



## MODERN DATA STRATEGIES FOR DATA AND AI-DRIVEN ENTERPRISES

Gary Allemann  
MD, Master Data Management  
[@mdm\\_za](#)

## Current State

DATA MATURITY SURVEY 2021  
- Mango Solutions

TOP 10 DATA MANAGEMENT  
TRENDS FOR 2020  
- Experian

# 95%

- of organisations have a data strategy in place

# 92%

- plan to rely on data to drive predictive decision-making by 2023.

only **26%**

- the quality and integrity of their data is high and suitable for analysis

# 66%

- of organizations say a backlog of data debt negatively impacts new data initiatives like AI, machine learning, or analytics.

# Only 29%

- Have a data strategy that's clear and understood

# Culture eats strategy for breakfast

How do we get business to be passionate about data?



# Bridging the gap between business & IT

	Strategic	<b>Transform the Business</b> Critical information driving business goals, objectives, KPIs, and metrics	e.g., KPIs / metrics, strategic programs, data privacy & protection
	Operational	<b>Grow the Business</b> Critical data that drives business processes and operations	e.g., product development, planning, sourcing, manufacturing
	Tactical	<b>Run the Business</b> Critical data assets that have operational, compliance and analytical business impacts	e.g., data migrations, system implementations, data science & engineering

<https://www.precisely.com/resource-center/webinars/linking-data-governance-to-business-goals>

# Business goals inform your steps

Data to  
minimize risk

Data to  
deliver insights

Data to  
run the business

REPORTING & COMPLIANCE

ANALYTICS & INSIGHTS

OPERATIONAL EXCELLENCE

Data protection

Risk and fraud

Privacy

Safety

Regulatory compliance

Internal reporting

Net Promoter Score

Website traffic

Targeted marketing

Customer retention

Buying patterns

Customer 360° view

Optimize working capital

Enhance customer care

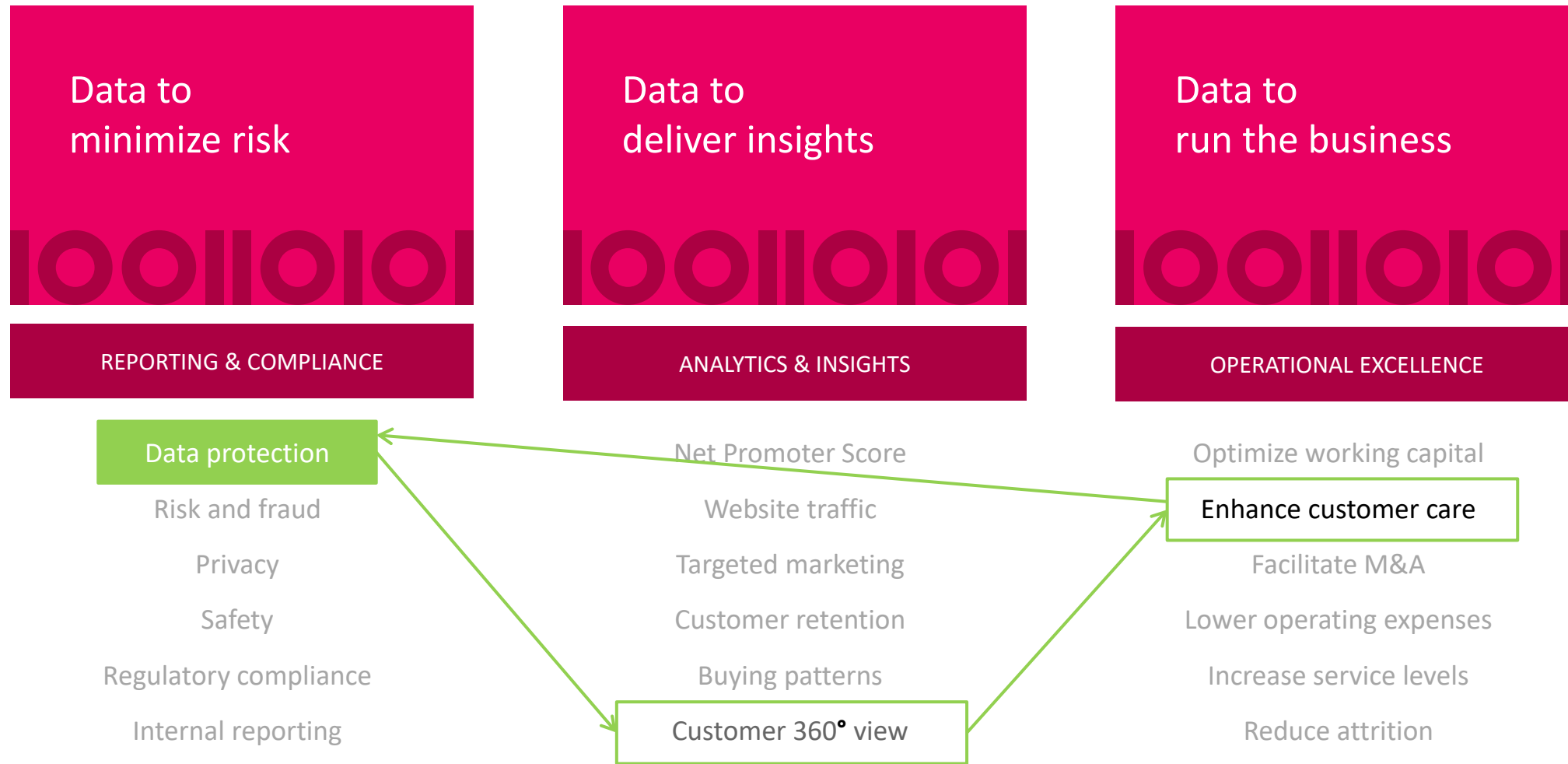
Facilitate M&A

Lower operating expenses


Increase service levels

Reduce attrition

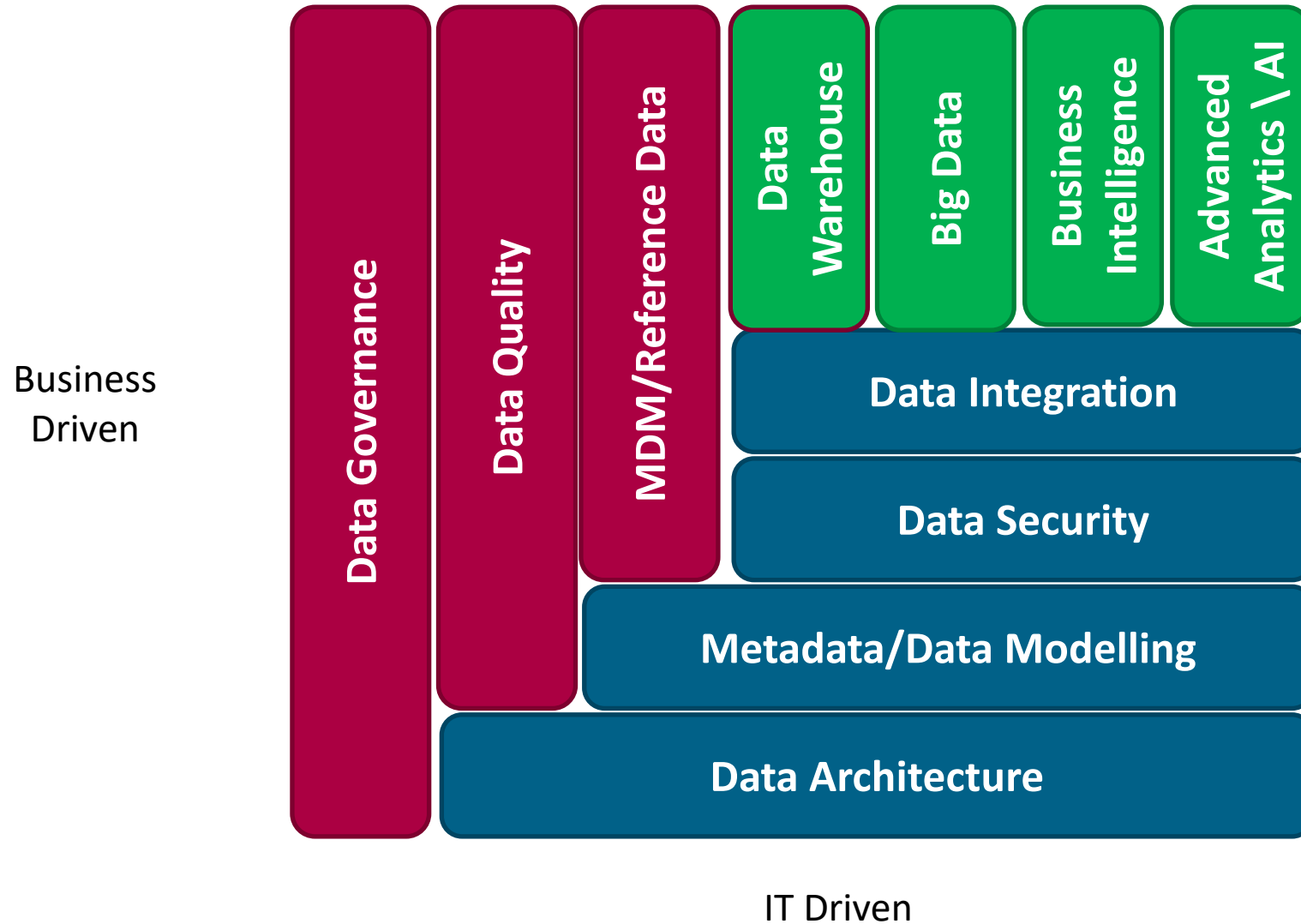
# How data drives Business Outcomes





- 
- A photograph of a snake with a brown and black patterned body slithering through a field of vibrant green grass. The snake is positioned on the right side of the frame, moving towards the left. The background is a soft-focus field of grass, creating a natural setting for the snake. A semi-transparent white box is overlaid on the left side of the image, containing a list of bullet points.
- The differentiator for #AI is DATA
  - Bias is like “a snake in the data grass”
  - Finding data is a “people and process” problem
  - Data (if you treat it as a strategic asset) should have its own business process

# Identify data management gaps





# About Master Data Management

- Established 2004:
  - Level 2 BBBEE
- Focused on EIM
- Holistic Approach
  - Education and certification
  - Best of breed tools
  - Implementation and consulting



# Integrity creates trust



- +27 11 485 4856
- [gary@masterdata.co.za](mailto:gary@masterdata.co.za)
- @mdm\_za
- [www.masterdata.co.za](http://www.masterdata.co.za)