

Columbus® | Once you  
know how...

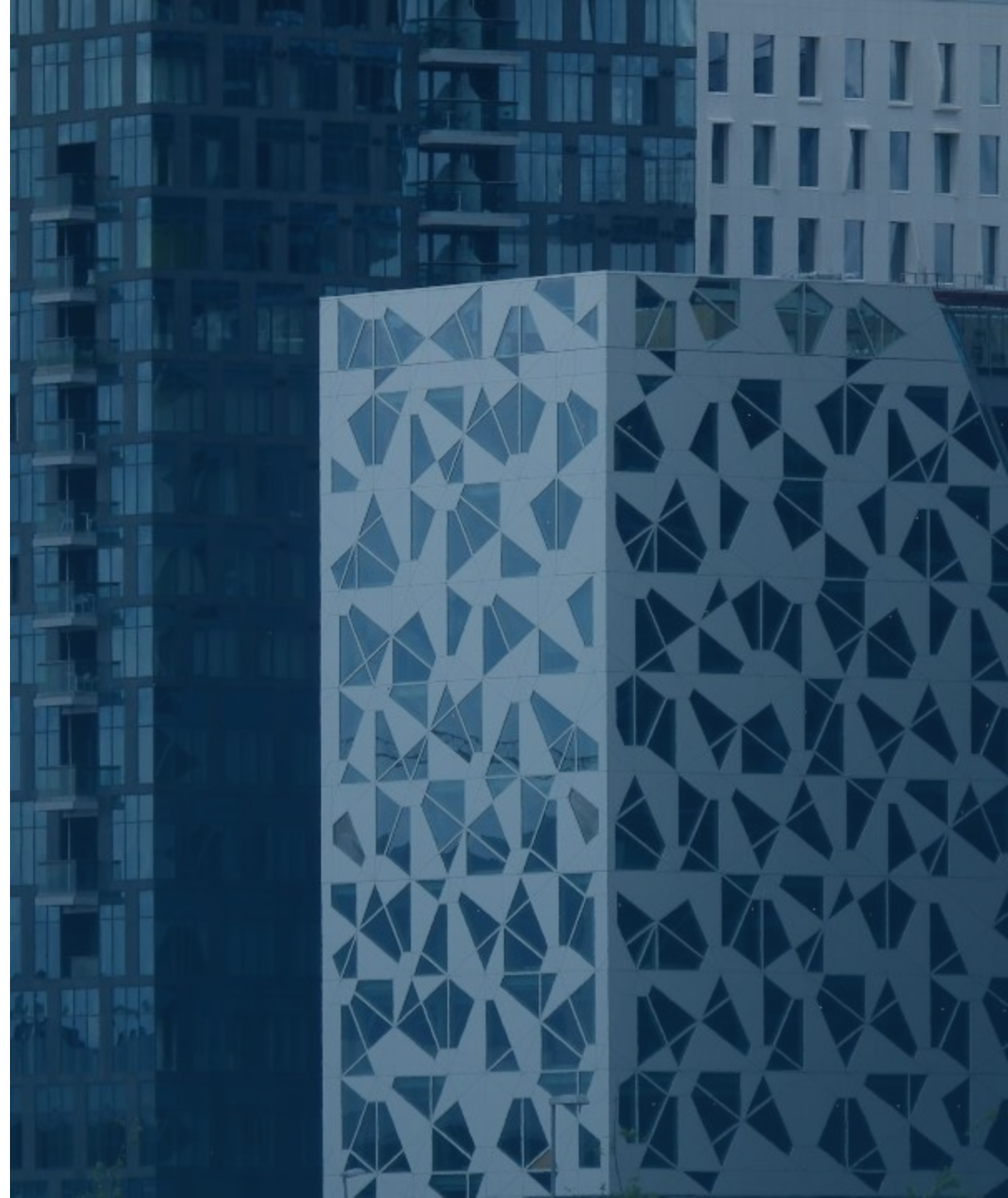
# Implementing Effective Master Data Management Strategy

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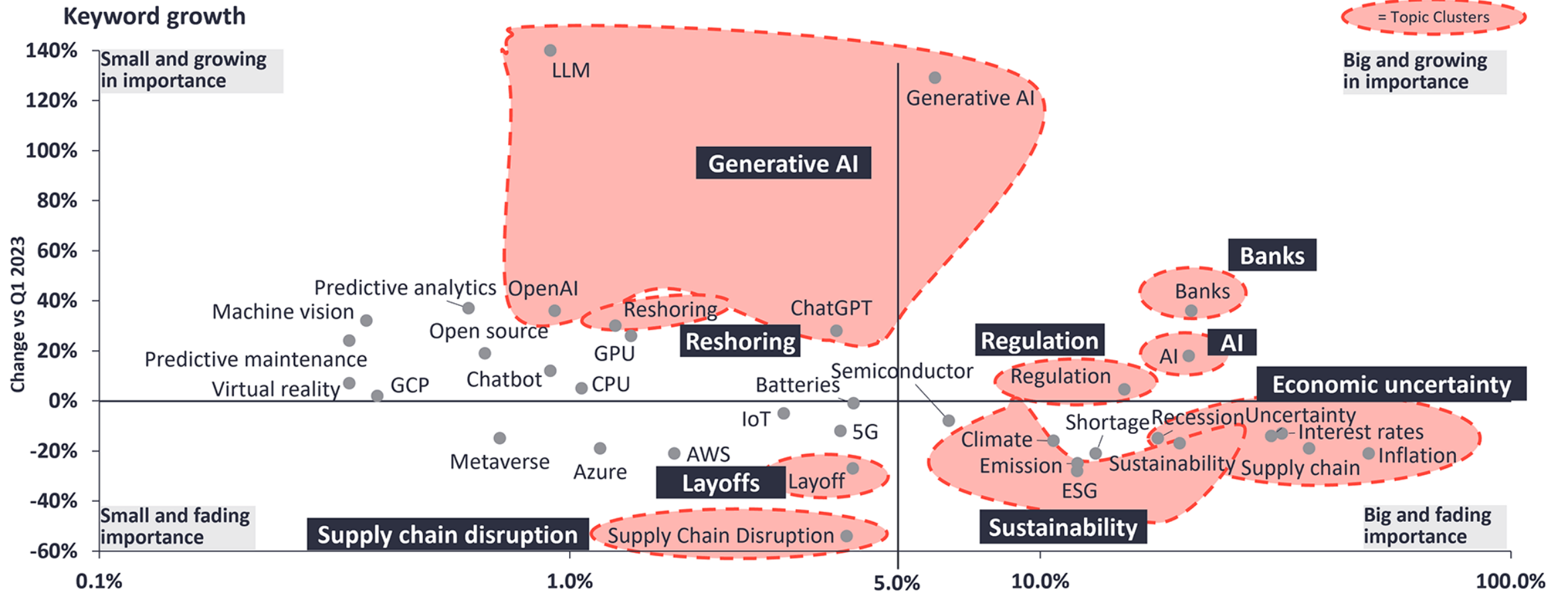
# Agenda

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- Industry trends and opportunities
- Steps towards effective Master Data Management Strategy
- The Catalyst offer
- About Columbus



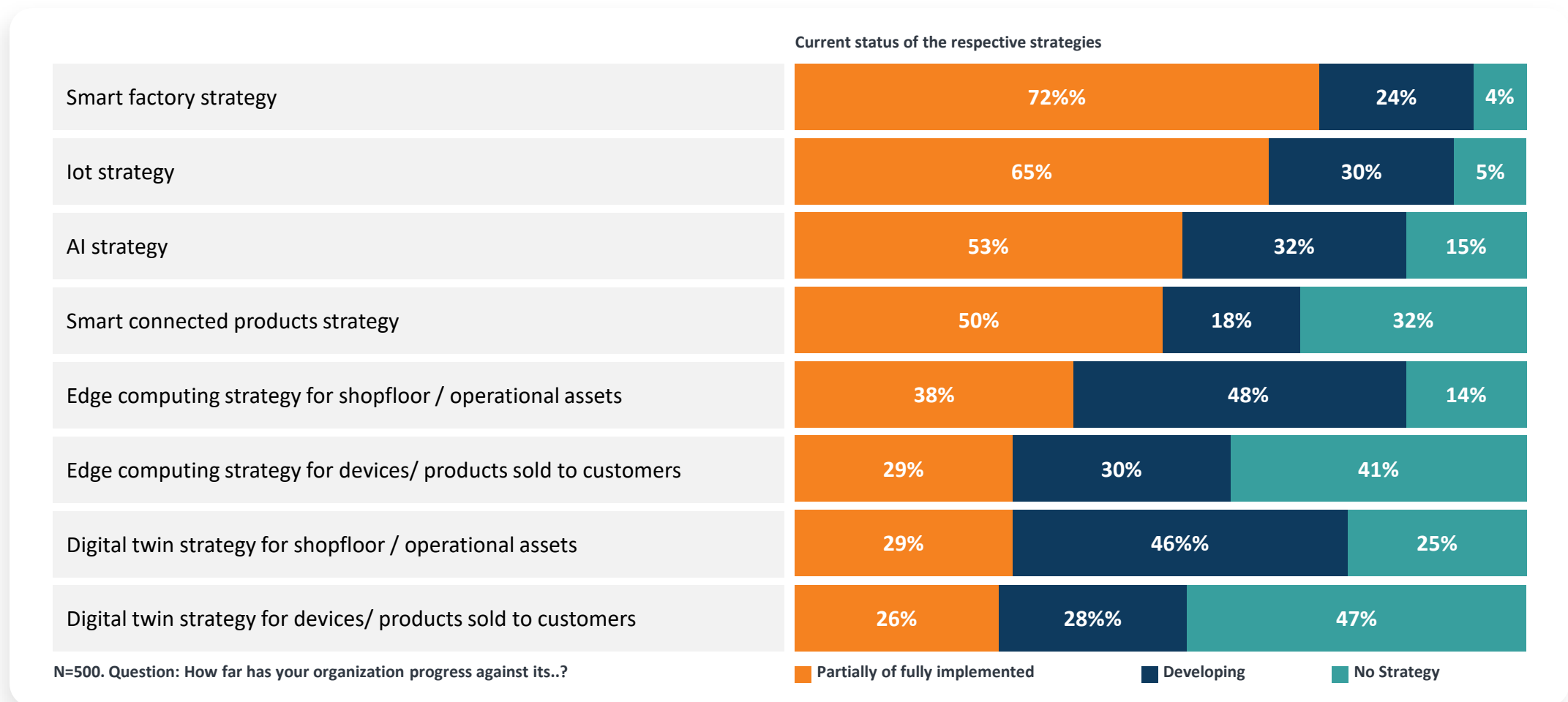
# What CEOs talked about on Q2/2023



Note: The analysis is based on ~8,000 earnings calls from ~4,000 global companies listed in the U.S. in Q2 2023 and Q1 2023. The mentions of the selected keywords in each call were counted in each quarter. We welcome republishing of images but ask for source citation with a link to the original post and company website.

**Keyword importance**  
(Share of companies that mentioned the keyword in Q2 2023 at least once)

# Digital Transformation is well underway



# What are the challenges?



## **Absence of data skills.**

Companies' most significant capability gap relates to data skills, which lie at the heart of digitized manufacturing operations. Reskilling their workers is a major challenge.



## **Incomplete IT—OT convergence.**

Many companies have struggled to implement an enterprise architecture that integrates IT and OT.



## **Inadequate change management.**

Transitioning to a digital-first culture is a complex process that requires support from all levels of the organization. Some companies have learned the hard way that change management efforts are crucial.



## **Difficulty developing applications**

As digital transformation initiatives mature—from collecting data to centrally storing and accessing it to actually using it—companies need new and much more interconnected applications.

# Data is still the major issue

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Only

33%

of executives are comfortable questioning business KPIs and metrics

# What good data brings in

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Improve time  
of market



Increase in  
employee retention



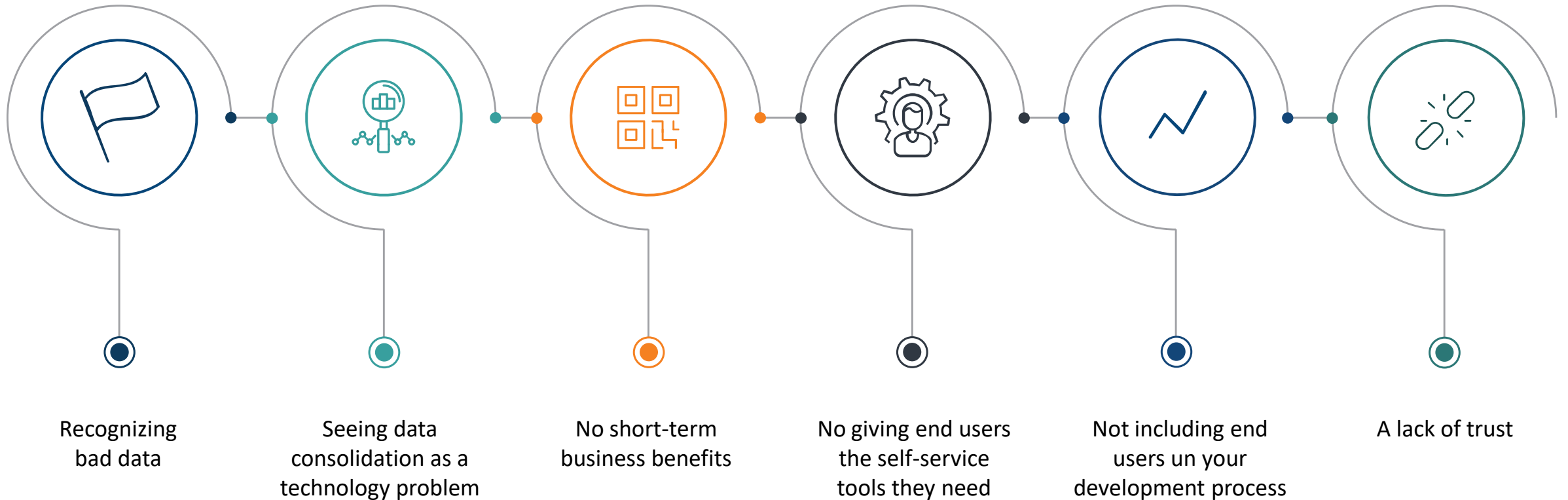
Rise in new  
customers acquisition



Improve  
CapEx requirements<sup>2</sup>

# 6 barriers to becoming a data-driven company

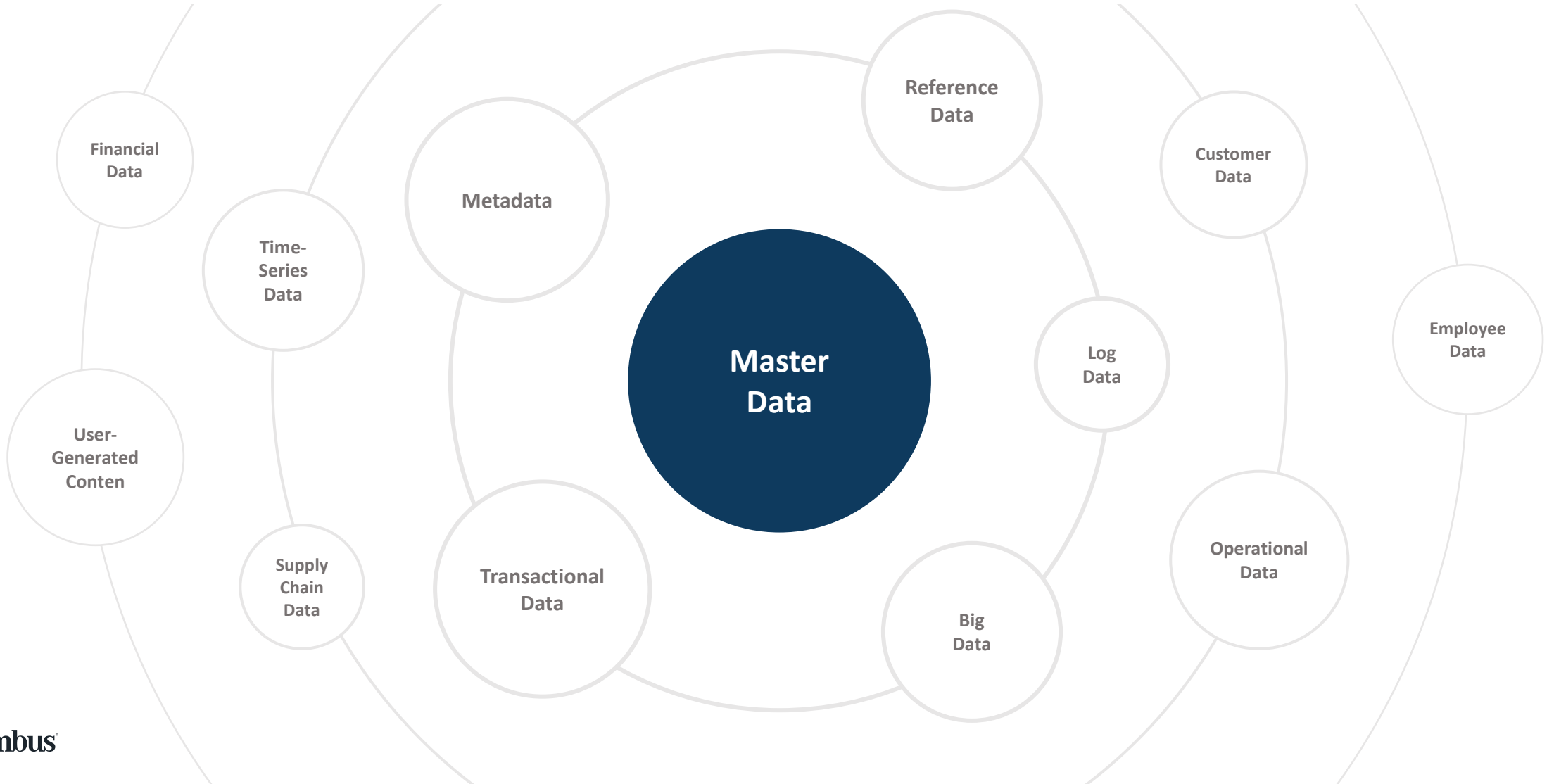
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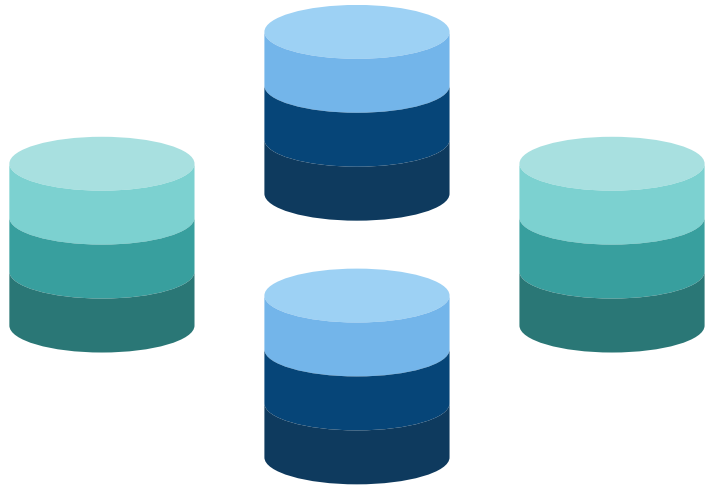


# Master data – Data that brings the value

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# What we have:

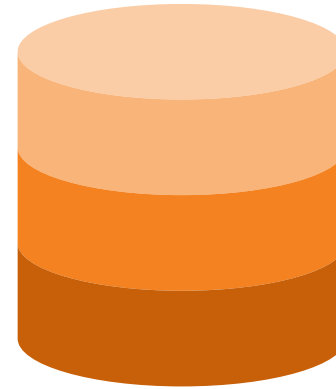


**Data from many siloed sources -**

Duplicated – Ungoverned

**Inconsistent and Incomplete**

# What we need



**Digital Transformation**

- Business Insight
- Operational Efficiency

**High-quality, trusted data -**

Complete – Consistent – Accurate

**Ready to Use**

# Why MDM is crucial for manufacturers



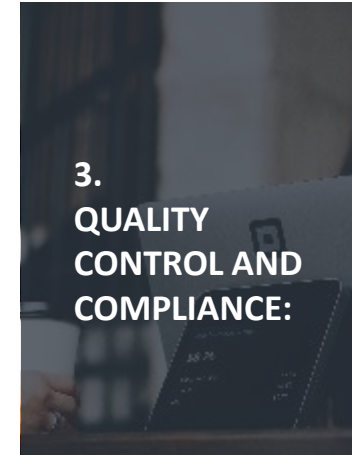
## 1. PRODUCT LIFECYCLE MANAGEMENT:

A centralized repository of product data, specifications, revisions, and related information.



## 2. SUPPLY CHAIN OPTIMIZATION:

MDM enables better visibility and data-driven decision.



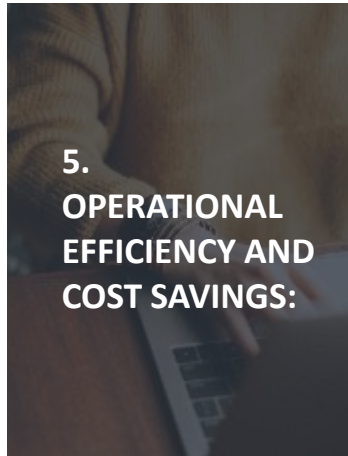
## 3. QUALITY CONTROL AND COMPLIANCE:

MDM facilitates tracking and traceability, enables effective recall management, and ensures compliance with regulatory requirements.



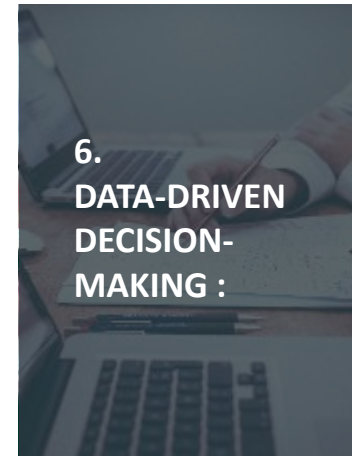
## 4. CUSTOMER RELATIONSHIP MANAGEMENT:

MDM facilitates personalized customer interactions, improves customer service.



## 5. OPERATIONAL EFFICIENCY AND COST SAVINGS:

MDM streamlines data-related processes, reducing manual data entry, data errors, and duplicate records.



## 6. DATA-DRIVEN DECISION-MAKING :

MDM strategy opens opportunities for predictive analytics, and actionable insights for optimizing production processes, identifying market trends, and improving overall business performance.

# Prerequisites of robust and effective MDM strategy

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Clearly Define  
Objectives and  
Scope



Change  
Management &  
Stakeholder  
Engagement



Assess Current  
Data Landscape



Establish Data  
Governance  
Framework



Data Quality  
Assessment



Data  
Integration and  
Harmonization



Data  
Integration and  
Harmonization



Data Lifecycle  
Management



Technology  
Infrastructure



Continuous  
Improvement

# Organizations evolve, and so do their data needs

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1

Data Changes Over Time

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2

Data Quality

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3

Organizational Changes

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4

Regulatory Changes

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5

Technology Advancements

6

Data Volume and Complexity

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7

Business Requirements

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8

Data Governance Maturity

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9

Emerging Data Sources

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10

User Feedback

# Master Data Management and ESG

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**Data Accuracy and Consistency:** MDM ensures that ESG-related data is accurate and consistent across the organization, enhancing the credibility of ESG reports and disclosures and supporting informed decision-making.

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**Data Governance and Privacy:** MDM provides a framework for data governance and privacy, safeguarding sensitive ESG data and ensuring compliance with regulations.

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**Data Integration:** MDM facilitates the integration of ESG data from disparate sources, enabling a holistic view and comprehensive analysis of ESG metrics.

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**Risk Management:** MDM helps identify and manage ESG risks, such as regulatory non-compliance, supply chain disruptions, or reputational risks, by providing a comprehensive view of ESG-related data and metrics.

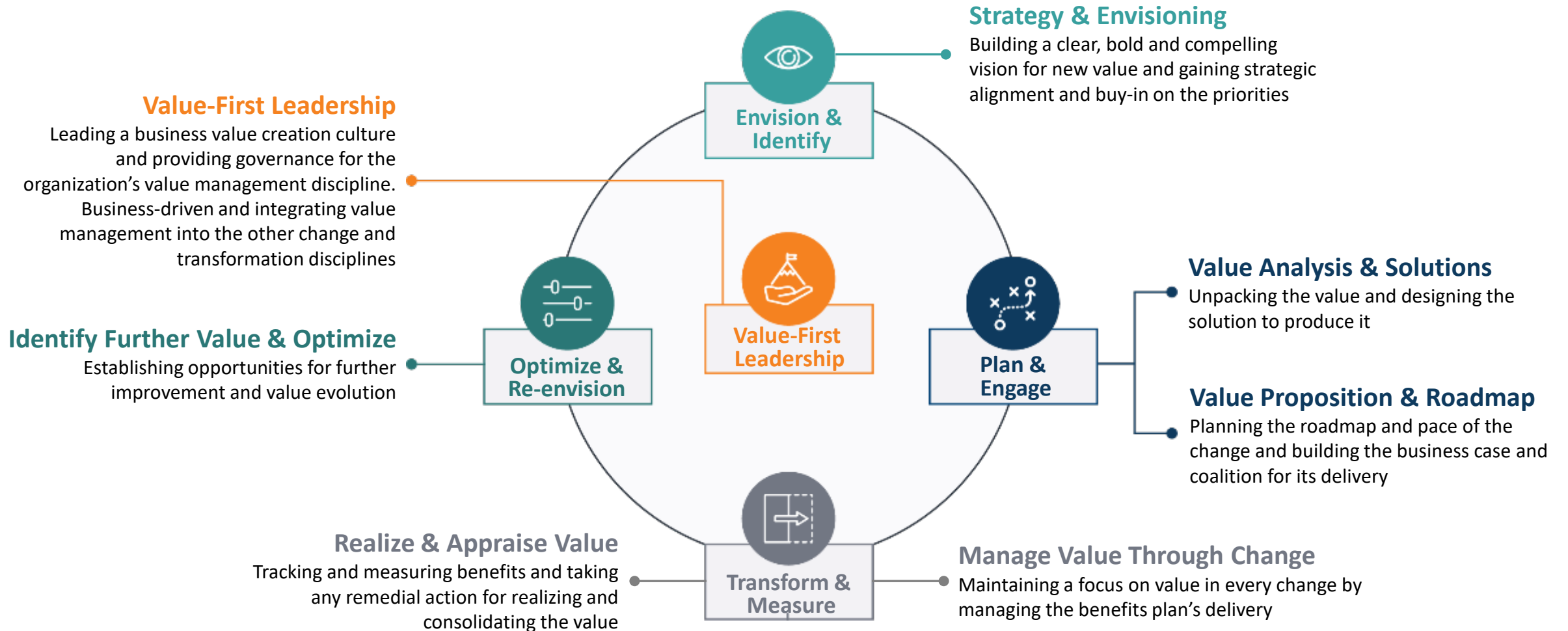
# The Winning Formula

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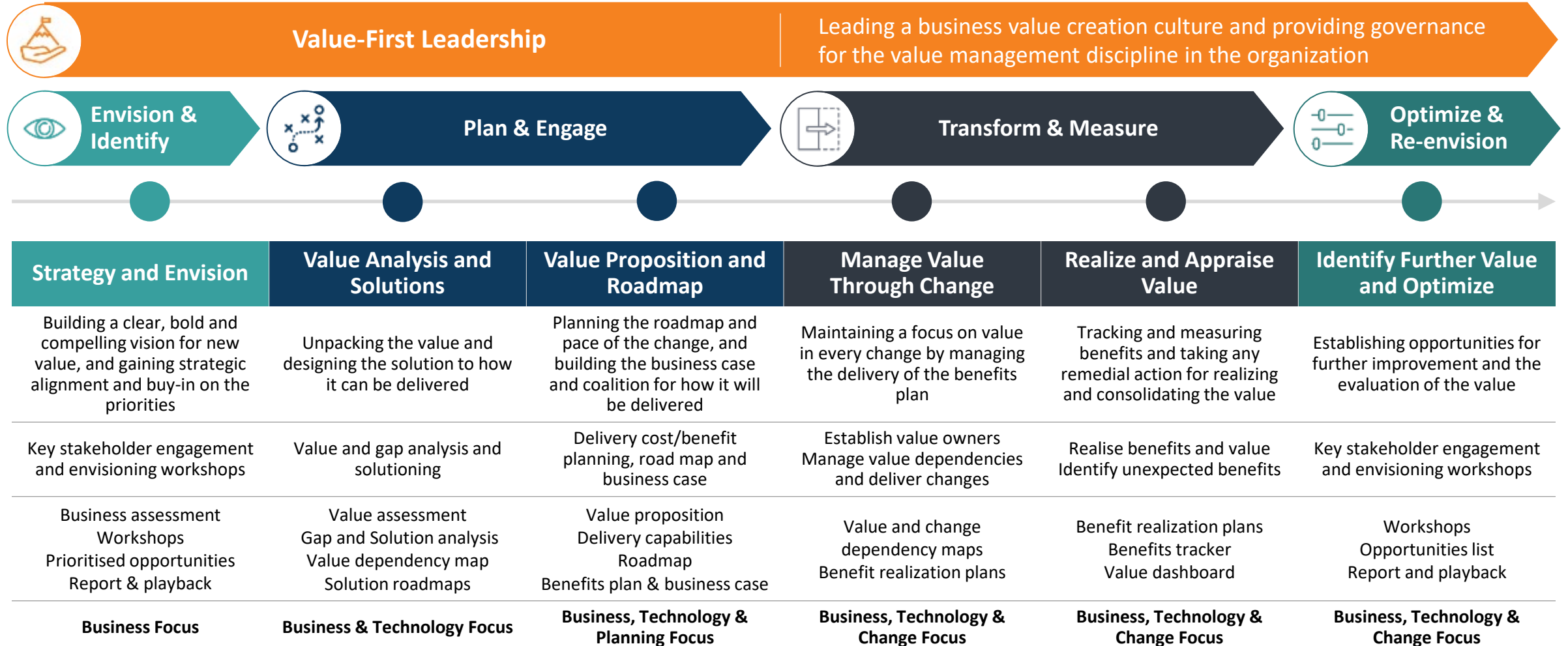
To achieve new value, you must concurrently deploy the right digital technologies and be strong in many of the disciplines that lead to successful business transformation.

# An overview of Value-First approach by Columbus





# The approach in more depth – The Value First Framework



# How we'll get there

## Strategy and Envision

Building a clear, bold and compelling vision for new value, and gaining strategic alignment and buy-in on the priorities

Key stakeholder engagement and envisioning workshops

Business assessment Workshops  
Prioritised opportunities Report & playback

**Business Focus**

## Value Analysis and Solutions

Unpacking the value and designing the solution to how it can be delivered

Value and gap analysis and solutioning

Value assessment  
Gap and Solution analysis Value dependency map  
Solution roadmaps

**Business & Technology Focus**

## Value Proposition and Roadmap

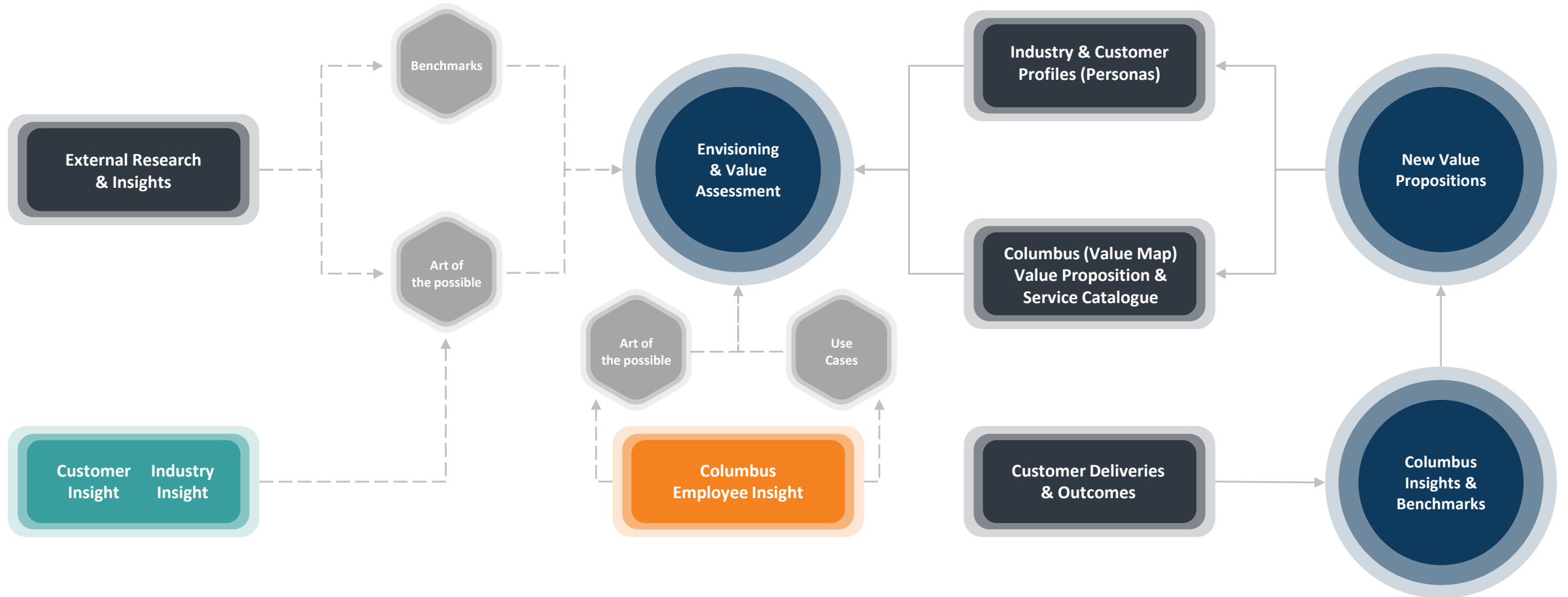
Planning the roadmap and pace of the change, and building the business case and coalition for how it will be delivered

Delivery cost/benefit planning, road map and business case

Value proposition  
Delivery capabilities  
Roadmap  
Benefits plan & business case

**Business, Technology & Planning Focus**

# Bringing this all together



# Three packages to fit your business needs

## Starter

### Strategy and Envisioning

- 2-week activity
- Envisioning workshops
- Playback to client, with recommendations
- ROM Value, High-level solution, capabilities required, recommendations and suggested next steps

## Standard

### Strategy and Envisioning + Value Assessment and Solutions

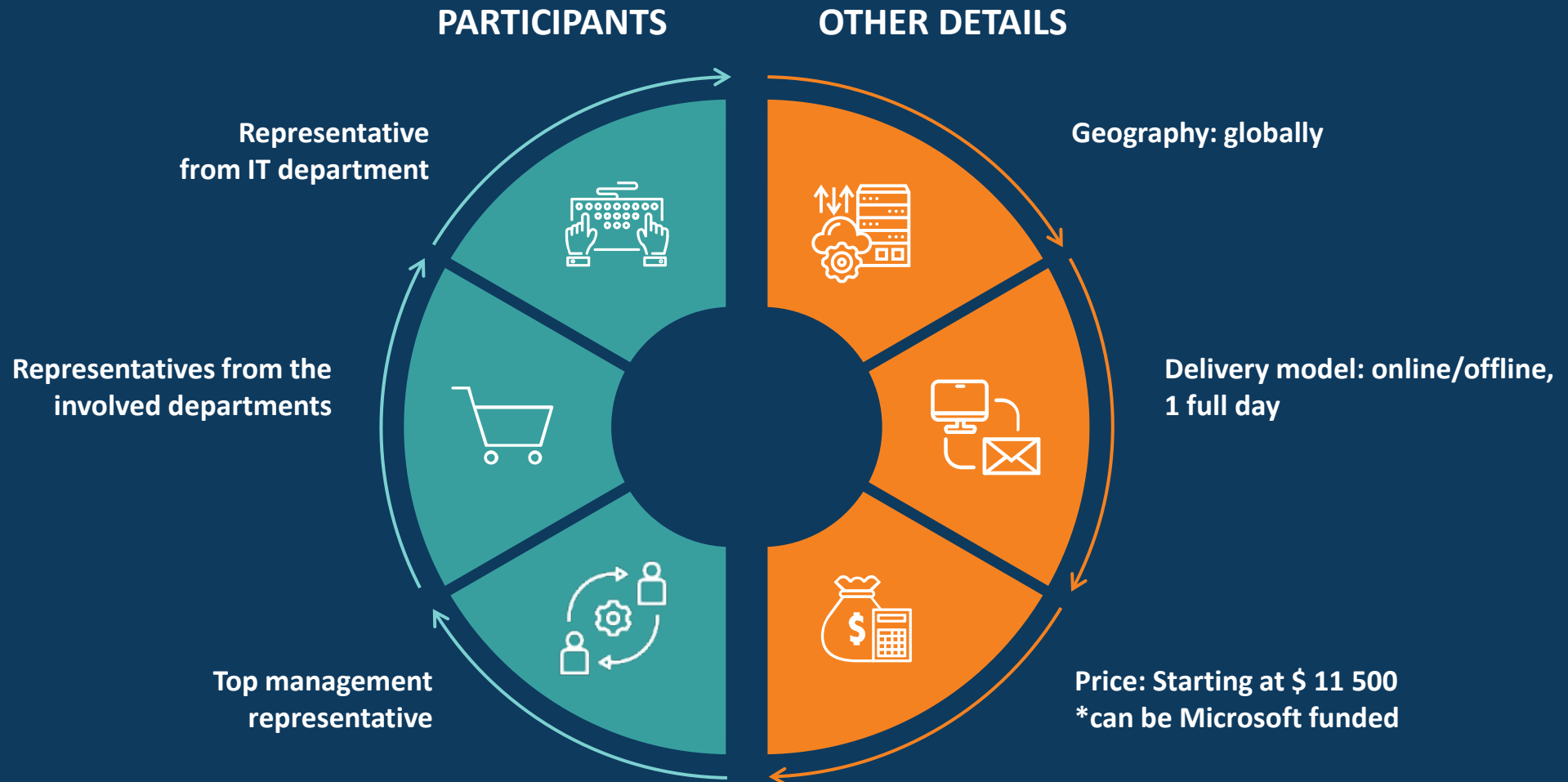
- 7-week activity
- Envisioning workshops
- Technology, Data and Integration workshops
- 2 x Playbacks to client, with recommendations
- Value analysis with ROI where solution costed, bid level solution, capabilities required, recommendations and suggested next steps

## Advanced

### Strategy and Envisioning + Value Assessment + Transformation Roadmap

- 15-week activity
- Envisioning workshops
- Technology, Data and Integration workshops
- Planning and cost workshops
- Several Playbacks to client, with recommendations
- Solution and delivery Roadmap, ROI, Value Levers, solution, capabilities required, recommendations and suggested next steps

# Summary of Practicalities



# Why choose Columbus



# Safe pair of hands for your entire transformation journey

## Cloud ERP

to optimize Supply Chain & Finance

## Power Platform

to accelerate Innovation with Low Code

## Customer Experience

to improve customer experience and engagement strategy

## Data & AI

To provide actionable insights for data-driven decision making

## Digital Commerce

Create customer-centric e-commerce strategy to boost revenue

## Security

Protect your business-critical assets

Change management built-in



Seamless transition into operations

# Our mission

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## We deliver customer success



**30**

Years of in-depth industry, technology, and process experience



**5000+**

Enterprise & Large SMB customers worldwide in various industries



**9,000**

Business-critical application implementations

- Columbus is a global digital advisor and IT consulting company
- Part of NASDAQ Copenhagen stock exchange since 1998
- Largest Microsoft Dynamics (ERP) partner in Northern Europe



# Realize the full potential of your business

## Scalable partnership

Local presence empowered by global experience and resources



## Increased value

Digital advisory, industry knowledge and best-in-class ERP platform



## Business growth

Full range of business-critical services

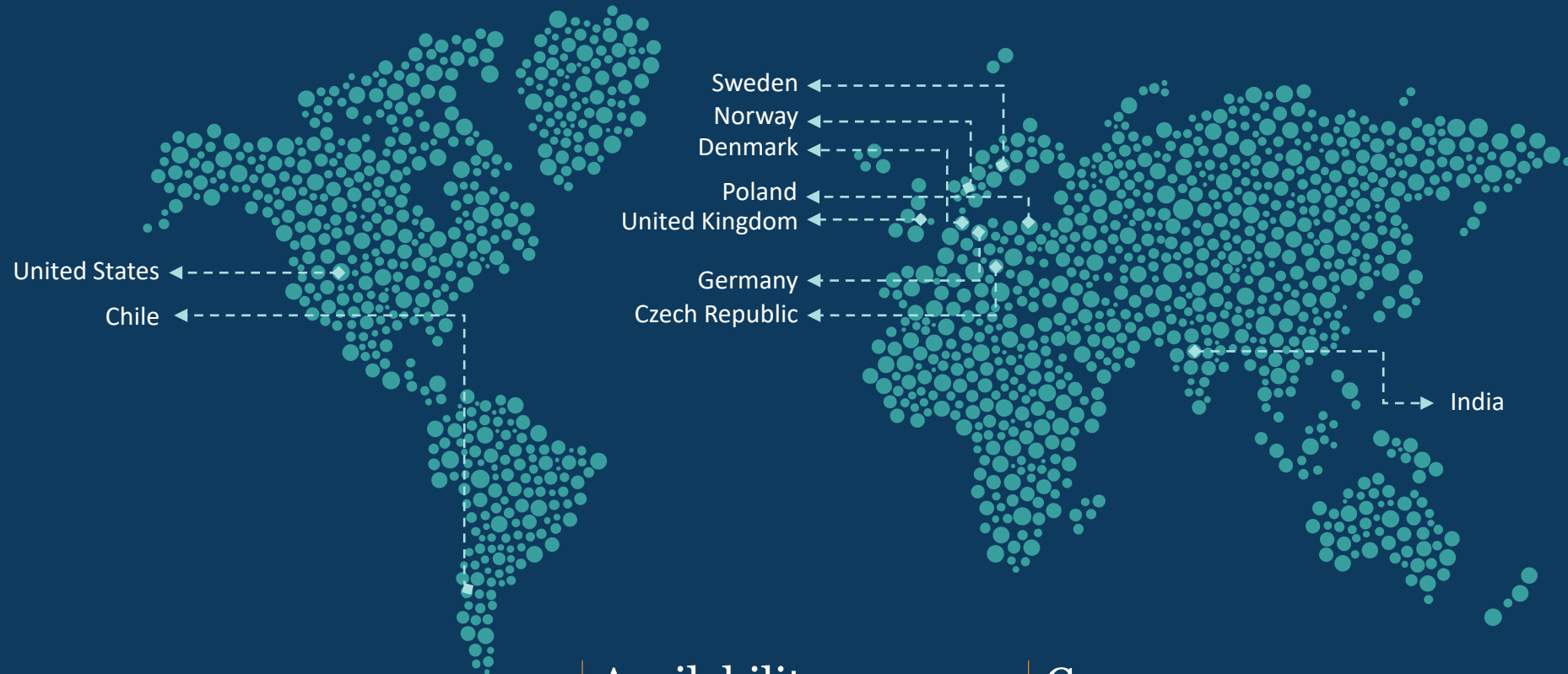


## Guaranteed efficiency

Best practice Methodology for life in the cloud



# Local presence empowered by global experience & resources



Availability  
multiple time zones

Coverage  
global resources

10  
countries

9  
languages

1600  
employees  
globally

24/7  
support

# Manufacturing

Optimize time to market and transform your business towards servitization

- Design Engineering, ECM
- Generic products, Configuration
- Product Life Cycle management
- Statistical Demand Forecasting
- MES & Resource management, MR/AR
- Global S&OP, Load balancing
- Enterprise Asset Management
- Asset Service Management
- Preventive & Predictive maintenance

ESSENTRA

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KK Wind Solutions


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