



# Multi-Domain Master Data Management: Advanced MDM and Data Governance in Practice

By Mark Allen, Dalton Cervo

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## **Multi-Domain Master Data Management: Advanced MDM and Data Governance in Practice** By Mark Allen, Dalton Cervo

Multi-Domain Master Data Management delivers practical guidance and specific instruction to help guide planners and practitioners through the challenges of a multi-domain master data management (MDM) implementation. Authors Mark Allen and Dalton Cervo bring their expertise to you in the only reference you need to help your organization take master data management to the next level by incorporating it across multiple domains. Written in a business friendly style with sufficient program planning guidance, this book covers a comprehensive set of topics and advanced strategies centered on the key MDM disciplines of Data Governance, Data Stewardship, Data Quality Management, Metadata Management, and Data Integration.

- Provides a logical order toward planning, implementation, and ongoing management of multi-domain MDM from a program manager and data steward perspective.
- Provides detailed guidance, examples and illustrations for MDM practitioners to apply these insights to their strategies, plans, and processes.
- Covers advanced MDM strategy and instruction aimed at improving data quality management, lowering data maintenance costs, and reducing corporate risks by applying consistent enterprise-wide practices for the management and control of master data.

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### Editorial Review

#### Review

"...well written; is technical as needed, without the pitfall of discussing too-specific implementation options; and has the necessary procedural and governance counterweights to kickstart and sustain multi-domain MDM initiatives...a good reference manual for those who plan to roll out MDM initiatives or have to navigate existing ones." --**Computing Reviews, *Multi-Domain Master Data Management***

#### From the Back Cover

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#### Features:

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- Provides detailed guidance, examples and illustrations for MDM practitioners to apply these insights to their strategies, plans, and processes.
- Covers advanced MDM strategy and instruction aimed at improving data quality management, lowering data maintenance costs, and reducing corporate risks by applying consistent enterprise-wide practices for the management and control of master data.
- Complimentary companion site where the authors provide additional MDM reference information and presentations: <http://www.mdm-in-practice.com>

#### About the Author

Mark Allen is co-author of the book *Master Data Management in Practice: Achieving True Customer MDM* (John Wiley & Sons, 2011) and is a senior IT consultant and enterprise data governance lead at WellPoint, Inc. Before joining WellPoint, Mark was a senior program manager in customer operation groups at both Sun Microsystems and Oracle Corporation. At Sun Microsystems, Mark served as the lead data steward for the customer data domain throughout the planning and implementation of Sun's customer data hub. Mark has over 20 years of data management and project management experience including extensive planning and deployment experience with customer master initiatives, data governance, and leading data quality management practices. Mark speaks at Data Governance and Information Quality (DGIQ) conferences and has served on various customer advisory boards focused on sharing and enhancing MDM and data governance practices.

Dalton Cervo is co-author of the book *Master Data Management in Practice: Achieving True Customer MDM* (John Wiley & Sons, 2011) and is founder of Data Gap Consulting. Dalton provides consulting in Data Management, including Data Architecture, Multi-Domain MDM, Data Governance, Data Quality, Data Migration and Integration, and Metadata Management. Prior to founding Data Gap Consulting, Dalton

worked as a senior consultant for SAS/DataFlux, helping organizations in multiple industries with their Data Management and MDM needs. Dalton was also a Senior Project Manager at Oracle/Sun Microsystems, leading Data Quality and MDM efforts as part of a Data Governance Program responsible for defining policies and procedures governing the oversight of Master Customer Data. Dalton has served on various Customer Advisory Boards and has presented at multiple Data Management conferences. Dalton has over 20 years' experience in Data Management and Software Development, with BS Degree in Computer Science, PM Certification, and an MBA.

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