Turning Master Data Governance Into a Business Process

Robert Klein, Director of Quality
BackOffice Associates
MIT IQ Industry Symposium
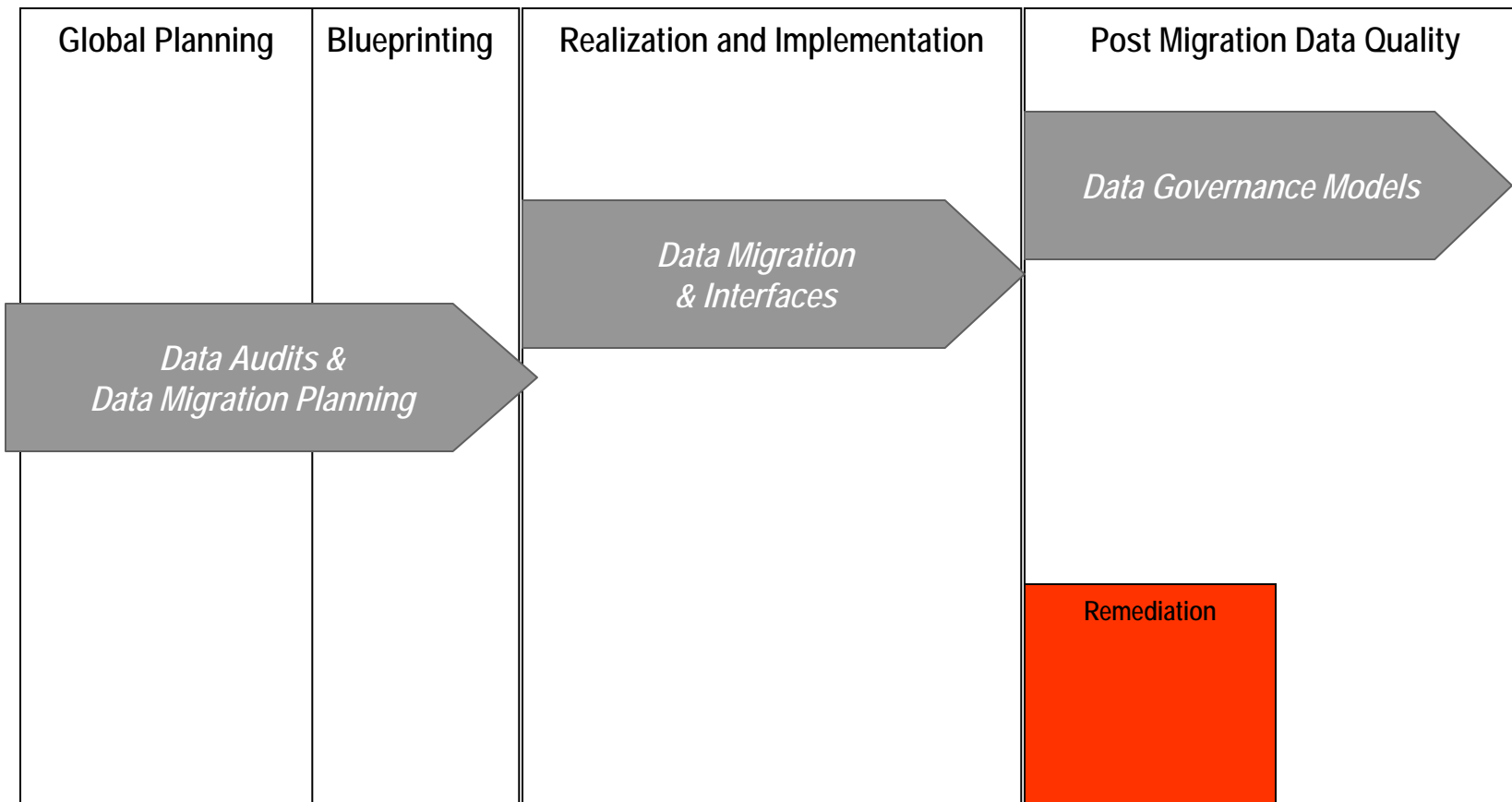Session 2A: Pharmaceutical Industry Practice
July 19, 2007

About BackOffice Associates

- Data Quality Specialist focused solely on SAP® solutions for 14 years

- SAP Software & Gold Services Partner

  - Strategic Solution Provider for SAP's GAA (Global Alliance Accounts)

- World renowned for delivering Boring Go Live® migrations (100% track record)

  - On-time & On-budget with Zero Business Process Interruptions due to Data

- Data Governance solutions provide sustainable risk mitigation for data quality

  - All solutions certified "Powered by SAP NetWeaver"

- The pioneer developer of best practices in Global SAP Data Migration and Governance Initiatives for Fortune 500 Companies
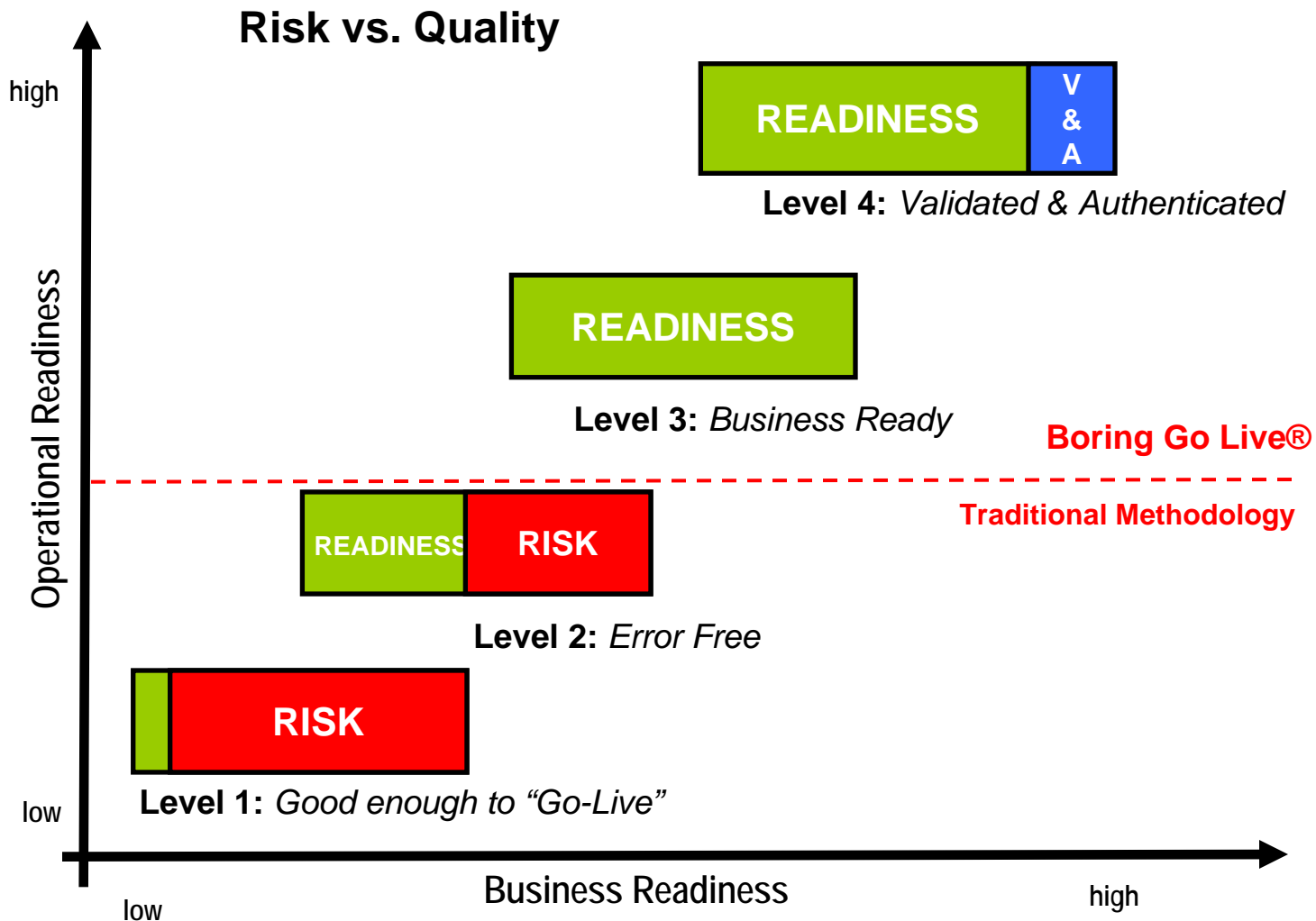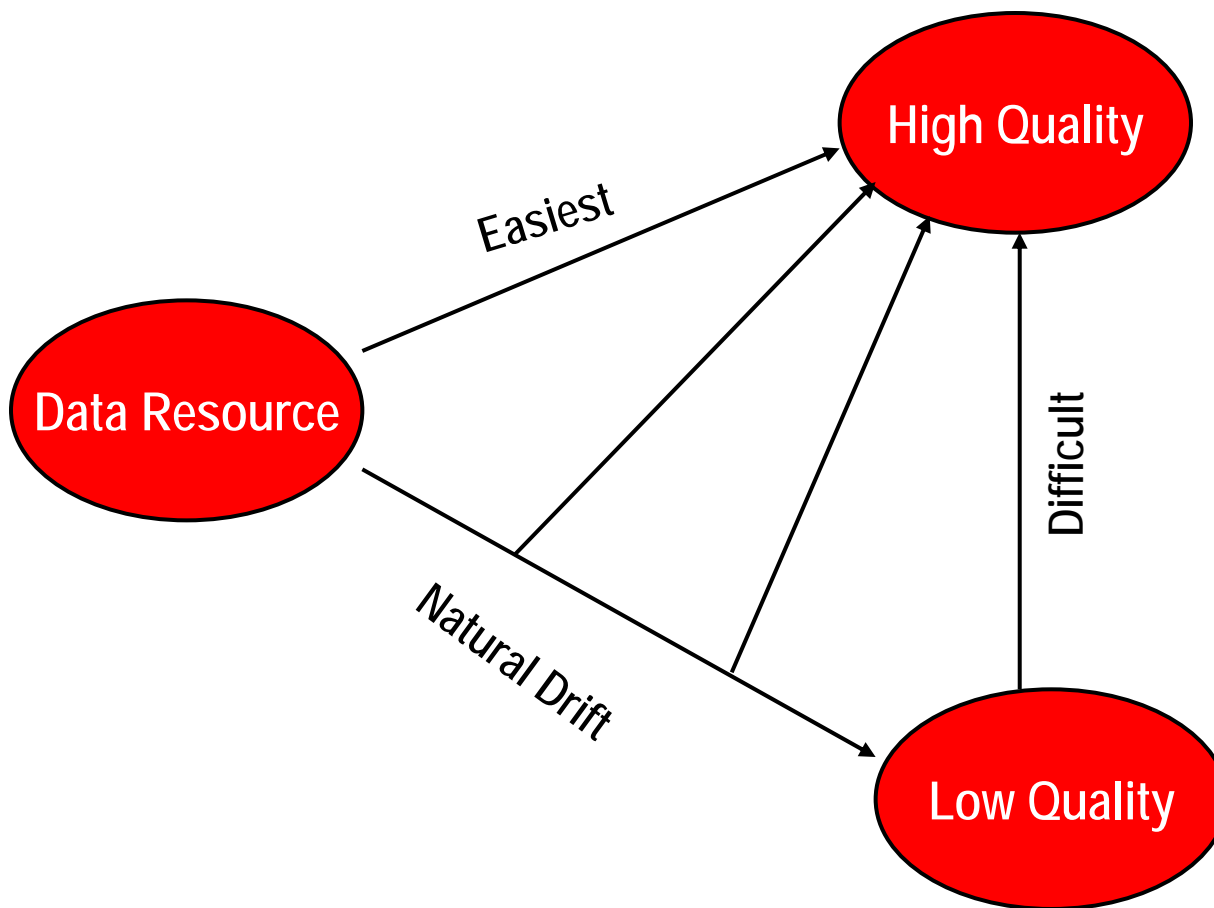
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Our SAP Data Quality Lifecycle

Global Planning	Blueprinting	Realization and Implementation	Post Migration Data Quality

Data Governance Models

Data Migration & Interfaces

Data Audits & Data Migration Planning

Remediation

BackOffice A S S O C I A T E S

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Migration - Four Levels of Data Readiness

Risk vs. Quality

Level 4: *Validated & Authenticated*

Level 3: *Business Ready*

Boring Go Live®

Traditional Methodology

Level 2: *Error Free*

Level 1: *Good enough to "Go-Live"*

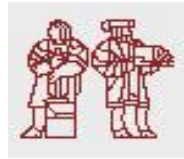The MIT Information Quality Industry Symposium, 2007

Why Data Governance?

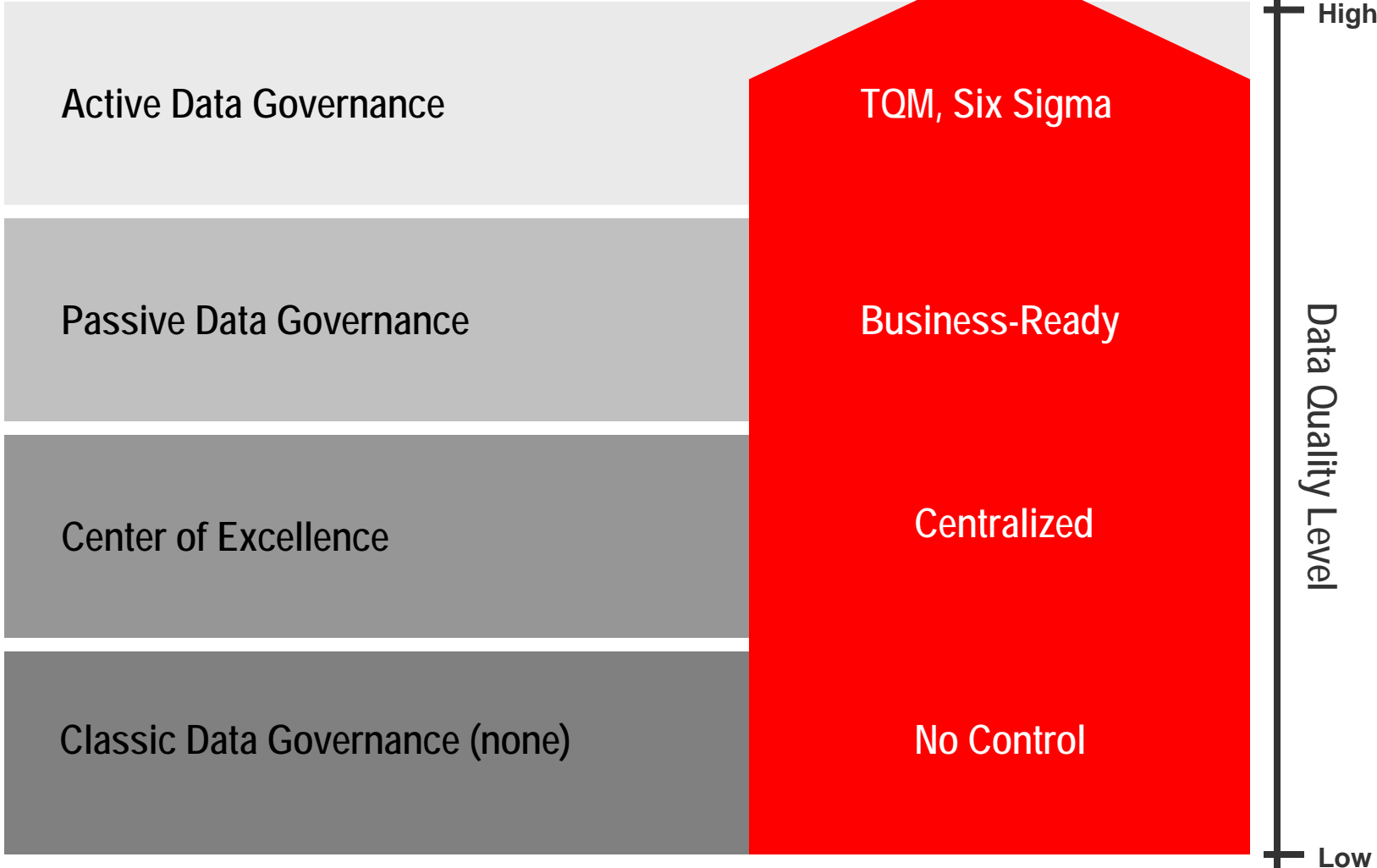**The data resource will naturally drift toward disparity unless controlled**

Michael Brackett, Data Resource Quality

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The Four Data Governance Models

High

Active Data Governance	TQM, Six Sigma
Passive Data Governance	Business-Ready
Center of Excellence	Centralized
Classic Data Governance (none)	No Control

Data Quality Level

Low

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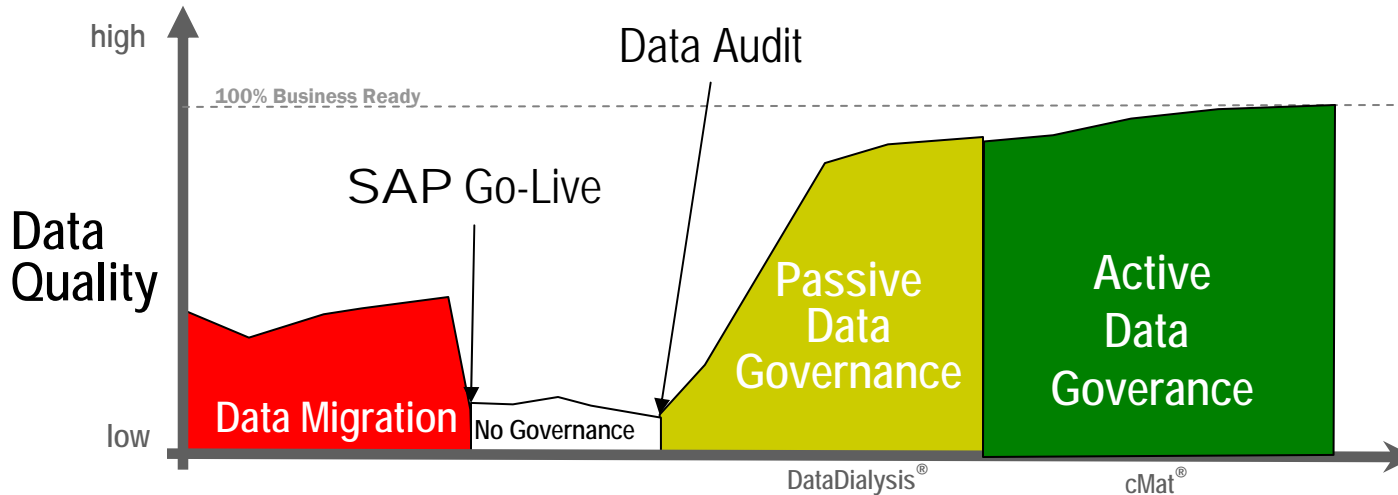The MIT Information Quality Industry Symposium, 2007

Data Governance Case Study - Pharma

Global Pharmaceutical Firm

- Customer believed SAP was "broken"

- SAP requested our help

- We offered our Passive Governance solution - DataDialysis**®**

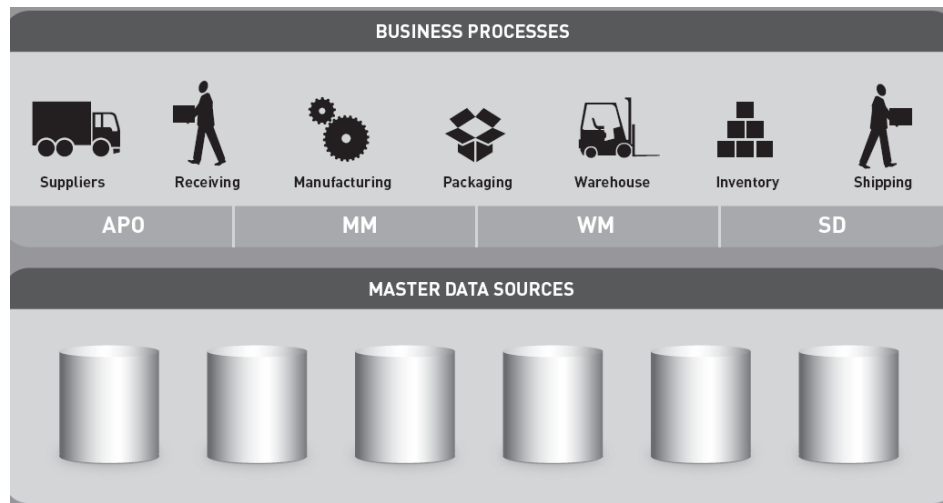- Recently Implemented Active Data Governance - cMat**®**

high

Data Audit

100% Business Ready

SAP Go-Live

Data
Quality

Passive
Data
Governance

Active
Data
Goverance

low

Data Migration

No Governance

DataDialysis®

cMat®

**A global pharmaceutical firm converted the governance
of their master data to a business process.**

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Signs of Master Data Problems

- Business Process Interruptions
- Failed Compliance Audits
- Increased calls to Application Support
- Delayed New Product introduction
- Delayed Month End Close

"The business is failing in thousands of tiny different ways, ...and they don't know why. Most data-quality problems are hidden until a business process fails"
Tom Kennedy, Chairman of BackOffice Associates

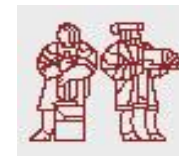The MIT Information Quality Industry Symposium, 2007

Business Drivers* for Data Quality Initiatives

- Governance, Compliance & Risk
  - SARBOX
  - FDA
- Mergers & Acquisitions
- Supply Chain Efficiency
- New Product Introduction
- IT System Consolidation

"Companies that are consolidating to a single instance of enterprise resource planning (ERP) usually start thinking about master data management (MDM) when they realize they aren't reaping the expected benefits because of data-quality problems,"
Bill Swanton of AMR Research.

*Gartner Study on Data Quality ShowsThat IT Still Bears the Burden
23 February 2006

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Data Governance – Implementation Methodology
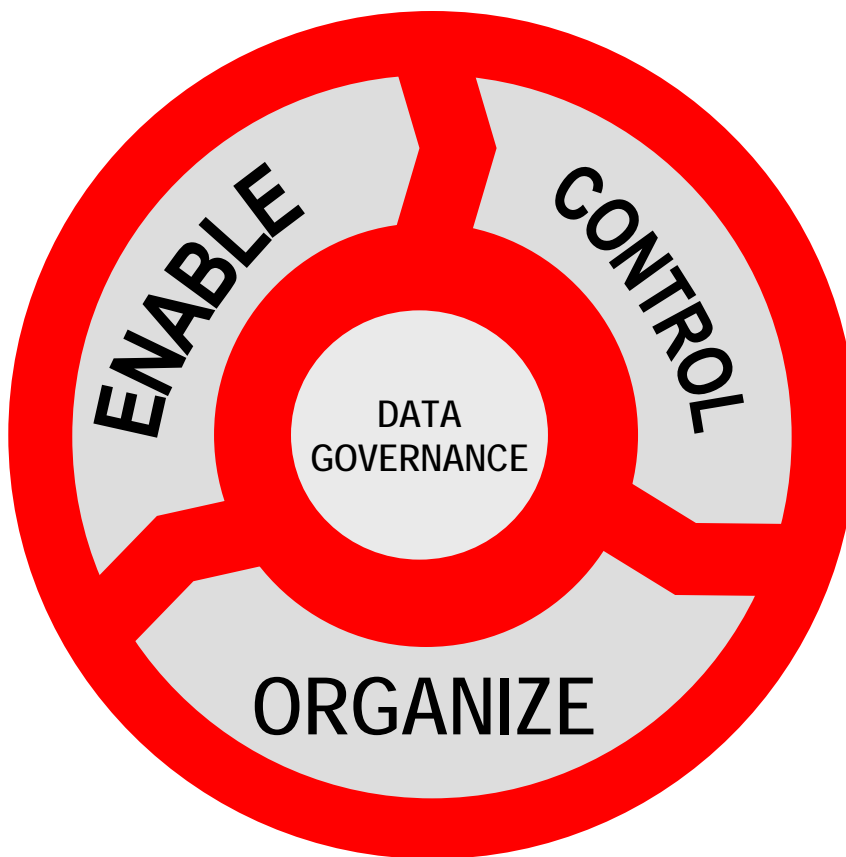
ENABLE

- Implement enabling technology
- Define streamlined processes and additional data controls.
- Institute new metrics for detailed measurement.

ORGANIZE

- Build the organization required to execute control over the master data production process.
- Define a standard for the processes and the data.
- Determine the key areas for improvement.

ENABLE

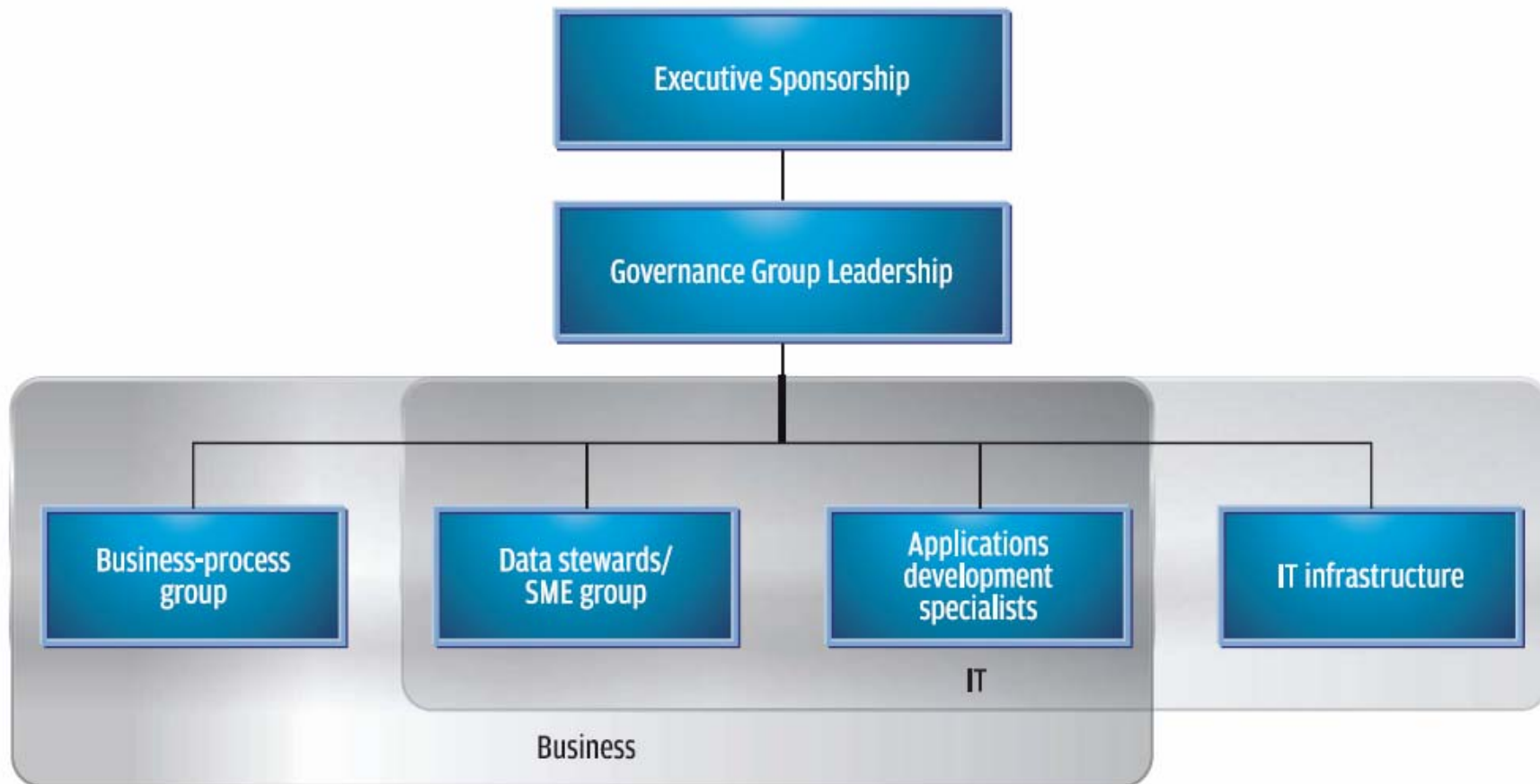CONTROL

DATA GOVERNANCE

ORGANIZE

CONTROL

- Actively monitor and control the data production process.
- Maintain alignment of processes and solutions to requirements.
- Ensure continuous improvement / optimization

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Data Governance Organization

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Data Governance Case Studies - Pharma

- ## Case 1
  - IT Consolidation plus Global Acquisition
- ## Case 2
  - Improved Quality Control of GMP data
- ## Case 3
  - Drive Global Standards with Local Control

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Next Steps

- BackOffice Associates Vendor Presentation
  TODAY at the MIT IQ Industry Symposium
      from 3:30 – 5 PM
  – Session 4E Product Demonstration
    - Robert Klein, BackOffice Associates, Inc.
      – ROOM - E51-385

The MIT Information Quality Industry Symposium, 2007

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The MIT 2007 Information Quality Industry Symposium

Cambridge, Massachusetts, USA

Proceedings of the MIT 2007 Information Quality Industry Symposium

11 – 12:30 PM

Session 2B: Managing Information as a National Asset
Moderator: Raymond Roberts, Citizant, Inc.
1. Suzanne Acar, U.S. Department of the Interior
2. Adel Harris, Citizant, Inc
3. Michael Reed, EWSolutions
4. Willa Pickering, Lockheed Martin

E51-372