Master Data Management Briefing

Master Data refers to key reference information about customers, products, properties, vendors, employees, organisational units, accounts, etc.

The Master Data Management (MDM) project is a part of a wider programme of work to establish an effective Enterprise Data Warehouse (EDW) which will give the council a single point for key data elements for analysis and reporting. MDM is about bringing the multiple variances of these data elements into a single harmonised data set so that everyone has the same view of the world. Once harmonised this key data is needed by an organisation at an operational level and from a leadership perspective. It allows consistent answers to management questions.

Improving the quality of service delivery requires the Council to focus on two key data elements: the customers it delivers services to and the properties it manages. To improve the quality of service it is essential to understand and have a consistent single view of both and the relationship between the two across the entire organisation.

Currently each business unit has its own version of the customer and corresponding properties, services have to be delivered in accordance to the organisational structure. Creating a single hub for both customer and property will provide the foundation the ICT to allow the Council to structure service delivery around the customer.

The Problem:

- Data on a single customer / property is held in multiple instances on a system so it is not possible to get a single view of that customer within a single business unit, impacting service delivery at an operational level;
- Data on a single customer / property is maintained in multiple systems in multiple formats so that it is not possible to get a single view of that customer across the organisation;
- Data on a single customer / property is held in varying degrees of accuracy and consistency so that it is not possible to identify and then merge duplicates into a single record;
- The Council needs to understand the relationship that a customers has with a property in order to improve service delivery;
- It is not possible to deliver truly joined up service delivery if each of the departments / services are using different instances of the customer.

The Solution:

The Council’s EDW programme will create a single repository for all council data across the organisation. This raw data will be transformed into information that can be processed using the powerful analytical tools within SAP BW to provide the business with the intelligence required by those at an operational and tactical level to improve service delivery and at a strategic level to improve the management of the Council.

MDM is an essential component of the EDW by providing the data cleansing, de-duplication and single repository of master data.
It will provide:

- The link to the master data (the customer who is receiving the service) and transactional data (the data required/gathered in processing the service).
- A single repository will also provide a central data hub for customers and properties for:
  - Business intelligence / reporting requirements for the Council
  - Back office service delivery processes/applications
- Data profiling, cleansing and de-duplicating within the back office strategic systems
- Create the data administration hub for creating, updating and deleting master data

**Project Objectives:**

- Obtain a complete master data set for customers and properties within Southwark to provide the ability to report against a single customer/property across the Directorates;
- Develop a complete master data set for customers and properties for use within systems that support service delivery processes such eg.CRM;
- Provide a system for maintaining (and where required establishing) the relationships between customers and properties;
- To provide the infrastructure for ID Management/Authentication for customer self service through Government Connects.

**Systems in scope**

- IBM Ascential (Profile Stage, Quality Stage, Data Stage)
- Orchard ArcIndex
- SAP CRM
- SAP BW
- SAP Xi
- Northgate: iWorld
- Northgate: NNDR
- Northgate: LLPG
- Pickwick: EREG

It should be understood that the scope of this project is to build the basis for developing a consistent master data set for the entire organisation. It should not be assumed that this initial project would encompass all the business process changes required. This project will not be implemented in a big bang approach but rather through an iterative process solving a specific business need.

To add context following phases are likely to extend to the other LBS strategic systems including:

CTAX,
FLARE,
SAP R3,
Government Connects (ID Management).

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