Data Disruption is here

How data is changing your world right now
(and what you can do about it).

Something
big
is going on here

The trend behind the trends

Innovations shaking the world of business receive a fair amount of attention.

Many come with buzzwords attached

Big Data

Cloud

The Internet of Things

Social Media

Mobile

Others are less flashy, but no less impactful.

But underneath all of them is a Mother Trend.

And it's smacking head-on into every discipline and every business – the bigger the enterprise, the harder and louder the impact.

What's going on is
Data Disruption

Data is about to transform and disrupt every market and cause the re-engineering of every important process within your business. It's probably already happening.

One thing that's beyond doubt: You're dealing with more data than ever before – coming in from more sources, inside and outside the enterprise. And expectations for how you use that data have never been greater.

Your customers
expect you to use it to better meet their needs.

Your employees
crave it to help them do their jobs.

The regulators
mandate you use it to comply with the latest laws.

Your shareholders
need to see that you use it to maximize value.

Your competitors
use it to gain an advantage (and your market share).

Data and its influence on business is the deeper, fundamental change impacting all the other, high-profile trends and bandwagons.

The winners in every market will be the companies that understand this profound change best and come to grips with this new approach fastest.

Connecting the dots

Data has always informed decisions – especially when previously isolated data sets are brought together. But with the new volume, variety, and velocity of data, the integrated picture generates even more meaningful insights.

The new insights can touch every part of the business in incredibly diverse ways. But two major themes we see over and over again include the power of data to:

Ensure you know your customers and markets better.
So you can spot trends earlier, predict behaviors more accurately, and meet their needs earlier and better than competitors.

Help re-engineer your processes for operational advantage.
So you make full use of everything your organization knows to optimize critical processes such as supply chain management, order-to-cash, and campaign management.

To see how this happens, let's take a step back…
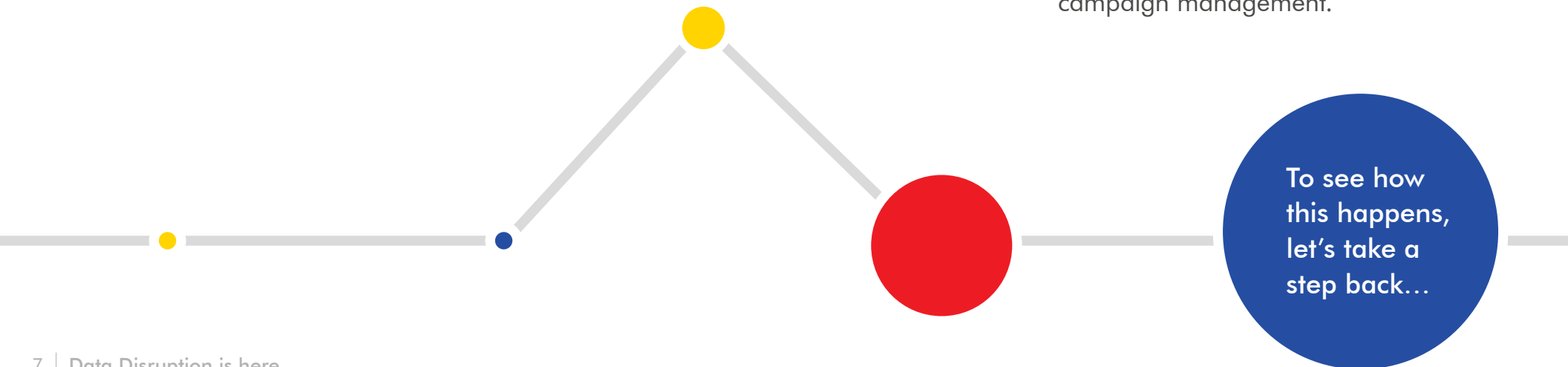
Big companies do mind-boggling things

Big companies do so many surprising things so often that no one thinks it's the slightest bit remarkable any more. We see it every day:

A bank sends a new mortgage offer to a customer that just signed on their new mortgage three days ago.

A fashion retailer runs out of its most profitable product line at 11am on the biggest shopping day of the year.

A risk analyst gets totally blind-sided when 7% of customers make late payments instead of the expected 4%.

A pharmaceutical company gets a massive fine for sending sensitive data to doctors and providers.

We all tolerate things like this because big companies are so… big. It's just part of doing business on a massive scale. (Or is it?)

The Drivers
of Data
Disruption

The companies that will succeed in the coming years are the ones that can most effectively tame their data.

But doing so is a far from trivial challenge.

Because the data landscape has changed enormously since relational databases were invented:

There's much more data

A single jet engine generates two terabytes of data every time it lands.

That's either a massive goldmine or a huge headache.

And many more data sources

It's coming in from CRM and ERP transactions, mobile devices, machine sensors, social media channels... from everywhere.

With more possible combinations of data sets

Sales data plus weather data. Fleet telematics data plus vehicle repair data plus driver data. The combinations are where a lot of the new disruption is coming from.

And more relationships between entities

A customer is also husband to Marge, father of Joe, resident of 24 First Avenue, VP of Sales for Pepsi, purchaser of mountain bike accessories and on and on and on.

And specialized technologies for dealing with all this

From 'No-SQL' databases to Hadoop clusters, MapReduce techniques, cloud apps – often working with traditional integration tools and data quality platforms.

Whoah. That's a lot of change. And more change is inevitable.

The obstacles you need to overcome

For big companies, rising to the challenge of Data Disruption means getting to grips with these things:

The sheer volume of data
Orders of magnitude greater than anything you had to deal with just a few years ago.

An application-centric mindset
That keeps data in silos and keeps any app from benefiting from the big picture (or the most up-to-date one).

Unstructured and multistructured data sets
The nice, neat stuff living in databases is a small proportion of your total data world – and that proportion is getting smaller.

Legacy systems
Your data lives where it lives. You can't (and shouldn't) rip and replace all the apps you built your entire business on.

Data quality issues
Your data is riddled with errors, duplicates and inconsistencies. And data degradation is happening even as you read this. Everyone's is.

An enormous skills gap
The people who can help attack these problems already exist within your organization. But you need to develop and train them now so they can gain the new skills necessary to tackle data disruption.

In short, if you don't change the way you manage your data, you will be the victim of Data Disruption in pretty much every part of your business.
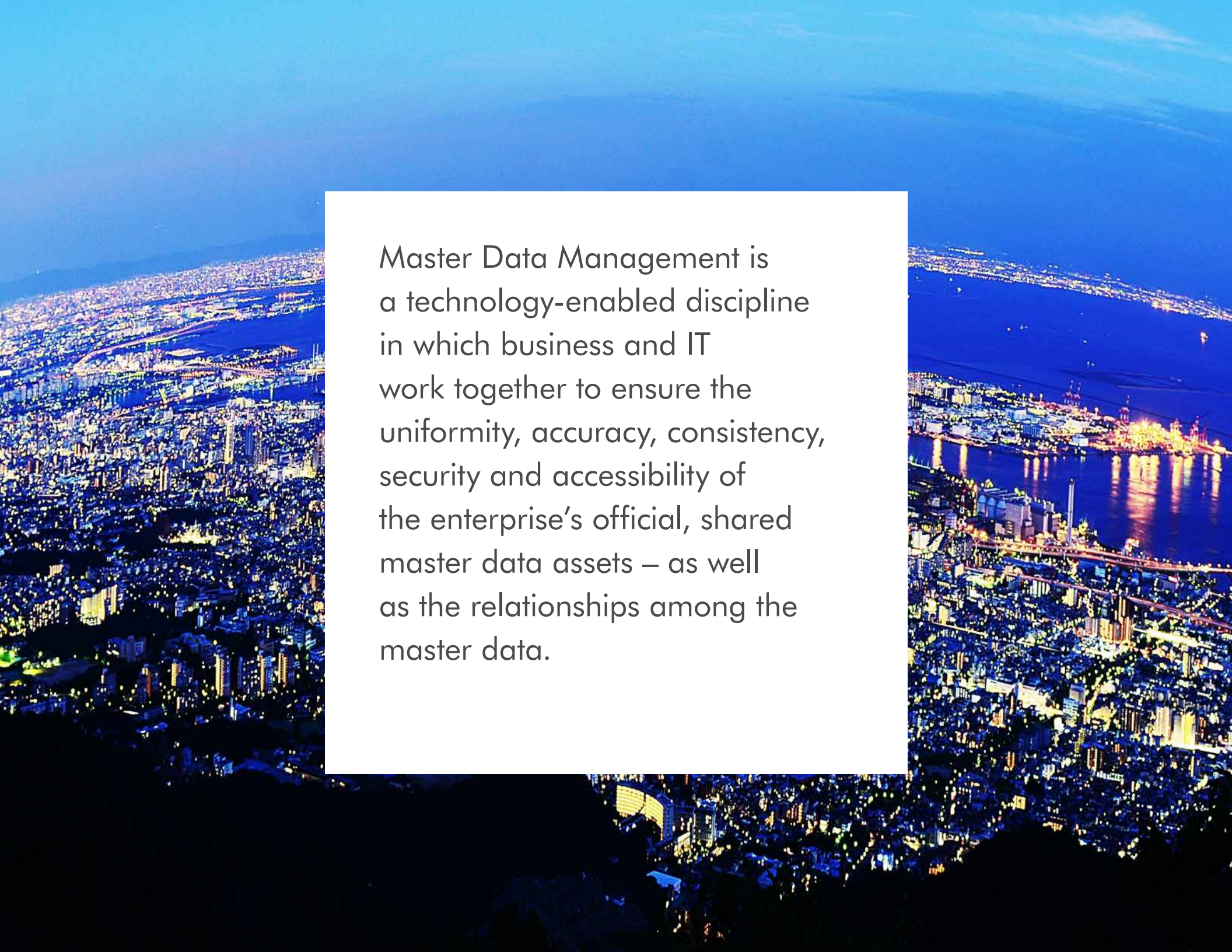
Time to (re-)discover Master Data Management

A new imperative for a not-so-new discipline

Hear the sound of cavalry coming over the hill?

Those are the forces of MDM, and the good news is they're on your side…

Master Data Management is
a technology-enabled discipline
in which business and IT
work together to ensure the
uniformity, accuracy, consistency,
security and accessibility of
the enterprise's official, shared
master data assets – as well
as the relationships among the
master data.

It's tech plus people plus processes.

Data must be clean, safe and connected to deliver value.

The uniform set of identifiers and attributes that describe the core entities of the business (customers, products, sites, etc).

Master Data Management is a technology-enabled discipline in which business and IT work together to ensure the uniformity, accuracy, consistency, security and accessibility of the enterprise's official, shared master data assets – as well as the relationships among the master data.

Enlightened collaboration is mission critical to MDM.

The most valuable insights usually come from here.

What MDM looks like

An example

Create a golden master for a core domain like 'customer'.

You can choose from hundreds of master data domains – whatever makes the most sense for your goals.

With the customer domain as an example, you may not know if Rob Jones is a valuable customer because he appears as Bob Jones in your CRM, Rob Q Jones in your billing system, and Robert Jones Jr. in your marketing automation platform. If you knew they're all the same person, you'd treat him far better!

Get a 360° view of the relationships that define customers.

Household relationships, organizational relationships, influencer relationships, relationships to products purchased, business units, assets, locations… anything that matters to your business.

Add a complete view of customer interactions.

Transactions, historical behaviors, forecasts, call center cases, social media interactions, preferences… anything.

Centralize the golden masters so every app and process can subscribe to it.

This automated synchronization subscription service is where you can realize the transformative power of MDM - delivering data relationship insights to your most critical business processes and decisions.

Now you can super-charge your apps with up-to-date, big-picture data from across the business.

Add additional domains as business needs arise.

Perhaps you've mastered customers and products. Now it's time to optimize your supply chain, so add supplier, location, and material to the mix. What's next? The sky's the limit.

That's what MDM looks like.

Why MDM is so important right now

You can generate new, meaningful insights even though your data is in different places.

You can finally turn that long-sought, mythical single, trusted 360-degree view of any domain that really matters to your business into reality.

You understand the business impacts and opportunities realized by optimizing that data domain and its dependent relationships – so you can see more and predict more.

You escape from the application-centric blinders that have held you back for so long. When your company knows all that it knows – and learns what it doesn't know – it can stop doing the things that are so destructive to your business and brand.

Your business can start doing smart, game-changing things. Like targeted, personalized cross-selling and up-selling. Or proactively managing risk. Or cutting costs. Or fast-tracking compliance with regulations. Or getting to market faster. Or delivering awesome customer experiences that generate strong brand loyalty and evangelism…

And accomplish all of this by nurturing your existing data analyst, developer and stewardship resources.

MDM in action

A few snapshots

A big pharma player mastered and combined single views of physicians, products, affiliations, sales, and prices to create a 'perfect order' process. The result: new ordering efficiencies, cost savings, and happier customers.

An investment company mastered client data and account data to dramatically improve the cross-selling of wealth management products. The result: $50 million in increased revenue every year and a bigger share of wallet.

A computer company took control of its B2B customer profiles and product data to increase sales through the channel. The result: a 20% boost in lead-to-conversion rates and a big increase in channel revenue from a smaller, more manageable list of partners.

A drug company looked at physician data and state licensing regulations to comply with spend management laws. The result: lower compliance risk with less effort and cost.

In short, MDM is transforming big businesses now.

Who's disrupting who?

Data Disruption is underway. Everywhere. There are no safe places to hide and no discipline where yesterday's processes are good enough.

This creates an enormous threat welded to an enormous opportunity.

Embracing Master Data Management as a business competency, you can rise to the many challenges this new era of data creates.

You can be the disruptor, wreaking havoc on your slower competitors who are still trying to wrestle with Big Data using the tools and techniques designed for small data.

We've helped hundreds of big companies do this and we can tell you one thing with total confidence: disrupting is way more fun than being disrupted.

Ready when you are.

Liked this? You may also like this, too:

Recipe for C-Level Buy-In to MDM

How to expose the hidden costs of bad data, quantify revenue gains from strategic data governance, and sell MDM to the business.

[Read the white paper](#)

About Informatica MDM

Informatica MDM helps organizations derive measurable business value from complete, accurate views of business-critical master data – about customers, products, suppliers, and contexts – and the relationships between them.

We deploy MDM to improve processes such as order-to-cash, cross-sell/up-sell and regulatory compliance. Our universal MDM solutions deliver fast time to value, leveraging your existing technology and skills, while automating labor-intensive processes and de-risking your projects.

This stuff works.

Let's talk.

informatica