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# 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.

SECURE FUNDING • DEFINE SCOPE • GAIN ADOPTION

1

Clearly describing the business opportunity

2

Helping prioritize initiatives and resources

3

Identifying key performance indicators

4

Quantifying a projected master data management return-on-investment

## 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