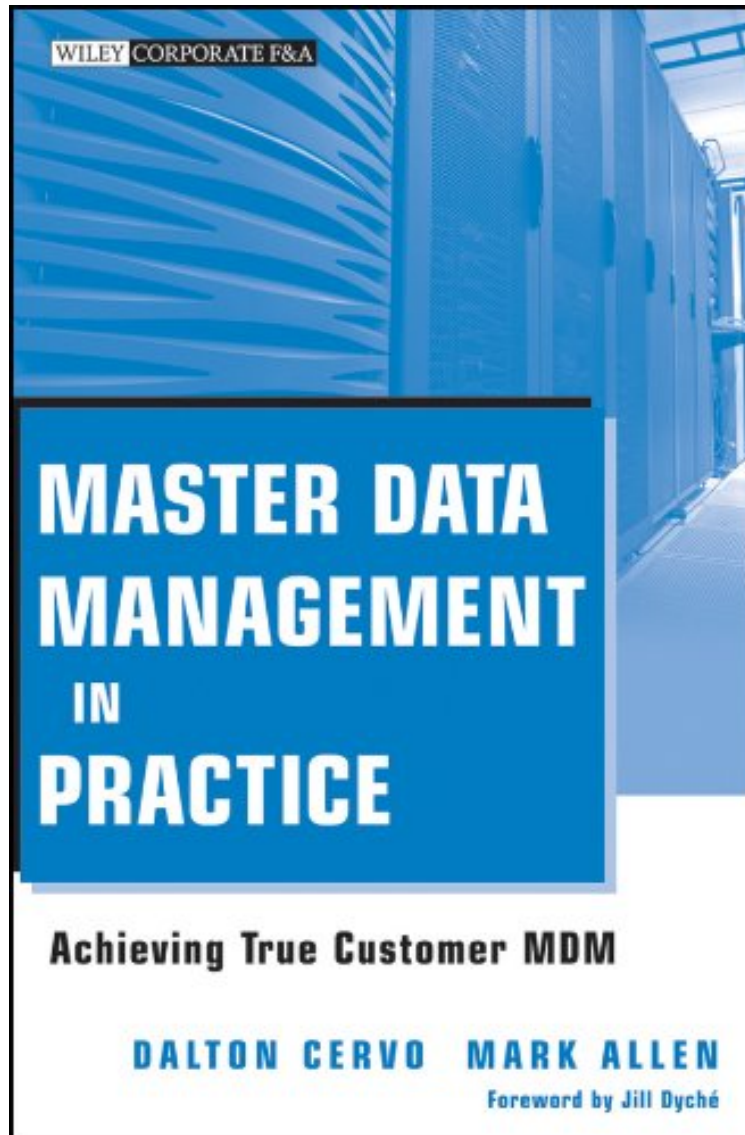


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Master Data Management in Practice: Achieving True Customer MDM (Wiley Corporate FA)

Dalton Cervo, Mark Allen

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In this book, authors Dalton Cervo and Mark Allen show you how to implement Master Data Management (MDM) within your business model to create a more quality controlled approach. Focusing on techniques that can improve data quality management, lower data maintenance costs, reduce corporate and compliance risks, and drive increased efficiency in customer data management practices, the book will guide you in successfully managing and maintaining your customer master data. You'll find the expert guidance you need, complete with tables, graphs, and charts, in planning, implementing, and managing MDM.

From the Inside FlapMaster data Management in Practice Achieving True Customer MDM A customer places a call to Sears for an appliance repair. The phone system instantly recognizes the number. Once the caller is verified, the system automatically pulls up a complete set of records, including full history and service contracts that are available to the customer service representative answering the call. This is an example of good Customer Master Data Management (MDM) and an effective, profitable use of a company's data. Yet many organizations are still struggling to correct long-standing systemic business problems related to their data and its associated processes. Master Data Management in Practice shows you how to leverage the streamlining power of MDM to improve your organization's data, internal processes, productivity, and profits. Focusing on the much-needed "how" and "where" aspects of MDM planning and implementation, Master Data Management in Practice supports the business practice of Customer MDM from a program manager and data steward perspective. The book presents challenges, questions, advice, instruction, and solutions to help you gain a comprehensive sense of insight and technique that you can immediately apply to your own internal scenarios. Authors Dalton Cervo and Mark Allen draw on their own extensive business and IT experiences to provide a logical order toward planning, implementation, and ongoing management of Customer MDM practices. Rich with enlightening tables, graphs, and charts, Master Data Management in Practice covers: Planning your Customer MDM initiative: the aspects of defining the underlying scope, approach, architecture, and objectives necessary for planning a Customer MDM initiative Implementation fundamentals: the practical insight, guidance, questions, options, and examples related to the implementation of the four foundational Customer MDM practices Achieving a steady state: how successful maintenance and monitoring practices lead to many self-governing and self-maintaining closed loop practices The characteristics and concepts associated with a mature MDM model: transitioning your data management participants to become well-engaged MDM practitioners while communicating the success and benefits that have emerged from implementing solid MDM practices Advanced practices: future concepts and implications associated with Customer MDM Managing data is key to your company's success. Discover how to support and connect transaction data from multiple business assets with the hands-on deployment strategies found in Master Data Management in Practice.From the Back CoverPraise for Master data Management in Practice "[The authors] turn out the core components of MDMmdash;data governance, ROI analysis, implementation processes, data stewardship, and data quality, among themmdash;in a way that's as easy for beginners to grasp as it is for experienced practitioners to execute. As seasoned MDM delivery experts themselves, they've seen the pitfalls from on high and warn you away from them even as they help navigate a better path for delivery." mdash;From the Foreword by Jill Dycheacute;, coauthor of Customer Data Integration and author of The CRM Handbook "Responding to the growing demand for tried and true knowledge on how to successfully implement and manage customer MDM practices, this book from Dalton Cervo and Mark Allen delivers very insightful and practical hands-on techniques from both the program manager and data steward points of view. It should be at the top of the must-read list for anyone looking to implement a customer MDM initiative."mdash;Ron Powell, Associate Publisher and Editorial Director, BeyeNETWORKTechTarget Enterprise Applications Group "Organizations today are awash in a sea of structured and unstructured data, often lacking the tools, framework, and human resources to effectively manage their most valuable resource. In MDM in Practice, Cervo and Allen knock the ball out of the park. Rife with practical lessons, this how-to guide is essential reading for those determined to maximize the value of their information and avoid mistakes made far too frequently."mdash;Phil Simon, author of The New Small and The Next Wave of Technologies "Dalton Cervo and Mark Allen demystify the theories and industry buzz surrounding MDM, and provide a practical guide for successfully implementing a Customer MDM program. Dalton and Mark explain how MDM does much more than just bring data togethermdash;it provides a set of processes, services, and policies that bring people together in a cross-functional and collaborative approach to enterprise data management, where people, empowered by high-quality data and enabled by technology, can optimize business processes for superior business performance."mdash;Jim Harris, independent consultant, speaker, and Blogger-in-Chief at Obsessive-Compulsive

Data Quality "Dalton and Mark's book provides some practical advice for those looking to implement a customer data integration program. They have clearly done a great job at abstracting good master data management practices in a succinct yet approachable way. Another great addition to the field!"mdash;David Loshin, President, Knowledge Integrity, Inc. "This book provides a very practical guide to understanding and implementing Customer Master Data Management. Dalton and Mark draw from their experience in actual implementations to provide insights and best practices that can be used by the most experienced implementers. At the same time, it offers a clear background and foundation on MDM to those that are just getting started."mdash;Tony Fisher, President and CEO, DataFlux

About the Author DALTON CERVO is Senior Solutions Consultant at DataFlux Corporation, assisting customers with master data management, data governance, and data quality implementations. Prior to joining DataFlux, Dalton was a senior program manager at both Sun Microsystems and Oracle, leading the data quality efforts as a member of the data governance team responsible for defining policies and procedures governing the oversight of master customer data. He is an expert panelist and a featured blogger for Data Quality PRO and a contributing author in *The Next Wave of Technologies: Opportunities in Chaos* (Wiley). MARK ALLEN is a Senior Consultant and Enterprise Data Governance Lead at WellPoint, Inc. Prior to joining WellPoint, Mark was a senior program manager in customer operations groups at both Sun Microsystems and Oracle. Mark has led Sun's Customer Data Governance Board and has been a member of customer advisory boards for DataFlux, Oracle, and Dun Bradstreet, where he was a presenter and panel member for various data governance and master data management events and forums. Please visit their website at www.mdm-in-practice.com.