

# Unlocking Transformative Value with Modern MDM



A modern MDM enables organizations to manage their data assets efficiently, leading to better decision-making capabilities, improved customer experiences, and increased operational efficiencies.

While some enterprises have succeeded in their MDM efforts, many have failed due to a lack of skills, unstable teams, and an improper understanding and positioning of MDM solutions versus other systems.

To modernize MDM the right way, here are some best practices.

## Best Practices for Modernizing MDM

### 01 Tie MDM projects to business outcomes

From the beginning, involve business and IT stakeholders and tie all projects to solving business problems. The goal of MDM is to leverage data for business benefits. So if you haven't changed any business process as a result of MDM, it's time to re-evaluate your approach.

### 02 Execute MDM projects in multiple short phases

MDM projects must be executed in short cycles to deliver measurable business outcomes. Adopting an agile approach while keeping each phase for 3-4 months can ensure your business sees value quickly.

### 03 Understand what master data is before you start

MDM is not meant for storing data that is not considered master data but only for delivering good quality data on demand and in real-time. When implemented correctly, MDM can be a key contributor to linking data from other systems, providing a 360-degree view.

### 04 Data Governance is critical while implementing a modern MDM

MDM will flush out the duplicates, and not all of them will be automatically resolved. So, you need to figure out who, where, and when to resolve them; it might not be the IT department.

## Paths to Take Your MDM Modernization up a Notch

Move your current on-premise MDM solution to a Cloud platform

Infuse machine learning into your MDM



Let an experienced IT partner manage the MDM

At Mastech, we have witnessed **attrition rates as low as 9%**, enabling us to have a stable team that delivers fast and on time without leaving our customers high and dry. We've modernized data for 300+ customers over the years with our strong team of data experts. **Speak with us to find out how we can do it for you.**