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Title:

Business Value of MDM and High Quality Data – A Practical Framework

Abstract:

Creating a formal business case for MDM can be challenging. The reason is that MDM is an enabling set of processes and technologies, not an end purpose per se. There often are easily identifiable quick wins in e.g. direct mailing, but much of the value that MDM can offer is realized outside of the trivial examples. Moreover, the value is often hiding behind a number of operational and analytical processes and technologies, and multiple organizational layers.

A clear, pragmatic framework for analyzing the value potential is needed. There are good frameworks available in literature (e.g. English, Loshin, Eppler&Helfert) ,but such literature models can be of limited value to practitioners as their communicability to business and IT can be limited.

This presentation argues a comprehensive yet simple and most importantly, easily communicable, approach for any organization to perform benefit analyses on what improving how Master Data is managed can provide.