

Case Study

Leading Consultancy Company Engineers World-Class MDM Strategy with Maestro

Agile, flexible multi-domain solution responds rapidly to business changes

Business Challenge

One of the world's largest engineering consultancies and among the world's top 20 design firms by revenue, this leading design, engineering, and project management consultancy specializes in technically challenging and time-critical infrastructure projects. The company's IT group is tasked with delivering IT systems and services that support and provide competitive advantage to the core business of delivering world-class consultancy. The effectiveness of those systems and services is directly related to the scope, quality and consistency of the data within the systems, and the ability to convert that data into useful business information. To realize the full business benefit of the supporting systems and services, it became essential to integrate the data, which is held in a wide range of diverse systems, to provide enterprise access to a comprehensive dataset of consistently defined data.

The organization faced a number of challenges in integrating their information services initially, primarily related to the inability to effectively manage organizational changes, i.e., staff movement, across the organization. With nearly 20,000 staff based in several hundred offices around the world, working on projects in more than 150 countries, this was no small task. Inconsistent data cleansing processes made it difficult to provide a single "true" view of their staff data; incomplete or inconsistently applied business processes – e.g., processes surrounding staff moves to new locations or new roles – resulted in staff data not being kept up-to-date, and incorrect or out-of-date personnel details adversely impacted business and staff productivity.



MDM Domains
Employee
Office

Industry
Consulting

Moving Parts

Effectively tracking and ensuring the accuracy of information about the organization’s consultant-employees was made more difficult by the number of “moving parts” that make up the picture of staff deployment across the diverse organizational structure. This meant that a number of data domains would need to be accounted for in the MDM solution. First, they had to account for the people – the consultants themselves – and then the physical office or offices they worked out of, and which organization within the enterprise they worked on behalf of, on what work packages or projects, and for which clients. It was determined that Phase 1 of their MDM solution should focus on people and offices. Even within this initial scope, the company’s aggressive approach to getting their arms around their employee data from all over the world meant that they were working with five major

and three minor data sources, comprising approximately 100,000 records with 118 attributes.

Maestro Solution

The challenge for the Maestro team was to implement a multi-domain solution to support the many relationships between entities. At the same time, they needed to ensure that they delivered a solution that could respond rapidly to business changes such as re-organization, acquisitions, and the addition of new data-consuming applications. To that end, they designed a solution where the business rules and logic that informed the company’s data governance could be held and managed centrally. In addition, they developed an approach to managing business rules and matching logic through configuration rather than coding, to shorten release cycles and improve transparency and maintainability. As designed, the

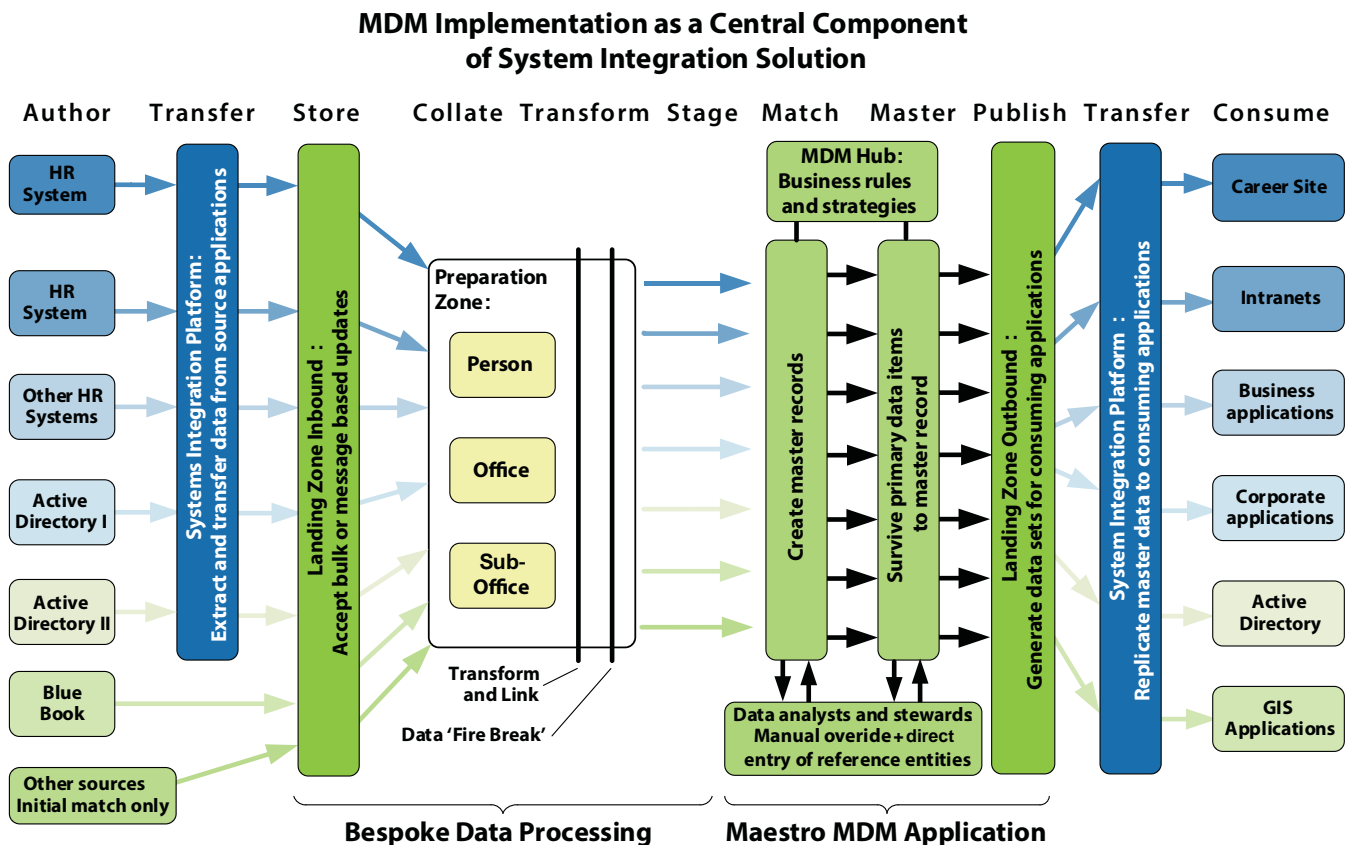


Figure 1: Overview of MDM Technical Solution

resulting Maestro solution was loosely coupled, modular, scalable, and secure, and capable of interfacing with batch/bulk updates as well as message-based Enterprise Service Bus (ESB) data updates.

The company identified this approach as the preferred solution due to the loose coupling between data sources and the master dataset. With this approach, there is no dependency on source data once replication to the master data hub has occurred, which is particularly beneficial when each record is comprised of data items from multiple sources (compared with complete records from each source), as was the case with the company's staff records.

Given this preferred approach, the Maestro solution was implemented as a central component of a System Integration (SI) solution, rather than as a data endpoint, due to the variable data quality of external data sources. Given that the Maestro MDM application would sit within the SI platform, the primary focus for Phase I implementation was on automated matching and mastering, with inclusion of data stewards in resolving match results targeted for Phase II. Thus, given the necessarily high level of matching certainty required for Phase I, a highly structured approach to matching was chosen, as opposed to a greater reliance on fuzzy matching.

Results

The Maestro MDM implementation design provided the structured yet flexible framework required for managing Master and related source records and attribute relationships. Profisee's Master Data Accelerator engagement helped the client understand

the process of progressive matching, and "nibbling" away at unmatched records. The agility of the Maestro data structure gave the client the ability to change attribute names in one place, and have the resulting changes "ripple through" the affected business rules, etc. Further, Maestro's comprehensive user interface for data analysis and review/amendment of masters gave them a way to ensure a single "true" view of their staff data.

For this leading global consultancy, Profisee developed a master data hub built on SQL Server 2012 MDS and Master Data Maestro, starting with a global implementation of the Employee domain and implementation of a global Golden Record Management system. Through this implementation, the company was able to adopt a holistic approach to data management and enhance data security. In addition, they are able to add new consultants to Active Directory, and have those new records mastered in the Maestro hub in near real-time. Having started with the Employee domain, the company has moved on to handle a number of other data domains in the Maestro MDM solution, and is now much better equipped to accommodate their many acquisitions, while ensuring current, accurate, consistent data across the organization.

Profisee — A Trusted Advisor

Profisee is a master data management software company focused on delivering enterprise-grade MDM capabilities through its Master Data Maestro software suite. As a Microsoft Gold Application Development Partner, Profisee has a worldwide reputation for Master Data Management expertise and competence with Microsoft Master Data Services.

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