ENTERPRISE DATA LIFECYCLE MANAGEMENT™

FRAMEWORK AND METHODOLOGY

ENTERPRISE DATA LIFECYCLE MANAGEMENT OVERVIEW

Utopia has developed a complete and unique data lifecycle methodology that we call Enterprise Data Lifecycle Management (EDLM™). EDLM is a comprehensive data architecture strategy that combines business processes, data processes, people and applied technologies to manage and improve the lifecycle of data across an enterprise - from creation through archival.

BUSINESS ALIGNED

As the EDLM road map is designed it will focus on your enterprise business objectives and initiatives. Data is an enterprise asset and an EDLM assessment and strategy will enable business process optimization, hard dollar savings and greater reporting integrity. Utopia will bring the templates, frameworks, documentation and experience to deliver a custom EDLM assessment and strategy that supports your unique organizational and geographic considerations in both the immediate and long-term horizons.

COMPREHENSIVE

The EDLM framework expands beyond data governance and outlines the critical alignment between information technology (IT) and business stakeholders related to data architecture, standards, governance, quality and change management.

CUSTOMIZABLE

The model is designed to team with you to introduce templates and reusable frameworks that leverage the organization's existing strengths, to work within the unique institutionalized boundaries that are core to the organization's culture, and to develop a pragmatic, achievable road map that maximizes early wins and builds on operational success to gain buy in for further road map implementation. With this in mind, we provide a holistic data-centric approach to optimize our client's business processes and help them achieve their business goals.

EDLM OPTIONS

Utopia has three EDLM options for clients to consider in meeting their business and IT objectives.

EDLM ASSESSMENT

...a quantitative assessment that addresses the following:

- Where am I currently at, what am I doing well?
- What needs improvement?
- What are my gaps?
- Where do I stand against my peers?

EDLM STRATEGY

...a quantitative and qualitative analysis that includes all of the above deliverables plus addresses the following:

- What do I need to do?
- Where are my opportunities?
- Is there low-hanging fruit I can address now?
- How do I align to my business objectives?
- What is my business case?
EDLM ROAD MAP

... a comprehensive assessment that addresses the following:

- How do I get there?
- What sequence should I execute?
- Which organizational staffing model is best?
- How do I institutionalize?
- How do I phase this given the current economic environment and investment plan?
- How do I compete for investment plan dollars?

Initially, the EDLM assessment establishes your current capability baseline and facilitates establishing a target “end-state” for where your organization would like to be. Ultimately, the EDLM strategy identifies what needs to be accomplished, in order to achieve the desired end-state. The EDLM road map option addresses how to get there by providing pragmatic strategy road maps, investment plans and project charters to guide your data management initiative. There is flexibility to add or remove specific EDLM deliverables to tailor the assessment to your organizational needs.

Image one illustrates a complete EDLM methodology.
EDLM’S FIVE PHASED APPROACH

SCOPE AND APPROACH
This phase is centred on completing the on-boarding process and understanding the client environment regarding the people, processes and technologies used and planned for, identifying key stakeholders (sponsors, champions, influencers) and the strategic business initiatives and IT projects.

DATA COLLECTION
During this phase, existing documentation will be reviewed in addition to conducting a detailed examination of the current architecture environment of all four architecture dimensions: business process, data, application and software integration and understand the client business strategy (objectives, goals and plans).

OPPORTUNITY IDENTIFICATION
Focus group workshops will be facilitated and one-on-one interviews conducted with relevant stakeholders utilizing our proprietary 99 point EDLM assessment questionnaire to establish an “EDLM maturity” baseline and target “end-state.” It is during this phase that we identify and align EDLM opportunities to corporate initiatives, identify EDLM products and services and document business drivers and EDLM priorities. Evaluation of current data management practises will be compared to leading industry standards and best practises to ensure a solution that can be competitive if not differentiate from its peers.

SOLUTION DESIGN
Utopia will look at enterprise business objectives and related industry drivers to understand and appreciate not only the current state, but where the organization is likely headed in the three to five year time frame. Utopia will address not only current business needs, but also its long-term business direction. By the end of this phase Utopia will identify and prioritize key EDLM performance indicators (KPIs), provide a data organization strategy and implementation plan, develop key master data business processes and establish a data architecture road map.

PROGRAM PLAN
The end result of the architecture methodology and framework is an EDLM assessment and strategy that addresses and provides the foundation in the particular areas of scope for a staged, three to five year multi-generational road map, a related program investment plan, project charters that bundle related EDLM initiatives to maximise quick wins and establish a foundation for future reporting requirements.

Image 2: Enterprise Data Lifecycle Management Maturity Evaluation

EDLM MATURITY ASSESSMENT
These applied frameworks and methodology will help you deliver against the current and future requirements as they can be re-used and re-purposed across the your enterprise.

Image two is an example of a completed EDLM maturity assessment spider diagram.
Our EDLM maturity assessment identifies strengths, opportunities and gaps in your current EDLM capabilities and provides the necessary insight to provide prescriptive, action oriented recommendations to achieve your desired EDLM end state. Each focus area addresses the people, technology and processes required for success along with a cross reference against the data lifecycle - creation through archival.

MULTI-GENERATIONAL ROAD MAP

Image three illustrates a sample three to five year multi-generational road map that is the basis for establishing the related program investment plan and project charters that bundle related EDLM initiatives to maximise quick wins and establish a foundation for future reporting requirements.

Image 3: Three to Five Year Multi-Generational Road Map

|------------|------------------|-------------|------------------|----------------
| THEME      | Prepare for ECC 6.0 Implementation (Leverage PLM Configuration) | <MORE> | ECC 6.0 (or higher) Rollout (2-N) | Trusted master data is shared across the...
| BUSINESS SCENARIO | <MORE> | Geography: AP | <MORE> | Businesses: LOB-1, LOB-2, LOB-3
| EDM PROGRAM GOVERNANCE | <MORE> | Line of Business: ALL | <MORE> | Data Domains: Material, Product, Customer, Vendor
| DATA STEWARDSHIP ORGANIZATION | Centralised Enterprise Master Data (EMD) Expertise Centre with regional data steward (M/P/C/V) representation | <MORE> | <MORE> | <MORE>
| DATA MAINTENANCE WORK PROCESSES | <MORE> | EDM work process inventory | <MORE> | <MORE>
| MASTER DATA LEVERAGE AND REUSE | EMD foundation | <MORE> | <MORE> | Centralised master data repository for all enterprise level master data that...
| DATA QUALITY | <MORE> | Derive enterprise data standards | Asses data quality (DHA) for 2-N | <MORE> | <MORE>
| TECHNICAL/ SYSTEM ARCHITECTURE | <MORE> | Enterprise SAP® master data management (MDM) instance (consolidate APAC master data) | <MORE> | MASTER DATA - One common global master data repository
| SUPPORTING CORPORATE OBJECTIVES | By focusing on your immediate needs – but still providing a forward thinking framework – you will benefit with an integrated holistic understanding of the current data related people, processes and technology and some of the tactical plans required for EDLM deployment and execution. The unique benefit is the mapping of the EDLM strategy in support of your corporate objectives and goals. |