entity trusted information innovation

THOMSON REUTERS

CASE STUDY: THOMSON REUTERS: INFORMATION MANAGEMENT CONSULTING

INTRODUCTION

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals, combining industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare, science and media markets. The company boasts 60,000 employees in more than 100 countries.

BACKGROUND

Thomson Reuters mandated at board level that a single customer view was a key strategic business goal. They asked Entity to help them define, document and agree a single corporate view of customer data across the enterprise.

APPROACH TO THE ENGAGEMENT

For this key data management initiative to be successful, and with high expectations at board level for the initiative's business benefits, it was essential that a consensus was gained across the enterprise on the project requirements, use cases, timescale and implementation plans.

Entity Group was engaged to work with key Thomson Reuters stakeholders across multiple global business units to identify and document the business objectives, scope, deliverables, metrics and success criteria for this initial phase of the Thomson Reuters Customer Master project.

Entity led consultative workshops to capture all elements of the Thomson Reuters Customer Master programme in terms of: project approach, project organisation, project governance, data governance and project planning.

Further consultative workshops focused on identifying key components of the initial version of a single view of customer (Thomson Reuters Customer Master), including:

- Business unit requirements for an enterprise single view of customer;
- Benefits of an enterprise single view of customer to each business unit and to Thomson Reuters as a whole;
- A clear definition of what customer data is and where it is located;
- Accuracy and issues relating to existing customer data;
- Identification of source and target systems to integrate into a single view solution;
- Data security considerations;
- Ownership, maintenance and stewardship of customer data;
- Definition of success criteria for both a pilot project and a first live release.

OUTCOMES

A report set including requirements gathered, documentation and a final presentation was prepared and delivered, clearly outlining the value, initial structure and next steps key to the delivery of the Thomson Reuters Customer Master.

Thomson Reuters has subsequently engaged Entity Group to implement the enterprise single view of the customer (Thomson Reuters Enterprise Customer Master) across the entire global organisation.