

Gauge your Organization's MDM Maturity

This table provides the characteristics of different levels of MDM maturity against the predefined parameters. It can help in the quick assessment of an organization's MDM maturity.

	Level 1	Level 2	Level 3	Level 4	Level 5
Awareness and Vision (Awareness of MDM concepts and needs)	<ul style="list-style-type: none"> - Limited awareness of MDM within the organization - IT team is more aware of MDM than the business groups - Business groups are still unable to recognize the value and benefits of MDM - MDM is not in the CXO's agenda - Strategic direction is missing for MDM 	<ul style="list-style-type: none"> - Awareness of MDM at individual group levels - IT team as well as business are aware of master data issues and needs of MDM - Needs of MDM are being discussed at individual group levels - Isolated group-level MDM and data quality strategy has been defined. - Lacking organization-level strategy/initiatives 	<ul style="list-style-type: none"> - Full awareness of MDM at organization level - MDM is being considered as a key enabler - Planned siloed MDM initiatives are in place - Strategy has been defined for use case/domain-based multiphase MDM - Lacking unified enterprise-level MDM initiatives 	<ul style="list-style-type: none"> - MDM is considered a key component of the enterprise EIM program - MDM is recognized as a transformation initiative - Strategy for enterprise-level MDM initiatives is in place - MDM is at the top of the CXO's agenda 	<ul style="list-style-type: none"> - Highest level of MDM awareness and maturity - MDM environment acts as a system of record/system of reference of master information - A common MDM culture persists across the business groups within the organization
Involvement of Business	<ul style="list-style-type: none"> - Limited or no business involvement - Lacking ownership - Lacking executive sponsorship and funding 	<ul style="list-style-type: none"> - Business groups are involved but at an isolated level - Initiatives are taken in a reactive manner to deal with data quality/master data issues - MDM is seen as an IT-driven initiative 	<ul style="list-style-type: none"> - Business owns the MDM initiatives - There is distinct ownership for each MDM activity - Business unit heads and LOB managers are actively involved 	<ul style="list-style-type: none"> - Top-level executive sponsorship exists - There is full support from the business/LOB managers - Sufficient funding is available to run the MDM program 	<ul style="list-style-type: none"> - Organization is enjoying the benefits of MDM - CXOs and business leaders are striving to sustain the MDM maturity - Data governance council is bringing all vigilance to sustain MDM maturity
Governance (Master data governance and stewardship)	<ul style="list-style-type: none"> - Governance and stewardship is missing - Lacking central group/shared services for MDM 	<ul style="list-style-type: none"> - There are some ad hoc committees to take care of MDM activities at individual group level - MDM governance council and stewardship is missing - Lacking central group/shared services for MDM 	<ul style="list-style-type: none"> - Data governance and stewardship is in place, but it is in evolving stage - Policies and processes for MDM are in place - Business and IT stewards have been identified 	<ul style="list-style-type: none"> - Data governance council has been defined and established - Policies and processes for MDM, data quality and metadata management are in place - Data governance committee is fully functional 	<ul style="list-style-type: none"> - Mature enterprise-level data governance program is in place - CXOs and LOBs leaders are members of data governance council - All MDM programs follow the policies and processes defined by the data governance council

					- Key data management-related decisions are made by governance committee
Architecture	<ul style="list-style-type: none"> - Lacking enterprise consolidation of representative model - Absence of master data model - Collection of master data dictionaries in various forms 	<ul style="list-style-type: none"> - Master data application architecture is defined for individual business applications - Master data model is defined for individual business applications - Lacking enterprise consolidation of representative model 	<ul style="list-style-type: none"> - Master data models are defined for specific business domain/use cases - MDM processes are defined but limited to use case/business-domain level - Lacking enterprise-level consolidated data model and processes architecture 	<ul style="list-style-type: none"> - MDM core data model exists at enterprise level - Enterprise-level MDM environment architecture exists - Enterprise-level MDM process architecture exists 	<ul style="list-style-type: none"> - Enterprise-level MDM data model and process architecture exists for persistence - Common architecture and processes are followed by all MDM programs
Data Quality Management (Data quality initiative)	<ul style="list-style-type: none"> - Massive duplication and inconsistency of master data across the applications - Limited data cleansing and standardization - Ad hoc and fragmented data quality processes 	<ul style="list-style-type: none"> - Introduction of data quality management at group level for data profiling, cleansing and standardization - Duplicate and inconsistent master data exists across the business applications 	<ul style="list-style-type: none"> - Data profiling and data cleansing tools are in place - Predefined processes are in place for data standardization, cleansing and consolidation - Data quality is considered a key enabler for MDM 	<ul style="list-style-type: none"> - Enterprise-level data quality management services are in place - Policies and processes are in place for data quality management and data enrichment - Data quality matrices are defined - Enterprise data quality is measured against the predefined matrices 	<ul style="list-style-type: none"> - Data quality control processes are in place; outputs of control process are fed to governance program - Enterprise data quality program is measured by corporate groups (shared services)
Master Data Integration and Exchange (Master data integration and distribution)	<ul style="list-style-type: none"> - Duplicate copy of master data exists - Ad hoc data exchange and distribution processes 	<ul style="list-style-type: none"> - Rudimentary/custom-built processes are in place for data extraction, integration and data distribution - Lacking predefined processes/services for data integration and exchange 	<ul style="list-style-type: none"> - Prebuilt services are available for application integration - Data distribution and synchronization happens through the predefined services - Commercial tools are used for master data management and distribution 	<ul style="list-style-type: none"> - SOA topology is followed for master data integration and distribution - Application integration services are in place - Data synchronization is embedded as part of the service layer of MDM environment - Capabilities of MDM tools are harnessed for effective management of master data 	<ul style="list-style-type: none"> - SOA-based prebuilt, pre-established services offer virtual environment for data integration and distribution