



Data Governance and Master Data Management Education & Assessment Services

Gaining Insight and Knowledge Delivering Effective Results

Competitive and profitable companies in the next decade will focus their business and IT investments on improving performance by leveraging information assets. Coupled with a new set of regulatory requirements, executives are forced to re-examine their information management strategy as well as create and improve programs and processes to manage data assets.

While companies have invested significant time and money conducting and analyzing business transactions, the more critical issue is to improve information consistency, quality and relevancy. This is driving the re-evaluation of how data is managed to meet business needs. Unfortunately, existing data strategies have resulted in inaccurate views and decreased business performance which can lead to missed opportunities. Now, however, organizations are focusing greater attention on master data management to increase transparency, accountability and adherence to regulatory compliance.

Today's organizations must:

- Demonstrate return from enterprise application and information systems investments
- Adhere to data governance policies and process and compliance requirements
- Integrate business and IT roles to implement and operate master data management
- Navigate risk of not utilizing consistent, quality and relevant data across the enterprise

While many organizations recognize the need for a cohesive data governance and master data management strategy tied to data stewardship and data quality initiatives, synchronizing the people, process, information and technologies to achieve this can be tricky. It is often difficult to know when and how to mitigate risk in balancing use of data from transaction and information systems. Finally, new investments and programs for master data management must be in place for enterprise-wide data governance.

Ventana Research, the leading research and advisory services firm, can help you address these challenges and increase your organization's efficiency and effectiveness. We deliver these business improvements through a top-down approach that first connects your people and process and *then* integrates information and technology. Our proven PerformanceCycle™ methodology connects business and IT for maximum value by assessing your existing IT portfolio and programs with planned new investments.

Achieving the full value from your existing investments and delivering the information needed for business requires master data management. Understanding how to establish a program and team, business case, technologies and utilizing best practices and lessons learned is critical for ensuring your optimal outcomes. Ventana Research delivers the education and insight from clients and research from thousands of organizations around the world. Without using this expertise to your advantage will impact your organizations and increase the risk of not reaching the full potential of your people and technologies.



Ventana Research
PerformanceCycle™

Ventana Research conducts research and analyzes market trends, best practices and technologies. We offer a logical set of services from individual, departmental and enterprise level advisory services, online education and training, traditional onsite workshops, and assessment services to address your specific master data management related information management challenges:

- **Advisory Services** provide access to our research and analysts on an as-needed basis to help you keep up with the latest market trends, master data management and related information management technologies and best practices for a competitive edge. We offer multiple levels of access to meet your needs: individual *Premium* membership to our community for access to research articles, individual *Premium Plus* membership for direct access to our industry analyst to answer your key questions, as well as departmental or division level *Performance Planning Services*.
- **Online Education** provides direct education on data governance and master data management through a series of 60 minute online webinars. The series includes Basic 101 for an introduction and building the team for master data management then 201 with examination of technologies and architecture as well as Intermediate 301 for building the business case for investments and achieving the benefits and Advanced 401 for utilizing best practices and tips to master the topic in your organization. This online format allows you to learn concepts when and where it is most convenient for you and at the completion of each webinar, download further educational materials.
- **Workshops**, led by expert team with an average of more than 20 years of practical experience, provide a great interactive starting point to learn about how critical master data management approaches can improve your organization information management efforts. These onsite workshops are designed to bring practical knowledge to your organization. Leveraging our 101, 201, 301 and 401 data governance or master data management education into a customized workshop format, the full day workshop is designed to accelerate your education and knowledge.
- **Assessment Services** help you define your strategy, build a business case and connect business requirements and technology solutions at your company. Our Data Governance or *Master Data Management Strategy & Technology Assessment* is conducted through three key steps – Discovery, Insights and Guidance. Through our high-value, low-risk strategic assessment services approach we will help you define your master data management strategy and roadmap, provide industry benchmarks and best practices education, decrease project risk and costs while increasing ROI.

Aligning people, process, information and technology in light of limited resources, increasing complexity and soaring expectations is becoming an ever greater challenge. The good news is that you don't have to go it alone. Ventana Research, the leading research and advisory services firm, helps thousands of organizations worldwide to improve their information management efforts via data governance and master data management. Through our proven methodology we help our clients improve the value of the information assets - across existing and new investments – by integrating people, process, information and technology. We help clients solve *real* business problems, with an emphasis on performance and outcomes, rather than just technology.

To learn how Ventana Research data governance and master data management services can increase your organization's efficiency and effectiveness, contact us at info@ventanaresearch.com.

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