



E-Paper

Master Data Management

The role of the integrator in the success of MDM programmes

The more complex companies, business models and supply chains become, the more difficult it is to make decisions based on complete and reliable data. Product, customer, supplier or location data is generated in different systems and business areas, yet still needs to be considered collectively. Master data management (MDM) creates an organisation-wide framework for this. However, the real challenge does not lie in the technology alone: a successful MDM programme connects data, systems, processes and responsibilities and evolves alongside the requirements of the organisation.

MDM as the foundation for a connected data perspective

Companies today have large volumes of data relating to products, customers, suppliers, partners, locations and other key business objects. However, this information is often managed in different systems and business departments. This results in isolated data sets, differing definitions and missing relationships that make organisation-wide use more difficult.

Master data management brings relevant master data into a common framework and creates a consistent view of key data domains. While a PIM system, for example, manages in-depth information within the product domain, multi-domain MDM can connect different data perspectives. Product, customer, supplier or location data can therefore be related to one another and used for cross-functional business processes.

The requirements for such a data foundation are growing. Regulatory requirements and increasing demands for transparency require information about products, materials, suppliers and production sites. At the same time, companies need to make their processes more efficient, modernise their system landscapes and respond more quickly to changes in markets and supply chains.

The increasing use of AI also raises the requirements for the underlying data. Automated analyses and intelligent processes require consistent, clearly defined and reliable information. Together with clear data governance, MDM creates the conditions for key enterprise data to be provided in a controlled manner and used across different use cases.





“MDM brings together the most important data perspectives within an organisation, creating the foundation for an agile, strategic and successful business.”



Otakar Tomes

CEO Advellence

From an MDM project to a long-term programme

The introduction of MDM should not begin with the selection of software. The first step is to determine the specific contribution the programme should make towards achieving business objectives. This defines the relevant data domains, processes and technological requirements.

The focus is on several fundamental questions:

- Which data domains are relevant to the most important business processes?
- In which systems is this data created and changed?
- Which departments and applications require access to it?
- Where do inconsistencies, manual effort or quality issues arise today?
- Which future business models, regulatory requirements or technological changes must the architecture support?

Based on this, the target state, priorities and roadmap for the MDM programme can be developed. Not every data domain needs to be considered from the outset. Particularly complex MDM initiatives can be built up gradually and expanded around specific business cases.

Such an approach also takes into account the fact that requirements are constantly changing. New markets and product ranges, M&A activities, regulatory requirements or the modernisation of key systems such as ERP and CRM change data structures and processes. MDM is therefore not a completed implementation project, but a long-term programme that evolves alongside the organisation.

This is particularly relevant for industry and retail. Here, data relating to products, suppliers, assets and locations increasingly needs to be consistently available across organisational boundaries. Connecting these domains creates greater transparency across supply chains, sales structures and dependencies. Risks can be identified earlier and decisions can be made on the basis of more comprehensive information.



The role of the MDM integrator

The cross-functional nature of MDM makes implementation challenging. Data models, systems and processes need to be aligned, as do responsibilities and governance structures. At the same time, the architecture must be designed to accommodate future requirements.

A specialised MDM integrator therefore supports companies far beyond the technical implementation. Its responsibilities can essentially be divided into three areas:

Strategy and design: Together with the relevant stakeholders, objectives, business cases, data domains and priorities are defined and translated into a long-term MDM roadmap.

Implementation and integration: The selected MDM solution is integrated into the existing system landscape and connected to the relevant data sources and target systems. Data models, processes and interfaces must be aligned in the process.

Operations and continuous development: Following implementation, data flows and interfaces need to be maintained, processes optimised and new requirements integrated into the existing architecture. Managed services can provide ongoing support and relieve the burden on internal teams.

Particularly in multi-domain MDM, technical expertise needs to be complemented by a comprehensive understanding of business processes. Which data needs to be connected and which relationships actually create value depend heavily on the industry, business model and organisational structure.

The selection of a digitalisation partner should therefore not be based solely on technical expertise in a particular MDM solution. Experience with the required data domains, existing system landscapes and projects of comparable size and complexity is equally relevant.



Conclusion: MDM requires a long-term perspective

Master data management creates a reliable foundation for the organisation-wide management of key enterprise data. Connecting relevant data domains reveals relationships that improve operational processes and enable more informed strategic decisions.

As requirements for transparency, efficiency, digitalisation and AI increase, so does the importance of a consistent and trustworthy data foundation. It is therefore essential to view MDM not as an isolated software implementation, but as a long-term programme that connects business strategy, data, processes and technology.

An experienced MDM integrator supports companies from the development of the target state through implementation to continuous development. This creates a data architecture that not only meets current requirements but can also grow alongside the organisation.

About Advellence

As an experienced digital transformation partner for companies of all sizes and industries, Advellence supports organisations in the sustainable development of their digitalisation strategies – building on their existing IT landscape and process structures. With extensive technical and domain expertise, Advellence provides both strategic consulting and hands-on support in the implementation and integration of systems, data, and processes.

With our strong and continuously growing network of technology partnerships, we identify the ideal solution for any starting point – from data and information management to modern work solutions and advanced data and analytics scenarios that give your company the competitive edge it needs.

We connect all your data so it can tell your story. Technical precision is our craft; project execution is our passion. Consulting, technology selection, implementation, development, and integration: At Advellence, you get everything from a single source – with the Advantage of Excellence.

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