

**Discover the business benefits of a strategic approach to data management**

## Unlock the value of data within your business

An effective mastery of data management will support the delivery of your business ambitions. Master Data Management is about having the right data in the right place, accessible by the right people at the right time. Good data management can improve customer loyalty, optimise the supply chain, increase competitive advantage and optimise marketing spending and processes. It can be transformative for the growth and success of the company. Having a tangible assessment that describes the value of implementing master data management that can be presented back to the business is invaluable in gaining support.

## What are the reasons for reviewing master data management?

Customer Feedback - The result of not mastering data

"Deleting customer records under **GDPR** right to forget requests is a mammoth and manual undertaking"

"We **lose market share** because it takes customer services too long to locate records"

"We **spend too much** on customers who return no value"

"Effective AI is **impossible** as we can't harmonise our different data sets"

"Our analysts keep using the **wrong data** and making **incorrect** assumptions"

"Knowing our key customers is **impossible** because we have no unique reference"

"Duplicate suppliers mean we cannot make the most of our **buying power**"

"Our marketing isn't personalised as we **can't match** our customer records"

"Matching existing products and suppliers to remove duplicates takes **weeks of effort**"

## What is a Business Value Assessment?

A Business Value Assessment quantifies the **financial benefit** that could be realised through the implementation of an **Informatica MDM** solution.

Calculates the value that would be returned from implementing a data mastering initiative:

- Conducted through **collaborative** workshops with senior business leaders and subject matter experts.
- Uses **tangible** and **quantifiable** organisational metrics.
- Data provided by the **customer** through interviews and analyses

A **Business Value Assessment (BVA)** enables the business to:

- ✓ Justify their **investment**
- ✓ Increase **engagement** across the organisation
- ✓ Ensure **successful** adoption
- ✓ Baseline and monitor **progress**

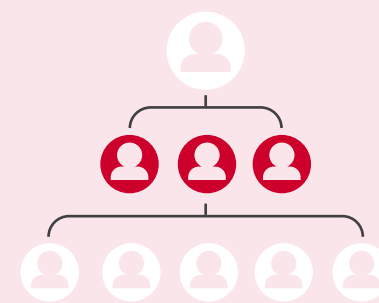
## What's involved in a Master Data Management Business Value Assessment

**1) Discovery** – Sempre conduct interviews to gather business metrics, standard assumptions, and company objectives with business leaders and subject matter experts from across the business.

**2) Define** – determine business drivers and quantify findings.

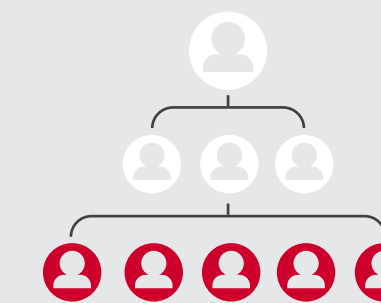
**3) Create** – construct a financial model, calculate the value, and gain approval on conclusions and output.

**4) Present** – Deliver value presentation and document, explaining the model, benefits and roadmap for delivery.



### 30-minute conversations with business leaders

- Understand and align objectives, business strategy and priorities
- Qualify high-level assumptions, expected outcomes and desired value



### 1-hour workshops with business subject matter experts

- Gather detailed metrics and drivers
- Identify process improvements
- Map technical capabilities to desired value outcomes

Following the workshops, Sempre review and analyse the information gathered and use it to develop a tailored Business Value Assessment that aligns with the customer's current company practices and future goals

and objectives in mind. Once the business value model is built it is reviewed with the stakeholders before the final documentation, and the report and presentation are delivered.

### Process and Timeline

Indicative 4-Week Plan

#### Conducting the Business Value Assessment

Kick-off, assumptions and scope

Interviews and information gathering

Data analysis

Construct and refine model

Stakeholder review

Creation of final documentation

Deliver presentation and report

 Customer  Sempre



### Outcomes

1. A value model for your business that considers a "conservative", "most likely" and "best case" assessment of the value returned from an MDM implementation.
2. Supporting presentation and exec-ready documentation based on information gathered from interviews with business leaders and subject matter experts within the business.
3. Roadmap to MDM implementation

## BVA Benefits - Example

Benefit Examples	How can MDM help?	Measured benefit	Conservative	Most Likely	Best Case
Revenue uplift from targeted advertisement campaigns	Providing a better understanding of existing customer desires	% increase in revenue	1%	5%	10%
Increase in Sales	By eliminating duplicate records of the same customer to sales managers	% increase in Sales Revenue	6%	5%	4%
Reduce marketing campaign costs	MDM helps deliver the required data that allows companies to reduce their marketing costs to acquire new customers	% decrease campaign spend	10%	20%	30%
Reduce external B2B data subscription costs	Due to a lack of common Fleet Customer Master, and limited data sharing between brands, the same data may be purchased multiple times.	% decrease in B2B subscription costs	25%	50%	75%
Increased Call Centre Efficiency	This will enable the Call Centre Staff to reduce the amount of processing required after the customer has hung up the call.	% decrease in Call Centre labour costs	25%	50%	75%
Reduction in Employee Data Management Tasks	MDM system will at a minimum provide these users with a centrally available complete and accurate set of data, making their data management tasks easier.	decrease in hours associated with time spent by people currently doing this work	2hrs	3hrs	5hrs
Cost savings from manually managing supplier, employee, and customer master data	Eliminates the manual processes to maintain and share master data via spreadsheets	% decrease in costs associated with time spent by people currently doing this work	25%	50%	75%
Sales productivity gain	Helps sales professionals from having to spend time searching for customer, supplier, and product related information. Time that could be spent selling vs. searching for information.	% decrease in labor costs associated with the time sales people spend searching for required information.	25%	50%	75%
Revenue from Customer Retention Improvements	Helps sales and customer service representatives provide high levels of customer service based on having access to a trusted, comprehensive, and updated customer view	% increase revenue retained by keeping customers	2%	4%	6%

Sempre Analytics is a leading provider of comprehensive data and analytics solutions, empowering organisations to make informed decisions and drive operational efficiencies. With expertise in Data Management, Business Planning, Business Intelligence, and Intelligent Automation, Sempre Analytics enables clients in industries such as Financial Services, Retail, Manufacturing, Housebuilding & Construction, Higher Education to unlock the full potential of their data.

What sets Sempre Analytics apart is its unwavering commitment to customer success. Working with renowned technology providers, including Informatica, Anaplan, IBM, Microsoft and Automation Anywhere, to deliver innovative solutions, their dedicated team of consultants works closely with clients to develop tailored solutions that deliver real value.

**Don't just manage data - master it. Contact our team today to embark on a journey of data-driven success!**

020 3137 9944  
info@sempreanalytics.com  
www.sempreanalytics.com

Sempre Analytics  
Oriel House  
26 The Quadrant  
Richmond  
TW9 1DL

