HITACHI
Inspire the Next

Achieve higher performance through clean and consistent master data

Hitachi Consulting's Oracle Master Data Management (MDM) Practice has successfully deployed over 50 MDM implementations to global clients across high tech, telecom, consumer products, financial and manufacturing industries. Our 125 MDM consultants are part of our 2000 Oracle Practice consultants spread through North and South America, Europe, Middle East and Asia.

What Is master data management?

Master data management is a top priority for organizations looking to maximize the accuracy and value of their systems to support business processes. MDM focuses on the management and interlinking of business-critical data elements that are shared between different systems and used by different groups within an organization.

Companies are struggling to clean and maintain accurate and complete customer, supplier, product and employee data. In addition, information is growing and exponentially increasing the challenges caused by dirty data. As a result, business processes become more ineffective, inefficient and costly. One of the biggest challenges of this dirty data sitting in heterogeneous and disparate systems is that organizations struggle to measure the scale of the problem and the impact to the overall organization.

An effective MDM strategy enables organizations to:

- Drive cross-sell and up-sell opportunities
- Improve customer service, retention, and loyalty
- Improve operational efficiencies and reduce costs
- Gain a single view of the truth to improve decision making and strategic agility
- Achieve regulatory compliance and reduce risk

Software solutions

Oracle master data management (MDM) consists of a set of modules that include functionality to improve data quality and store best versions of data of different types to be the reference "masters" for all systems and processes in the enterprise. These modules include functionality that is specifically designed to address the special needs of each major type of data. This means the business functions of your business are supported by best practice-driven processes and standards automated in Oracle MDM. The portfolio of Oracle MDM technologies and the experience Hitachi Consulting brings can enable organizations with:

- A suite of tools that cover all aspects of MDM including data quality, data hubs, integration middleware and more

- Full spectrum of solution usage styles including operational and analytical
- Experience in all primary MDM domains including product, customer, site and supplier
- Short Term Health Check (typical duration one week)

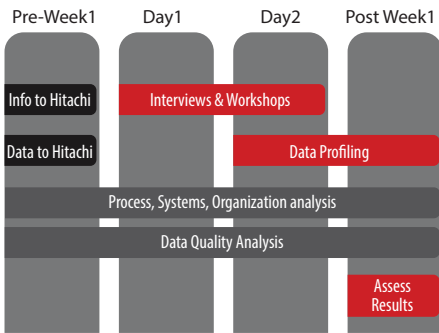## Hitachi Consulting's MDM HiTruth offering

Hitachi Consulting's Oracle MDM HiTruth provides a quick evaluation of your business data pain points, rates your data governance maturity level and provides a clear strategy approach to tackling your business data needs. The assessment consists of data extraction, workshops, interviews and data profiling.

- **Documentation**: Summary and concrete examples of your data issues
- **Impact and pain points**: Evaluation of potential impact of data related issues and what parts of the organization are feeling the pain the most
- **Skill development**: Develop awareness and take first steps to understanding and quantifying data issues and their business impact
- **Organizational change management**: assessment of ongoing
- **Data governance maturity assessment:** of current state and awareness of policies, organizational responsibilities, and management of data as an asset in the customer company

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Hitachi Consulting's MDM HiTruth determines the nature, impact and relevance of data issues in your business.

- **Prioritization**: Identify if immediate action is needed now and if so, what domains to start with
- **Business case development**: Foundational work for the potential to develop a business case for data initiatives

Pre-Week1	Day1	Day2	Post Week1
Info to Hitachi	Interviews & Workshops		
Data to Hitachi		Data Profiling	
Process, Systems, Organization analysis			
Data Quality Analysis			
			Assess Results

Our deep MDM knowledge and experience means we work with many of the world's leading companies to drive measurable value by setting the foundation to meet longterm strategic master data requirements.

Why Hitachi Consulting

Hitachi Consulting's advantage lies in our ability to bring together the best people with the benefit of the frameworks and intellectual property developed from many successful projects.

Hitachi Consulting has a world-class Oracle practice that is comprised of seasoned and certified consultants who bring best practices and extensive industry and technical knowledge to our clients' mission critical projects. We also draw upon the wealth of experience gained by our broader Oracle team. Our policy is to recruit consultants from industry and other Oracle practices. As a result, our consultants have extensive experience working with the tools we leverage to deliver the right data governance and MDM solutions.

About Hitachi Consulting

Hitachi Consulting is the global solutions and professional services organization within Hitachi Ltd., a global innovation leader in industrial and information technology solutions and an early pioneer of the Internet of Things. Hitachi Consulting is a business integrator for the IoT era and a catalyst for digital transformation. Using our deep domain knowledge, we strategically collaborate with our clients to help them innovate faster, maximize operational efficiency and realize measurable, sustainable business and societal value. As a consulting-led solutions company, we can help you leverage data as a strategic asset to drive competitive differentiation, customer loyalty and growth. To learn more, visit www.hitachiconsulting.com.

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