HP MDM services
Create a single, trusted source of data

Brochure
Align your strategy with the business, implement a solution, and manage the effort with HP MDM services

Wanted: Single version of the truth

For all the progress organizations have made managing their information, the coveted “single version of the truth” remains elusive. Across dozens of divisions and hundreds of information systems within large organizations, business data is often defined differently so that when combined across systems, the results just don’t jibe. These data integrity and quality issues will persist without proper management of master data—information that describes core business entities such as customer, supplier, location, or product.

Master data is a critical step for companies as they mature from basic information management capabilities to aligning information with business objectives and processes. It provides the means for synchronizing data across business units and applications for the greater good of the enterprise. Properly managed, master data drives improved decision making, stronger purchasing power, increased customer satisfaction, and superior competitive differentiation, all with a lower total cost of ownership and faster return on IT investments.

Manage master data, solve business problems

To get your master data on track and make sense of a growing and converging marketplace of vendors and tools, we offer Master Data Management (MDM) services. With HP, you achieve a trusted source of data that defines your customers, suppliers, and other core business entities, helping you:

- Enhance the integrity of data supporting regulatory compliance requirements
- Improve your ability to monitor fraud and risk
- Measure customer profitability and reward your best customers
- Cross sell and upsell to customers successfully
- Increase efficiency and success of direct marketing programs
- Improve integrated enterprise reporting

Across all industries, MDM can be the key to solve some truly puzzling business problems. We help overcome these challenges—from the energy company that uses master data to understand which of its oil wells are the most cost-efficient, to the packaged goods company that uses master data to harmonize global spend data and save millions of dollars in supplier expenses. How can MDM help you?

A holistic approach for improved business efficiency and insight

HP MDM services help customers improve business efficiency and enrich business insight by establishing one single reference for critical master data across geographies and business units. We define the organizational model, business processes, and appropriate tools to capture, store, and publish master data so that it is used consistently across applications. This holistic approach increases the results you realize through your investment.

Our framework helps you establish the governance and stewardship organizations and processes needed to manage and share information across your business effectively. You’ll also get the system architecture and technology needed to create and manage a single, trusted source of data so that you can:

- Generate a single version of critical reference data shared internally and externally
- Improve business intelligence with true global reporting
- Gain operational efficiencies and save costs by capturing data once, correctly and completely, according to data standards
- Establish a Customer Data Integration program for a clear 360-degree view of customers
- Achieve compliance and manage risk by knowing your suppliers, products, chart of accounts (ledger), customers, and more
- Lay the foundation for service-oriented architecture (SOA) or take your SOA to the next level in support of MDM
- Build hierarchies for a more complete view of all your business relationships
Services that let you start small, build momentum

HP provides the full scope of MDM services, including Customer Data Integration, from strategy and planning through implementation and support. As MDM is often a highly complex undertaking that involves and benefits many areas of a business, we recommend starting small—working from a plan that benefits the broader organization, while incrementally building out high-value areas. This helps you manage risk and cost, while generating momentum for a more expansive MDM program. To get started, we recommend our MDM Strategy services:

- **MDM Maturity Assessment**: Assess MDM maturity across the enterprise and link maturity gap analysis to an MDM Master Plan. While a Master Plan is the ideal starting point, a maturity assessment allows you to kick off an MDM initiative to help generate support and momentum with less financial commitment.

- **MDM Master Plan**: A detailed planning engagement that helps create a vision for MDM in the broader context of overall enterprise information management and business intelligence—a vision that is aligned across business and IT organizations with executive support. It maps the business requirements for master data to a plan for an iterative, cost-effective MDM solution that includes governance, stewardship, application and repository development, and data integration.

- **MDM Tool Selection**: Selection of the best MDM technology for your needs, considering linkage to overall strategy for ERP, supply chain management and CRM platforms; vendor vision and current capabilities; business requirements; budget; and more. We help you gather requirements, establish selection criteria, and develop and evaluate a vendor short list, ultimately choosing the right tool for you.

Based on our MDM experience, we have developed an MDM maturity model, which captures the typical path from basic MDM functionality to strategic performance—where MDM enables rapid development of high-quality applications that support both operational and analytic requirements of enterprise business applications. Using this model, we map your growth from today to your ideal end-state, identifying capabilities and components required each step of the way.

Why HP for MDM?

MDM initiatives can be unwieldy and overwhelming. With expertise in managing large-scale data integration projects and global MDM solutions, we bring structure and experience to your program. MDM-specific methodologies and accelerators help you manage the scope, prioritize the effort, and assemble the required governance and stewardship organizations necessary for a successful program. Deep technical understanding of data integration, combined with industry expertise, enables us to deliver a strong solution with focus on both business and technical aspects.

With the HP holistic approach, we support you through all phases of the MDM lifecycle, from building your strategy through implementing and supporting a solution. You benefit from best practices generated over 15 years of experience delivering MDM solutions in large, multinational environments. Additionally, our MDM competency center offers offshore delivery options that give you even more control over the budget and schedule of your projects. Our consultants are skilled in the leading MDM tools and provide unbiased guidance, by choosing the right product to integrate with your current environment and meet your business needs.

Let’s get started

HP brings together a powerful portfolio of services, software, and hardware to deliver information solutions that enable better decision making across the organization. Through the expertise of its consultants around the world, combined with its proven industry solutions, HP is your trusted advisor, expert implementer, and strategic business partner.

Global citizenship at HP

At HP, global citizenship is our commitment to hold ourselves to high standards of integrity, contribution, and accountability in balancing our business goals with our impact on society and the planet. To learn more, visit [www.hp.com/hpinfo/globalcitizenship](http://www.hp.com/hpinfo/globalcitizenship), and for information about the HP Eco Solutions program, go to [www.hp.com/ecosolutions](http://www.hp.com/ecosolutions).

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