Designing a method for identifying organization-specific goals for Master Data Management

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Industry partner:	**Company from the financial services sector**
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Agenda

1. **Theoretical background**

2. **Motivation, research questions and approach**

3. **Expected outcome and status**

4. **Further planning**

1) Master data

Master data specifies the essential business entities a company's business activities are based on.

Master data

- have a well defined and organization-wide accepted semantic

- have a long lifecycle, are stable and change not frequently

- are reused in variety of different business transactions

- describe business objects that are relevant for all business units

Examples: *Business partner, Product.*

Reporting Data	Supporting data
Transactional Data	
Master Data	
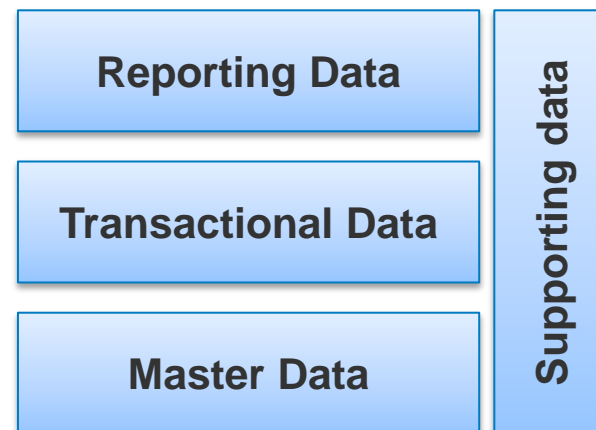
[OH'09], [OO'11]

1) Master Data Management (MDM)

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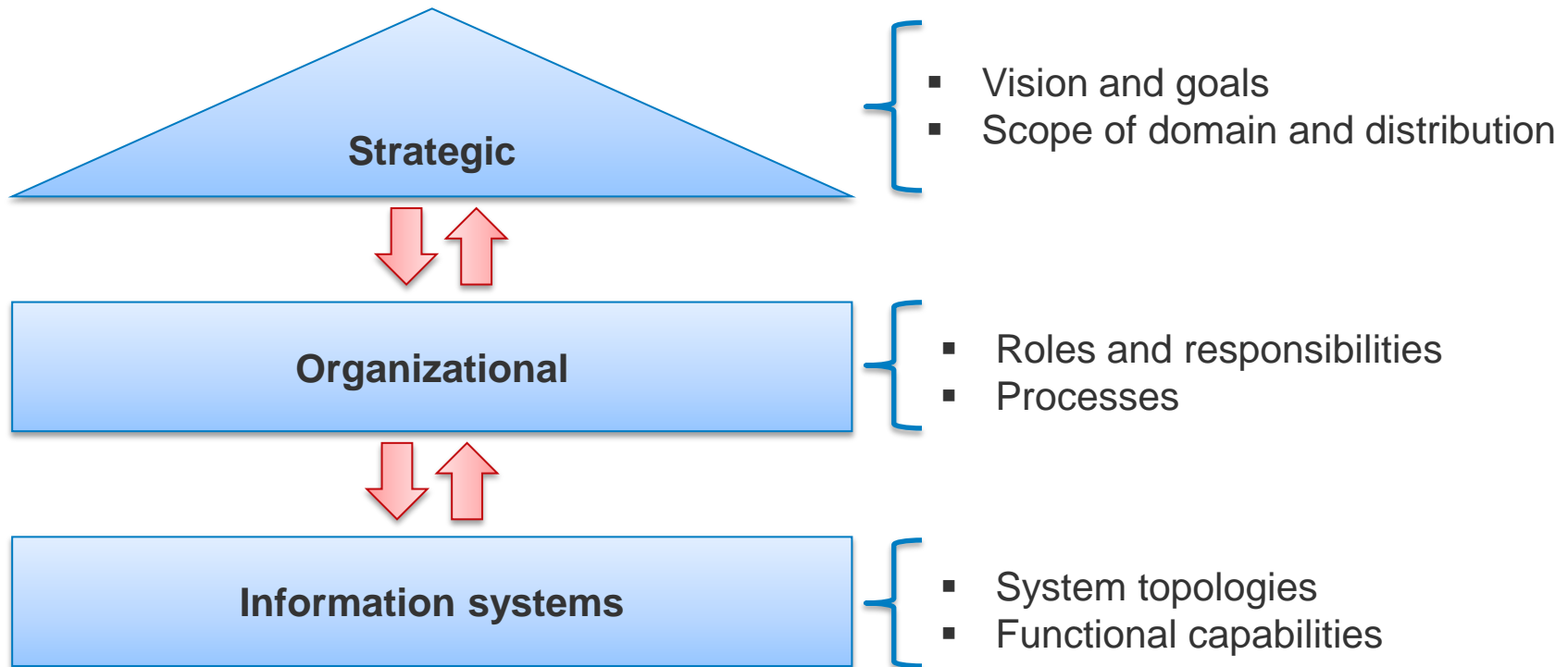> **MDM is an application-independent process for the description, ownership and management of core business data entities.**

Master Data Management:

- comprises all activities for creating, modifying or deleting a master data attribute, or a master data object

- aims at providing master data of high quality (complete, accurate, timely, duplicate free, and well-structured)

- leverages master data to improve business processes and decisions

[OH'09], [OO'11], [SM'08]

1) Complexity of MDM

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Multidisciplinary task comprising design activities on a strategic, organizational and information systems level. Introducing MDM has to be seen as a medium- to long term business transformation.

Strategic
- Vision and goals
- Scope of domain and distribution

Organizational
- Roles and responsibilities
- Processes

Information systems
- System topologies
- Functional capabilities

[OH'09], [BD'11, p.27]

2) Motivation, research questions and approach

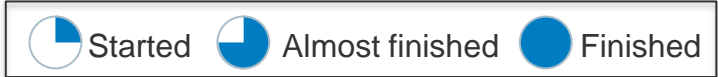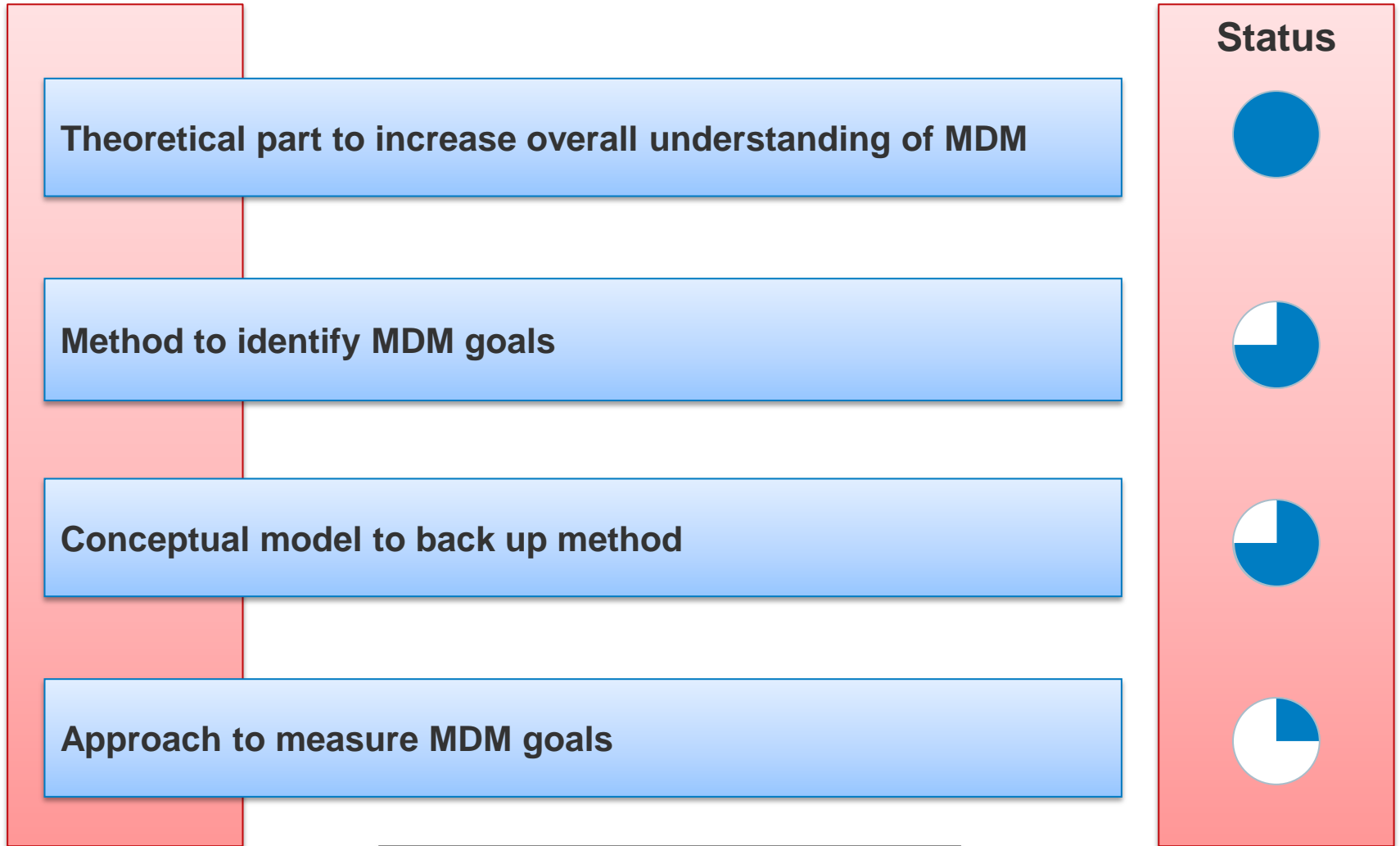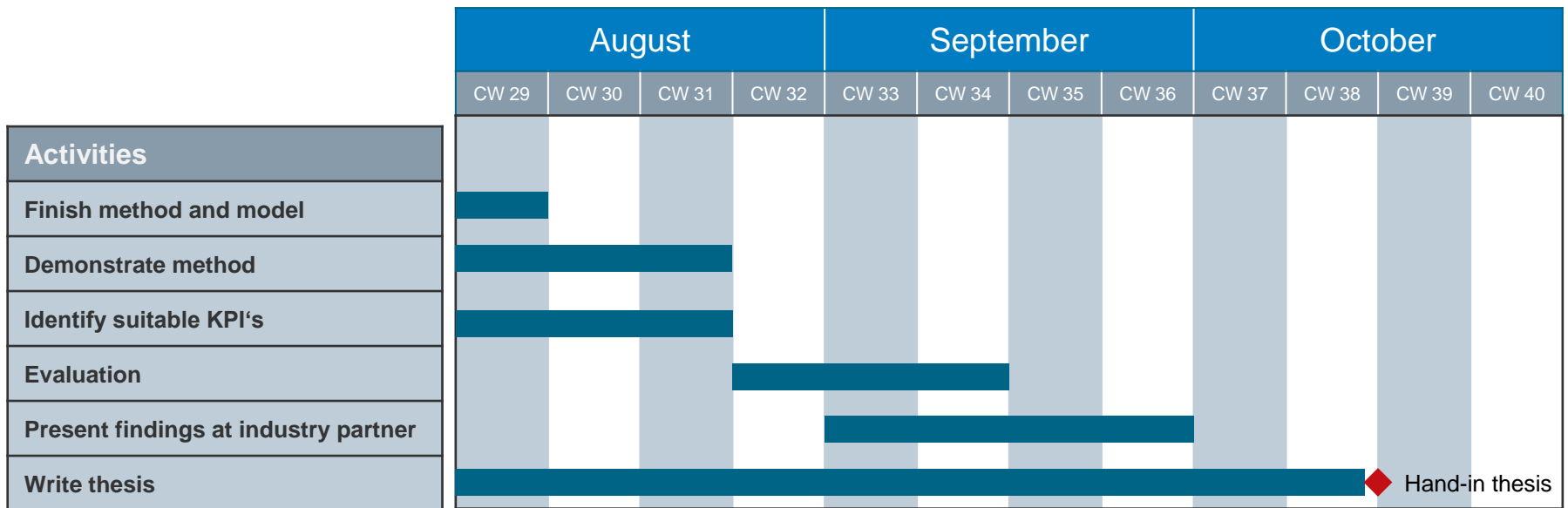|	
Motivation	▪ Identification and communication of business justification for MDM is essential [BD'11, p.27] [SGZ'12, p.38] ▪ Historic (master) data management approaches at the industry partner failed to attract and sustain senior management support ▪ Literature lacks method for identifying and documenting business-oriented and measurable MDM goals
Research questions	1. How does a method to identify organization-specific MDM goals look like? 2. How can MDM goals be documented in a structured manner? 3. How can the achievement of MDM goals be measured?
Research approach	▪ Research questions are of interest to practiotioners' and scientific community ▪ Design Science Research delivers artifacts which contribute to both communities ▪ *Design Science Research Methodology* by Peffers et al. [PTR+'07] guides the application of Design Science Research in information systems research

3) Expected outcome and status

Status

Theoretical part to increase overall understanding of MDM	●
Method to identify MDM goals	◕
Conceptual model to back up method	◔
Approach to measure MDM goals	◔

◔ Started ◕ Almost finished ● Finished

4) Further planning

Activities	August				September				October			
	CW 29	CW 30	CW 31	CW 32	CW 33	CW 34	CW 35	CW 36	CW 37	CW 38	CW 39	CW 40
Finish method and model												
Demonstrate method												
Identify suitable KPI's												
Evaluation												
Present findings at industry partner												
Write thesis												◆ Hand-in thesis

…questions?

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- [OO'11] Otto, B., & Ofner, M. (2011). Strategic Business Requirements for Master Data Management Systems. *AMCIS 2011 Proceedings - All Submissions*.

- [SM'08] Smith, H. A., & McKeen, J. (2008). Developments in Practice XXX: Master Data Management: Salvation Or Snake Oil? *Communications of the Association for Information Systems*, *23*(1).

- [BD'11] Berson, A., & Dubov, L. (2011). *Master Data Management and Data Governance* (2. Auflage.). Mcgraw-Hill Professional.

- [SGZ'12] Scheuch, R., Gansor, T., & Ziller, C. (2012). *Master Data Management: Strategie, Organisation, Architektur* (1., Auflage.). dpunkt.verlag.

- [PTR+'07] Peffers, K., Tuunanen, T., Rothenberger, M. A., & Chatterjee, S. (2007). A design science research methodology for information systems research. *Journal of management information systems*, *24*(3), 45–77.