

SUMMARY

Daugherty's thorough assessment of the Master Data Management Strategy and Roadmap not only saved our client over \$500K, but created a foundation that will support the division's current and future data needs.

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BUSINESS CHALLENGE

This Diagnostics Division of this global healthcare and medical research organization needed to secure funding to act upon a Master Data Management (MDM) Strategy and Roadmap. They sought to ensure that deliverables would align with original project expectations. They wanted help in clearly defining the program scope, governance, streams of work, staffing and solution architecture.

SOLUTION

Daugherty reviewed the MDM and BI strategy deliverables and identified gaps in the program, deliverables and expectations. We proposed an iterative development and incremental delivery approach which would deliver more usable business functionality in a shorter period of time, lower overall risk, increase business sponsorship through rapid value delivery, and reduce the focus from tools to content. Build out of the MDM and Data Warehouse would be concurrent and tool selection deferred until required for integration. Our team validated the program drivers by interviewing stakeholders and analyzing the program strategy phase outputs. Detailed findings were captured in our framework tool which we used to create a program scorecard where we mapped program drivers to detailed requirements, recommendations, and actionable next steps. Additionally, we used our proprietary BI estimator to generate a detailed top-down estimate for program delivery costs, as well as re-architecting the BI infrastructure. Finally, we created initiation documentation including the staffing plan, software evaluation approach, and executive briefing presentations.

"The time reviewing your assessment of our strategy represents the hours best-spent on this project since we launched our MDM (Master Data Management) and BI (Business Intelligence) re-architecture planning effort 11 weeks ago."

~Director of Business Intelligence

Daugherty provided an additional layer of assessment of deliverables and provided necessary feedback to ensure the project met expectations. Because the client had trust in our expertise, tools, methods, and understanding of their needs, we were tasked with crafting the presentations targeted to the executive teams. Management was able to secure sponsorship for a strategic MDM/BI solution that is set up to support the division's current and future data needs.

RESULTS

- Provided an assessment and practical direction within a 2 week time box.
- Demonstrated an approach to accelerate the internal Request for Capital Expenditure process to complete 60 days early saving \$250K.
- Provided tool selection requirements and an actionable plan to shave 45 days from the MDM and BI tools selection activities saving \$200K.
- Reduced program set up activity cost by \$100K by leveraging seasoned, senior-level Daugherty BI resources.
- Provided 3 executive level presentations that allowed the client team to present clear and understandable results.
- Results of Daugherty participation prepared management to obtain approval for a total investment over 5 years for \$9.1MM.