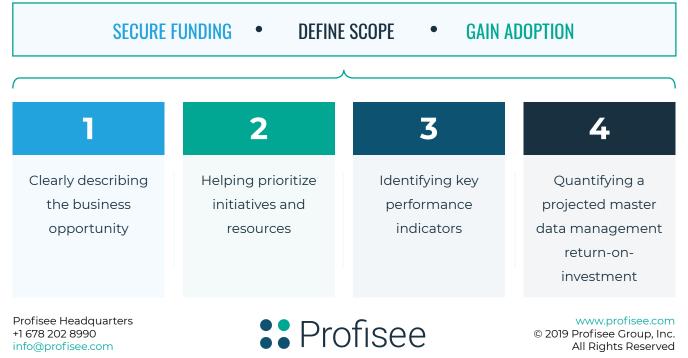
HELPING ORGANIZATIONS JUSTIFY A Strategic investment in Master Data Management

#1 REASON FOR MDM FAILURE - GARTNER Per Gartner, the **#1 reason for MDM failure is the lack of** a structured framework to qualify and quantify data management value creation.

In fact, **>63%** of MDM projects will fail to go beyond piloting and experimentation -- confusing the "what" or "how" with the "why".

The Take Away: Business Outcomes are Crucial to Program Success

Profisee's Business Impact Roadmap (BIR) is designed to help an organization capture the "why" via a compelling business case.



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WHAT	A FRAMEWORK TO PRODUCE A COMPELLING MDM BUSINESS CASE
WHY	 Develop a more strategic view of MDM and its critical role in an enterprise information management environment Sell the value of MDM internally to help secure funding Help prioritize MDM investment initiatives and resource planning Develop KPIs for measurement and tracking
HOW	 Interview business and technology personnel to document enterprise challenges and opportunities Collaborate throughout the process to review and validate results Apply Profisee's MDM value framework and methodology
WHO	 Business and technology personnel affected by the data management challenges Those responsible for defining and/or approving a budget for an MDM investment.
DELIVERIES	 Formal presentation to key personnel and executives that capture the benefits of investing in a Profisee MDM solution: Summary of key benefits Projected cost-benefits analysis and ROI Targeted business outcomes and value map



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