security policies Legacy system integration cross industry challenges and regulatory compliance are also covered in this comprehensive volume Plan and implement enterprise scale MDM and Data Governance solutions Develop master data model Identify match and link master records for various domains through entity resolution Improve efficiency and maximize integration using SOA and Web services Ensure compliance with local state federal and international regulations Handle security using authentication authorization roles entitlements and encryption Defend against identity theft data compromise spyware attack and worm infection Synchronize components and test data quality and system performance

Master Data Management and Customer Data Integration for a Global Enterprise Alex Berson, Larry Dubov, 2007-05-22 Transform your business into a customer centric enterprise Gain a complete and timely understanding of your customers using MDM CDI and the real world information contained in this comprehensive volume Master Data Management and Customer Data Integration for a Global Enterprise explains how to grow revenue reduce administrative costs and improve client retention by adopting a customer focused business framework Learn to build and use customer hubs and associated technologies secure and protect confidential corporate and customer information provide personalized services and set up an effective data governance team You'll also get full details on regulatory compliance and the latest pre packaged MDM CDI software solutions Design and implement a dynamic MDM CDI architecture that fits the needs of your business Implement MDM CDI holistically as an integrated multi disciplinary set of technologies services and processes Improve solution agility and flexibility using SOA and Web services Recognize customers and their relationships with the enterprise across channels and lines of business Ensure

compliance with local state federal and international regulations Deploy network perimeter platform application data and user level security Protect against identity and data theft worm infection and phishing and pharming scams Create an Enterprise Information Governance Group Perform development QA and business acceptance testing and data verification

Master Data Management Mdm Gerard Blokdyk, 2017-10-14 What prevents me from making the changes I know will make me a more effective Master Data Management MDM leader How do we Improve Master Data Management MDM service perception and satisfaction How will the Master Data Management MDM team and the organization measure complete success of Master Data Management MDM How does the organization define manage and improve its Master Data Management MDM processes Has the direction changed at all during the course of Master Data Management MDM If so when did it change and why Defining designing creating and implementing a process to solve a business challenge or meet a business objective is the most valuable role In EVERY company organization and department Unless you are talking a one time single use project within a business there should be a process Whether that process is managed and implemented by humans AI or a combination of the two it needs to be designed by someone with a complex enough perspective to ask the right questions Someone capable of asking the right questions and step back and say What are we really trying to accomplish here And is there a different way to look at it For more than twenty years The Art of Service s Self Assessments empower people who can do just that whether their title is marketer entrepreneur manager salesperson consultant business process manager executive assistant IT Manager CxO etc they are the people who rule the future They are people who watch the process as it happens and ask the right questions to make the process work better This book is for managers advisors consultants specialists professionals and anyone interested in Master Data Management MDM assessment All the tools you need to an in depth Master Data Management MDM Self Assessment Featuring new and updated case based questions organized into seven core areas of process design this Self Assessment will help you identify areas in which Master Data Management MDM improvements can be made In using the questions you will be better able to diagnose Master Data Management MDM projects initiatives organizations businesses and processes using accepted diagnostic standards and practices implement evidence based best practice strategies aligned with overall goals integrate recent advances in Master Data Management MDM and process design strategies into practice according to best practice guidelines Using a Self Assessment tool known as the Master Data Management MDM Scorecard you will develop a clear picture of which Master Data Management MDM areas need attention Included with your purchase of the book is the Master Data Management MDM Self Assessment downloadable resource which contains all questions and Self Assessment areas of this book in a ready to use Excel dashboard including the self assessment graphic insights and project planning automation all with examples to get you started with the assessment right away Access instructions can be found in the book You are free to use the Self Assessment contents in your presentations and materials for customers without asking us we are here to help **Master Data**

Management - Simple Steps to Win, Insights and Opportunities for Maxing Out Success Gerard Blokdijk,2015-10-05

The one stop source powering Master data management success jam packed with ready to use insights for results loaded with all the data you need to decide how to gain and move ahead Based on extensive research this lays out the thinking of the most successful Master data management knowledge experts those who are adept at continually innovating and seeing opportunities This is the first place to go for Master data management innovation INCLUDED are numerous real world Master data management blueprints presentations and templates ready for you to access and use Also if you are looking for answers to one or more of these questions then THIS is the title for you What is the best master data management software right now What is master data management software What are the biggest challenges in master data management MDM What are some of the Master Data Management architecture patterns Enterprise Architecture What is master data management What is cloud MDM Master Data Management What is master data management in SAP What MDM master data management is used by IKEA How can I secure a master data management system and much more [MDM Master Data Management Third Edition](#) Gerardus Blokdyk,2018-09-28 What does MDM master data management success mean to the stakeholders Are accountability and ownership for MDM master data management clearly defined What tools do you use once you have decided on a MDM master data management strategy and more importantly how do you choose MDM master data management in management Strategic planning How to Secure MDM master data management Defining designing creating and implementing a process to solve a challenge or meet an objective is the most valuable role In EVERY group company organization and department Unless you are talking a one time single use project there should be a process Whether that process is managed and implemented by humans AI or a combination of the two it needs to be designed by someone with a complex enough perspective to ask the right questions Someone capable of asking the right questions and step back and say What are we really trying to accomplish here And is there a different way to look at it This Self Assessment empowers people to do just that whether their title is entrepreneur manager consultant Vice President CxO etc they are the people who rule the future They are the person who asks the right questions to make MDM master data management investments work better This MDM master data management All Inclusive Self Assessment enables You to be that person All the tools you need to an in depth MDM master data management Self Assessment Featuring 678 new and updated case based questions organized into seven core areas of process design this Self Assessment will help you identify areas in which MDM master data management improvements can be made In using the questions you will be better able to diagnose MDM master data management projects initiatives organizations businesses and processes using accepted diagnostic standards and practices implement evidence based best practice strategies aligned with overall goals integrate recent advances in MDM master data management and process design strategies into practice according to best practice guidelines Using a Self Assessment tool known as the MDM master data management Scorecard you will develop a clear picture of which MDM

master data management areas need attention Your purchase includes access details to the MDM master data management self assessment dashboard download which gives you your dynamically prioritized projects ready tool and shows your organization exactly what to do next You will receive the following contents with New and Updated specific criteria The latest quick edition of the book in PDF The latest complete edition of the book in PDF which criteria correspond to the criteria in The Self Assessment Excel Dashboard and Example pre filled Self Assessment Excel Dashboard to get familiar with results generation plus an extra special resource that helps you with project managing INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books Lifetime Updates is an industry first feature which allows you to receive verified self assessment updates ensuring you always have the most accurate information at your fingertips

Master Data Management a Complete Guide - 2019 Edition

Gerardus Blokdyk, 2018-12-21 Can you list the specific data elements How safe are your data Is there a Social Media and Internet Use Policy in your organization Master data has been around a long time why do you now need MDM Systems to manage this kind of information How do you view the technical operational drivers for data management practices associated with customer facing applications Defining designing creating and implementing a process to solve a challenge or meet an objective is the most valuable role In EVERY group company organization and department Unless you are talking a one time single use project there should be a process Whether that process is managed and implemented by humans AI or a combination of the two it needs to be designed by someone with a complex enough perspective to ask the right questions Someone capable of asking the right questions and step back and say What are we really trying to accomplish here And is there a different way to look at it This Self Assessment empowers people to do just that whether their title is entrepreneur manager consultant Vice President CxO etc they are the people who rule the future They are the person who asks the right questions to make Master data management investments work better This Master data management All Inclusive Self Assessment enables You to be that person All the tools you need to an in depth Master data management Self Assessment Featuring 927 new and updated case based questions organized into seven core areas of process design this Self Assessment will help you identify areas in which Master data management improvements can be made In using the questions you will be better able to diagnose Master data management projects initiatives organizations businesses and processes using accepted diagnostic standards and practices implement evidence based best practice strategies aligned with overall goals integrate recent advances in Master data management and process design strategies into practice according to best practice guidelines Using a Self Assessment tool known as the Master data management Scorecard you will develop a clear picture of which Master data management areas need attention Your purchase includes access details to the Master data management self assessment dashboard download which gives you your dynamically prioritized projects ready tool and shows your organization exactly what to do next You will receive the following contents with New and Updated specific criteria The

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Management: a gentle introduction Bas van Gils,2020-03-03 The overall objective of this book is to show that data management is an exciting and valuable capability that is worth time and effort More specifically it aims to achieve the following goals 1 To give a gentle introduction to the field of DM by explaining and illustrating its core concepts based on a mix of theory practical frameworks such as TOGAF ArchiMate and DMBOK as well as results from real world assignments 2 To offer guidance on how to build an effective DM capability in an organization This is illustrated by various use cases linked to the previously mentioned theoretical exploration as well as the stories of practitioners in the field The primary target groups are busy professionals who are actively involved with managing data The book is also aimed at Bachelor s Master s students with an interest in data management The book is industry agnostic and should be applicable in different industries such as government finance telecommunications etc Typical roles for which this book is intended data governance office council data owners data stewards people involved with data governance data governance board enterprise architects data architects process managers business analysts and IT analysts The book is divided into three main parts theory practice and closing remarks Furthermore the chapters are as short and to the point as possible and also make a clear distinction between the main text and the examples If the reader is already familiar with the topic of a chapter he she can easily skip it and move on to the next *Don't Screw Up Your Master Data* Harro M Wiersma,2025-03-21 In *Don t Screw Up Your Master Data* Harro delivers a clear actionable guide to mastering Master Data Management MDM a critical yet often overlooked pillar of modern business success Poor MDM practices can lead to inconsistencies wasted resources and even security risks but this book provides a practical framework to navigate these challenges effectively What You ll Learn The Five Questions Approach a proven framework to assess and elevate MDM maturity Contextual Data Management organising business critical data from product records to customer and vendor information MDM Strategy Governance integrating MDM into broader data governance frameworks for compliance and efficiency People Process Technology the essential roles workflows and tools needed for successful MDM initiatives Real World Case Studies Lessons from organisations that have mastered MDM for business transformation Harro s deep expertise coupled with real world insights makes this book an indispensable resource for data professionals business leaders and anyone looking to future proof their data strategy Whether you re tackling MDM for the first time or refining an existing approach this book equips you with the tools and knowledge to turn your data assets

into a competitive advantage Don't leave your master data to chance get it right the first time Master Data Management MDM Gerardus Blokdyk, 2018-01-16 Are there Master Data Management MDM problems defined Among the Master Data Management MDM product and service cost to be estimated which is considered hardest to estimate Who will be responsible for making the decisions to include or exclude requested changes once Master Data Management MDM is underway How do we go about Securing Master Data Management MDM What are your most important goals for the strategic Master Data Management MDM objectives This instant Master Data Management MDM self assessment will make you the principal Master Data Management MDM domain master by revealing just what you need to know to be fluent and ready for any Master Data Management MDM challenge How do I reduce the effort in the Master Data Management MDM work to be done to get problems solved How can I ensure that plans of action include every Master Data Management MDM task and that every Master Data Management MDM outcome is in place How will I save time investigating strategic and tactical options and ensuring Master Data Management MDM opportunity costs are low How can I deliver tailored Master Data Management MDM advice instantly with structured going forward plans There's no better guide through these mind expanding questions than acclaimed best selling author Gerard Blokdyk Blokdyk ensures all Master Data Management MDM essentials are covered from every angle the Master Data Management MDM self assessment shows succinctly and clearly that what needs to be clarified to organize the business project activities and processes so that Master Data Management MDM outcomes are achieved Contains extensive criteria grounded in past and current successful projects and activities by experienced Master Data Management MDM practitioners Their mastery combined with the uncommon elegance of the self assessment provides its superior value to you in knowing how to ensure the outcome of any efforts in Master Data Management MDM are maximized with professional results Your purchase includes access details to the Master Data Management MDM self assessment dashboard download which gives you your dynamically prioritized projects ready tool and shows your organization exactly what to do next Your exclusive instant access details can be found in your book

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Master Data Management In Practice Achieving True Customer Mdm Introduction

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