



MANAGEMENT

CASE STUDY: A MAJOR GLOBAL SHIPPING COMPANY: MULTI-DOMAIN MDM

BACKGROUND

This company is a worldwide conglomerate, operating in 130 countries and has a workforce of some 108,000 employees. In addition to owning one of the world's largest shipping companies, they are involved in a wide range of activities in the energy, logistics, retail and manufacturing industries. This company's revenues in 2011 were US\$60.2 billion.

OVERVIEW

The company are in the process of implementing a multi-stream Master Data Management programme to provide a single view of key data entities across the shipping business. The company required a strategic review of its enterprise single view programme plan across vendors, customers and geographies.

The review included analysis and recommendations relating to project governance, data governance, project structure, the project plan and planned deliverables.

Entity Group, one of Europe's leading information management specialists, was appointed to undertake the review.

APPROACH TO THE ENGAGEMENT

Entity were engaged to design and lead consultative workshops, to validate all elements of the Master Data Management project, and to recommend areas for improvement based on the company's strategic drivers.

The consultative workshops focused on identifying key components of the plan, including, but not limited to:

- Client business goals and drivers
- Business case and ROI expectations
- A review of business requirements and use cases
- Profiling of skilled resources
- A detailed assessment of existing data governance documentation and processes
- Data analysis – a review the data within the project
- A detailed review of project documentation
- A review of solution design and scope assessment

OUTCOMES ACHIEVED

Following the workshops and stakeholder meetings, documentation and a final presentation were prepared and delivered, clearly outlining current project status, and making recommendations key to the continuation of the enterprise single view programme.