

## Case study:

# Pilot MDM for Person (Student) Data, Tertiary Education.



## The Opportunity

One of Queensland's Top 5 Tertiary providers engaged 4impact to work on their "Pilot MDM for Person data" project, which aimed to achieve key objectives towards Master Data Management (MDM) and deliver foundational elements towards the **Minimum Viable Product (MVP)** for:

- **Golden record of 'Person' (Student)**
- **Measuring trust in/for their data**

The goal was to enable the Institution to achieve their broader Data Governance objectives through a comprehensive MDM solution. 4impact provided MDM consulting, analysis and implementation services to support the project.

## 4impact's Approach

To achieve the objectives of the project, 4impact conducted a series of workshops with key stakeholders to define and communicate the MDM vision, business value, strategy, roadmap, and broader requirement for MDM in the context of broader Data Governance.

## Key Services

- MDM strategy
- Scope definition for Horizon 1
- Data profiling
- Data quality assessment resulting in a measurement of trust in the data
- Improvement recommendations
- Master person establishment
- MDM maturity assessment
- MDM framework
- Definition of Personas in the data and ability to use these personas in storytelling
- Regular showcases to all stakeholders

## Key technologies utilised

- Python
- Dell Boomi MDH
- Dell Boomi integration



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### Key Objectives:

The project had six critical objectives driven by three core strategic drivers:

Define. Implement. Gather.

1.

To define and communicate the vision, business value, strategy, roadmap, and broader requirement for MDM in their environment (in the context of broader Data Governance).

2.

To implement improvements across all areas of the MDM framework, necessary to achieve and sustain a 'Managed' level of maturity for the 'Master Person' concept, needed for DEP and DnASI.

3.

To define the data quality framework, standards, and mechanisms to measure and improve Data Quality for the 'MVP Master Person' concept in the context of Prospect and Learner.

4.

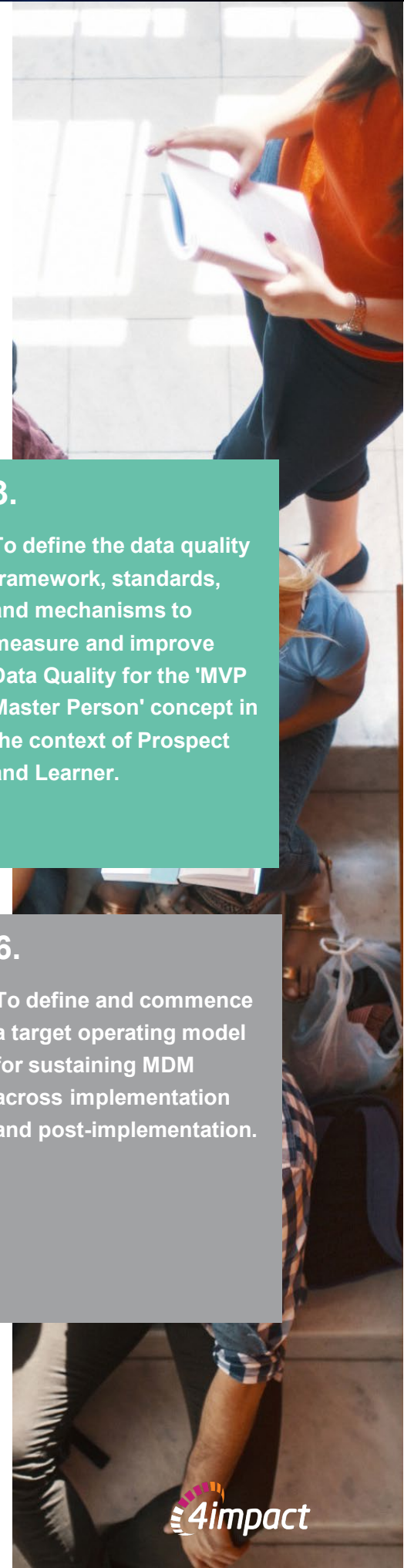
To implement and evaluate the Dell Boomi Master Data Hub, and other supporting technologies against requirements to inform the next stage.

5.

To gather metrics, lessons learned, feedback, and expertise to understand value-delivered (ROI) and to inform the broader MDM rollout.

6.

To define and commence a target operating model for sustaining MDM across implementation and post-implementation.



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### Key Outcomes and deliverables:

These outcomes were critical to achieving the broader Data Governance objectives for the Institution:

- Improved data quality and master data relating to core Master Person.
- Reference data solution design.
- Data quality and MDM framework.
- Data quality and MDM roadmap.
- Data quality assessment procedure and guideline.
- Data quality policy.
- Data quality profiling rules.
- Data quality issues register.
- Master data management solution, mastering and matching rules.
- Data quality reports.
- Data access and sharing policy.
- Executive stakeholder commitment.
- Data quality and MDM operating model, processes, RACI, and change management.
- Data quality and MDM stakeholder communications and training.
- Post Horizon 1 outcomes report and Horizon 2 scope and plan.

### Key project statistics and success insights:

**5%**

**increase in trust Data**

**99.85%**

**Reduction of records requiring manual stewardship**

**5 NEW**

**personas isolated and created using data logic**

**1.5M**

**total data records analysed**

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#### The 4impact Advantage.

4impact is a consulting and technology services business with a primary focus on the delivery and implementation of complex technology projects. We value relationships - with our consultants, with our clients, and with our suppliers and partners.

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