FUJITSU

CASE STUDY
MASTER DATA MANAGEMENT

THE FUJITSU MASTER DATA MANAGEMENT SOLUTION HELPS ORGANIZATIONS IDENTIFY AND MAINTAIN A SINGLE, CONSISTENT VIEW OF BUSINESS CRITICAL DATA THAT IS OFTEN LOCKED, REPLICATED AND SCATTERED WITHIN INFORMATION SILOS ACROSS THE BUSINESS.

KEY DRIVERS FOR MASTER DATA MANAGEMENT (MDM)

A competitive market and tough economic times drive business to better manage and utilize their core information assets to achieve their strategic goals.

- Globalization, mergers & acquisitions etc. are forcing the need to have consistent data synchronized across the enterprise.

- Regulatory compliance is highlighting the need to have the data tagged with all its peripheral enablers (policies, definitions, domain, business rules, metadata, quality, governance, ownership, security, etc.).

- Performance Management and Business Analytics won't thrive without accurate, consistent, and reliable data.

Master Data Management is the combination of process, people and technology that can help organizations achieve and maintain a single, consistent view of business-critical data across the enterprise.

CASE STUDY

A retail supplier and buyer of medical equipment with a growing customer base, product lines, partners and vendors needed a 360-degree view of its core business entities, transactional information, and integrated data for business analytics. The inability to get this critical information was prolonging customer and product management time, affecting overall time to market products.

Following the Fujitsu MDM strategy, we created the MDM platform with services and rules to unify, cleanse, standardize, de-duplicate and govern master data. This implementation has not only brought flexibility in information propagation between various applications but has also given more control to clients to manage data and get a 360-degree reporting view around each master entity.
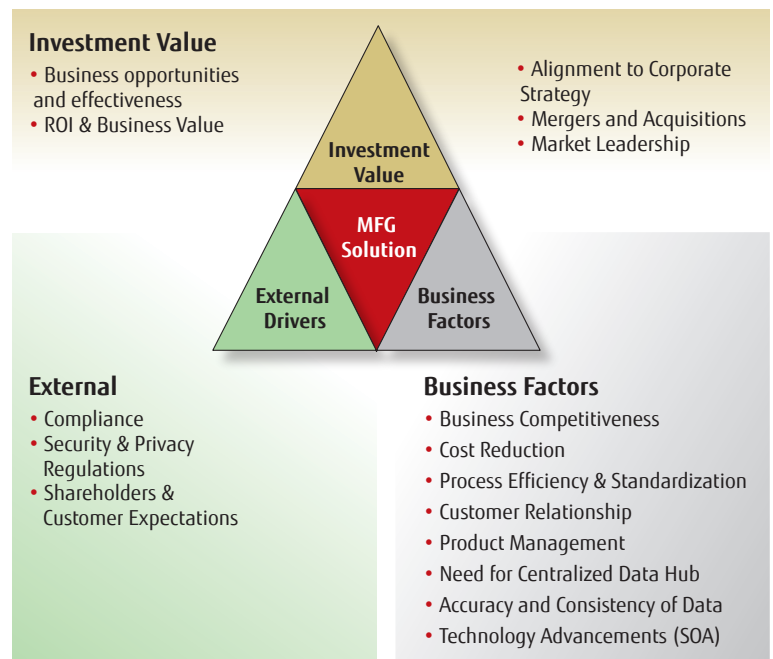
Some of the tangible benefits to businesses of the MDM initiative were: Supply Chain Improvements, Reduced Time to Market, Improved Revenue, Improved Call Center Performance, Decreased Call-to-Order Processing Duration, Reduced Shipping and Invoicing Errors, Faster Collection of Product, Vendor, Customer and Price List Information, Regulatory Compliance, Better Data Integration, and Reduced IT efforts to address data quality problems.

Investment Value
- Business opportunities and effectiveness
- ROI & Business Value
- Alignment to Corporate Strategy
- Mergers and Acquisitions
- Market Leadership

External
- Compliance
- Security & Privacy Regulations
- Shareholders & Customer Expectations

Business Factors
- Business Competitiveness
- Cost Reduction
- Process Efficiency & Standardization
- Customer Relationship
- Product Management
- Need for Centralized Data Hub
- Accuracy and Consistency of Data
- Technology Advancements (SOA)

THE BENEFITS

Finance
- Efficient and accurate financial and risk reporting
- Enhanced ability for regulatory compliance

Marketing
- Single view of customer
- Better customer insight and interactions to provide customized services
- Ability to recognize cross-sell and up-sell opportunities

Manufacturing
- Enables faster launch of targeted products
- Improved operational efficiency

Healthcare
- True patient intelligence by linking and matching patient records
- Enforcement of information privacy
- Improved clinical information management

MDM SOLUTION OVERVIEW

Fujitsu provides a complete, turn-key approach to define, implement, and support MDM solutions. It combines our technology skills and subject matter expertise with a world class methodology and project management capabilities to ensure timely completion of MDM initiatives. Our solution will deliver the right business value to all MDM stakeholders and help our clients meet their ROI expectations.

DISCOVERY
- Assess business need for MDM and determine organizational readiness
- Gather high level requirements
- Develop solution architecture options
- Evaluate and select technology (optionally conduct a Proof-Of-Concept)

IMPLEMENTATION
- Gather detailed business requirements
- Develop detailed logical, data & technical architecture
- Configure infrastructure & software
- Design, construct and test solution
- Deploy solution, transition and knowledge transfer

IMPLEMENTATION
- Support & maintenance
- Enhancements and new functionality

MACROSCOPE®

In use for more than 25 years, Macroscope is an integrated suite of business and IT methods that helps Fujitsu and our clients maximize the value of business transformation initiatives. Macroscope helps implement and manage organizational change throughout the entire business transformation lifecycle. This includes strategic planning, business and IT architecture development, application and systems development, project deployment and maintenance, and program and project management.

We have specifically adapted this methodology for the delivery of MDM and BI solutions. The resulting benefits include:

- Selecting and prioritizing MDM domains that are most strategically aligned, low risk and of highest business value
- Predictability for reduced risk
- Solution-specific templates
- Re-usable architectural patterns to speed up implementation
- Common tool utilization across multiple locations, making distributed teams more effective

OUR MDM SERVICE VALUE PROPOSITIONS
- MDM industry experience as a leading systems integrator vendor
- Ability to provide advisory, consulting, implementation and sustainment services in a technology agnostic manner
- Skilled, experienced resources with expertise in leading MDM technologies
- Solution approach and process based on proven methodology (Macroscope)
- Industry aligned MDM Standards & Best Practices
- Ability to define and implement successful Governance Framework
- Supported by full range of solutions and services (Business Intelligence, ERP, CRM)
- Flexible approach that delivers maximum value for clients' MDM program
- Support after implementation
- Partnership and alliances with leading MDM software vendors

FUJITSU: YOUR KEY TO SUCCESS

In over 10 years of delivering successful BI and Data Management solutions, the Fujitsu outcome-based thinking has proven to be a key success factor. With a full understanding of your business drivers and goals, our business-savvy consultants can bring in their benefits, risk, value management skills to assist you in solidifying the requirements, help develop the business case followed by recommending the right solution that will meet your business needs.

Our broad experience and best practices, coupled with Macroscope®, a widely recognized world-class methodology, allow us to maintain a razor-sharp focus on the end result you are looking for. A collaborative approach between our team and yours ensures smooth transition and knowledge transfer to your organization after a successful initial implementation.

ABOUT FUJITSU AMERICA

Fujitsu America, Inc. is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings including consulting, systems integration, managed services and outsourcing for enterprise applications, data center and field services operations, based on server, software, storage and mobile technologies. Fujitsu provides industry-oriented solutions for manufacturing, retail, healthcare, government, education, financial services and communications sectors.

For more information, please visit: http://solutions.us.fujitsu.com/