

Knowledgent for MDM & Big Data Governance

Monday, January 19, 2015

SUMMARY

This report is one of an ongoing series of MDM Field Reports™ that highlight the major MDM and data governance solutions providers as well as the best-of-breed software vendors that specialize in master data management (MDM), customer data integration (CDI), product information management (PIM), reference data management (RDM) and data governance.

Knowledgent is one of the North America's leading professional services firms (a.k.a. management consultants, global service providers or systems integrators) that has a practice dedicated to MDM and Big Data Engineering and Governance solutions.

Specifically, Knowledgent's Information Value Management approach provides a unified set of consulting capabilities and Big Data-related software assets that accelerate bringing data into a managed, controlled environment to ensure rapid access, data quality, and trusted delivery of data and analytics as a service. Knowledgent has developed a solution platform, Kariba that provides an advanced set of semantic-driven and federated architecture-enabled capabilities to deliver both structured and unstructured content-driven and MDM-leveraged Big Data solutions along with the requisite governance processes. This is achieved via a combination of ETL and data quality components from IBM and Informatica, semantic integration middleware from enterprise service bus (ESB) partners such as Cisco/Composite Software, Progress, and TIBCO along with an underpinning of either the IBM MDM Server or Informatica MDM hubs. Moreover, Knowledgent is fully capable of introducing into organizations the next generation of analytics via MDM-empowered Big Data solutions while managing the full data asset lifecycle (governance, stewardship, implementation) as evidenced via MDM engagements at certain market leading Pharma and Investment Banks.

Details

- [Overview](#)
- [MDM & Data Governance Readiness Assessment](#)
- [FIELD REPORT: Knowledgent for MDM & Big Data Governance](#)
- [Bottom Line Redux](#)

BOTTOM LINE: Knowledgent is rapidly broadening its capabilities beyond its traditional industry focus and the major MDM platforms to focus on full lifecycle information management, including: data discovery, profiling, enrichment, standardization, rules management, quality management, integration, aggregation, governance and analytics. With a clear focus on delivering IT solutions aligned to business value, Knowledgent has outpaced other 2nd or 3rd tier consultancies such that the firm should be considered on the same short list for large scale MDM/CDI/DG projects as 1st tier consultancies (Accenture, Capgemini, Cognizant, Deloitte, E&Y, IBM BAO/GBS, PwC). Although there is substantial impetus to apply Knowledgent's expertise in leveraging enterprise content management applications into advanced MDM solutions, Knowledgent's forte is not just for very leading edge programs. Clearly, Knowledgent has a strong track record in serving the full spectrum of MDM requirements – from modest data governance readiness assessments or phase zero requirements capture all the way to full bore enterprise/federated MDM architecture deployments with Big Data/social CRM integration.

Overview

The market for MDM and data governance services (readiness/maturity assessments, strategy/roadmap development, implementation, and continuity/maintenance) reached US\$3.25B million during 2014 and will exceed US\$3.59 billion by YE2015. Note that Gartner's 2014 Magic Quadrants for Customer and Product master data cited US\$1.1B in software sales for 2013; the industry benchmark is 3-4X that amount in services required to implement an enterprise-strength MDM hub; moreover, Gartner predicts blended CAGR of 10.5% for 2014/15. In our experience with more than 2,500 such programs, **systems integrators (SIs) have been essential to the success of the majority of MDM programs, yet previously incumbent SIs often remain less dominant.** Data governance assistance from SIs will remain especially vital to the success of MDM programs during 2015-16 as enterprises deal with a shortage of data governance experience, tools and tool expertise. **Additionally, the market economic forces compelling both Big Data analytics and Cloud-enabled capabilities further strain the knowledge and expertise of even the most seasoned/advanced IT organization within most large enterprises.** Given the substantial investment businesses undertake with SI partners, the selection of the appropriate SI partners must be given considerable scrutiny – not only to contain costs, but to insure success of these vital enterprise IT initiatives.

During 2015-16, most enterprises will continue to struggle with cross-enterprise data governance scope as they initially focus on customer, vendor, or product. Moreover, in our experience we continue to find that **data governance that includes the entire master data lifecycle continues to be mandated as a core phase zero or phase one deliverable of most large-scale MDM projects.** Further complexity is introduced as many, if not most, large enterprises are deploying multiple MDM solutions across a variety of user cases, architectures, and competing vendor software vendor solutions. For an increasing number of such organizations, a “hub of hub” architecture will be provide a means to gain more business value across their substantial MDM investments.

Through 2016-17, major SIs and boutique/best-of-breed consultancies will focus on productizing data governance frameworks while MDM software providers struggle to link governance process with MDM hub technologies. Concurrently, the permeation of Big Data requirements from leading edge organizations into mainstream enterprise IT will drive additional renovation and innovation of MDM hubs and related data governance to support this requirement. Moreover, **Global 5000 size enterprises will struggle to evolve enterprise data governance both in cost-effective and practical ways that shift from “passive” to “active” data governance modes.**

Overview of Knowledge MIO Practice

- Based in New York City with 300+ MDM, big data and data governance specialists (est. YE2014); primarily North America based with modest northern Europe experience (UK, Netherlands and Switzerland)
- Focused on Information Management from a business, application, and infrastructure consulting perspective
- Provides internal “sand box” lab for Hortonworks with “info to insights” (I2I) lab for customer interfacing, Apache open source framework (Cassandra, Falcon, Hive, Scoop), as well as business analytics such as Pentaho, QlikView and TIBCO SpotFire,
- Client base includes Property & Casualty, Life & Annuity, Financial Services, Pharma, Healthcare, Product and Services industries and more
- Has expanded beyond its historical focus on clients in above markets, and its ‘niche’ focus on the Informatica MDM platform. The MIO practice now has regular engagements supporting IBM MDM Server (Standard Edition/Initiate Systems and Advanced Edition/WCC), and Informatica (Identity Systems and Platon Address Doctor), serving clients in other additional cross-industry markets including Retail, High Tech, State and Local Government, and others
- While 80% of the projects center on structured data, there is significant “pull” influence over enterprise content management projects that are evolving into advanced MDM applications, where both enterprise content management and big data expertise are essential
- Expected to continue to experience double digit growth quarter over quarter

MDM & Data Governance Readiness Assessment

During 2015-16, enterprises would do well to evaluate potential implementation partners using the “Top 5” SI evaluation criteria as determined by the MDM Institute’s Customer Advisory Council. **On all of the below major evaluation measures, we find Knowledgent is executing on a credible market-leading roadmap (especially with regards to the Top Tier consultancies’ similar efforts):**

- **#1 – Data governance methodology & accelerators** – Knowledgent provides maturity assessment, strategy creation and roadmap execution that leverage acceleration frameworks to ensure predictable outcomes, with minimized risks. Their holistic data governance methodology encompasses policy development and adoption, process optimization and integration, and organizational change management. Specifically, Knowledgent organizes these process along their ART model (“Available”, “Relevant”, and “Trust?”).
- **#2 – Industry-specific data model experience and ETL mappings** – Knowledgent’s MIO approach ensures comprehensive alignment between the data model, business processes, source applications and data targets, and trusted third party data sources such as Veeva Customer Master for Life Sciences.
- **#3 – MDM & data governance platform experience** – While the top tier SIs (e.g., Accenture, Cognizant, Deloitte, E&Y, IBM BAO/GBS, and PwC) have considerable experience across the majority of commercial MDM platforms, few other SIs have the breadth and depth to similar claims. In our view, Knowledgent has broached this top tier level of breadth and depth given their project experience in successfully delivering solutions that utilize these major MDM platforms: IBM MDM Server Standard Edition (Initiate Systems), IBM MDM Server Advanced Edition (WCC), Oracle Hyperion DRM, and Informatica MDM as well as Collibra for specific data governance requirements
- **#4 – MDM project experience (industry, geography)** – Knowledgent has an excellent history of delivery success with experience across many industries. Initially, Knowledgent’s MDM practice matured through projects in the Communications/Media/Entertainment, Life Sciences and Financial Services industries. However, as of YE2014, such MDM programs were increasingly being delivered by Knowledgent to the Hospitality/Travel, Insurance, and Manufacturing industries. Recently Knowledgent has expanded its portfolio to include qualifications in Retail, Healthcare and Local Government.
- **#5 – Next-generation MDM readiness architecture & design (Big Data, social MDM, mobile MDM, real-time info)** – Knowledgent’s MIO approach defines the complete alignment of the service-oriented architecture (SOA) data model, business process, source application and data targets in enterprise scale canonical models, and centralized transformation maps for both traditional MDM and MDM-empowered Big Data analytics. Additionally, Knowledgent’s patented managed services framework (Kariba) provides for metatagging to enable “trust keys” and Big Data analytics across structured and unstructured sources.

MDM Budgets & Skills 2015-16 Strategic Planning Assumption

Given the substantial investment businesses undertake with SI partners, this must be scrutinized– not only in effort to contain costs, but also to insure success of this vital infrastructure investment. During 2015, the raw number of IT professionals trained in a specific MDM solution will increase 20% Y2Y, however, IT organizations and consultancies will struggle to recruit and retain MDM veterans who have had a major role in a successful MDM deployment (and data governance professionals will command even higher compensation packages).

Through 2015-16, enterprises will continue to spend 3X to 4X in “plan” and “build” services vs. MDM software acquisition costs.

By 2016-17, the supply of MDM-experienced consultants will catch up with demand and SIs will scramble to find new opportunities for their expensively recruited and trained talent.

Field Report: Knowledgegent for MDM & Big Data Governance

STRENGTHS

- More than an just an MDM implementation partner, Knowledgegent is a leading edge information management consultancy focused on higher order business value to help enterprises stage for the “semantic enterprise” and to help enterprises accelerate their adoption of Big Data
- Multi-entity platform experience – Parties, Hierarchies, Products (PIM Hub), Locations (Site Hub), and enterprise Reference Data Management (RDM)
- Advanced multi-entity MDM solutions using market-leading MDM platforms (Informatica MDM, IBM MDM Server Standard Edition and Advanced Edition)
- Broad industry references and deep expertise for key “early adopter” industries— Financial Services, Healthcare, Pharmaceutical/Life Sciences
- Advanced architecture experience – e.g., federated, semantic approach via MIO (Managed Information Object) methodology and related software assets
- Strong, early experience deploying MDM-leveraged Big Data solutions across wide range of industries– not just early adopter customers
- Business value engineering combined with technology expertise to deliver advanced analytics to blend MDM with Big Data, i.e., indexing for “monster marts” (Hadoop, Hortonworks) as well as successful IBM Big Match (Vivisimo) program experience
- Significant expertise with Collibra for glossary-driven data governance; also years of experience with Global IDs’ data exploration and profiling software for enterprise data governance framework

WEAKNESSES

- Fair-to-meek global reach for enterprises requiring international business/technology depth and support (only UK, Netherlands and Switzerland engagements to date)
- “Perceived” as Pharma/Life Sciences and Informatica specialists
- Lack of marketing investment (in comparison to 1st tier consultancies)

BOTTOM LINE REDUX

It is common knowledge now that that **systems integrators (SIs) are essential to the success of the vast majority of master data management and data governance projects.** Moreover, our research establishes that **formerly incumbent SIs are no longer necessarily so,** given the fast paced developments in MDM and related IT solutions. Therefore, **it is vital that any business looking to benefit form MDM and data governance solutions identify which SIs are proven partners in their industry and chosen software platforms.**

BOTTOM LINE: Knowledgegent is quickly broadening its capabilities beyond its traditional industry focus and the Informatica MDM platform to focus on full lifecycle information management, including: Big Data alignment and governance, data discovery, profiling, enrichment, standardization, rules management, quality management, integration, aggregation, governance and analytics. With a clear focus on delivering innovative IT solutions aligned to business value, Knowledgegent has outpaced other 2nd or 3rd tier consultancies such that **the firm should be considered on the same short list for large scale MDM and MDM-leveraged Big Data programs projects as 1st tier consultancies** (Accenture, Capgemini, Cognizant, Deloitte, E&Y, IBM BAO/GBS, and PwC). Although there is substantial impetus to apply Knowledgegent’s expertise in leveraging enterprise content management applications into advanced MDM solutions, **Knowledgegent’s forte is not just for very leading edge programs. Knowledgegent has a strong track record in serving the full spectrum of MDM requirements** – from modest data governance readiness assessments or phase zero requirements capture all the way to full bore enterprise/federated MDM architecture deployments with Big Data/social CRM integration.

About the MDM Institute

The MDM Institute is the world's leading research and advisory consultancy exclusively focused on master data management. As chief research officer, Aaron Zornes delivers the technology-related insight necessary for its clients to make the right decisions in their use of master data management (MDM), customer data integration (CDI), reference data management (RDM) and data governance solutions to achieve their customer-centric business goals. The MDM Institute provides authoritative, independent and relevant consulting advice to senior IT leaders in corporations and government agencies, to business leaders in high-tech enterprises and professional services firms, and to technology investors. The MDM Institute delivers its research and advice to more than 60,000 clients in 10,500 distinct enterprises via Twitter, Linked In, Xing, Google+ and email newsletters. Additionally, each year more than 2,500 paid delegates attend its MDM & Data Governance Summit conference series held in London, New York City, San Francisco, Singapore, Sydney, Tokyo and Toronto (now in its ninth year). Founded in 2004, the MDM Institute is headquartered in San Francisco and has clients primarily in North America, Europe and Asia-Pacific.

For more information, visit www.the-mdm-institute.com.