

# Enabling Flexible Data Strategy Through Comprehensive MDM Evaluation and Market Analysis

Continuous helped a client assess their Master Data Management (MDM) tool and explore cloud implementation. The project involved market research, capability inventory, and vendor evaluations to support key data strategy decisions and recommendations.

## AT A GLANCE

### ABOUT THE CLIENT

Independent investment management firm managing over \$130B in AUM

### PROBLEM

- Existing data strategy and governance was rigid and out of date
- Complex architecture, extensive tool options, and limited industry expertise stalled decision-making process and project progression

### SOLUTION

- Analyzed current tool usage, gathered requirements, and conducted market research
- Demoed tools based on industry-specific use cases and provided recommendations for selection and implementation

### OUTCOME

- Evaluation led to key data strategy decisions and an understanding of solutions, ultimately leading to the progression of the firm's data strategy and governance transformation

### FRAMEWORK

- Project Management, Data Strategy Evaluation, Architecture Evaluation, Requirement Gathering, Vendor Market Research, Vendor Selection

## PROBLEM

Recent industry Cloud and AI trends are enabling and driving organizations to reconsider their data strategy, capabilities, and architecture. This client was undergoing a data strategy transformation leaning toward flexibility and maximizing data partners and tools. Continuous assisted with evaluating the level of dependency on and potential cloud implementation of the MDM tool in addition to MDM vendor market research for evaluating alternative tool capabilities and options.

## SOLUTION

In addition to understanding and considering ongoing enterprise efforts relating to infrastructure and architecture to identify potential project impacts, it was crucial to evaluate current tool usage, review the firm's data strategy, and gather requirements. An important component of gathering requirements included walking through critical support processes and business scenarios.

Extensive market research was executed on varying MDM solutions including capturing each tool's core capabilities, industry focus, deployment, and other noteworthy attributes. Some of the technologies evaluated included Ab Initio, Ataccama One, CluedIn, GoldenSource, Markit EDM, NeoXam, Reltio, TIBCO, Talend, and Tamr. Using the previously defined requirements, Continuous identified and presented a short-list of solutions for project team evaluation.

Continuous coordinated vendor demos, completed evaluations, and conducted a capability and gap analysis. Findings were summarized and recommendations were presented to the client.

## OUTCOME

Continuous provided asset management and technical expertise, managed the project, and performed business analysis across all aspects of the evaluation. The evaluation led to key data strategy decisions, insights, and an understanding of alternative solutions for a flexible support platform around their Enterprise Master Data Management efforts.