

The New Hero in the Quest for Digital Transformation

Understanding the role of the CDO and how MDM can help



The CDO in transformation

The role of the CDO is a result of ubiquitous digitization, which is fueled by big data in various guises including social media, consumer apps and internet of things. It is also the result of disruptive trends and regulations intended to control the negative impact of rapidly upscaling tech companies and an excessive exploitation of personal data.

In other words, CDOs are hired to manage uncertainty and a hazy future for companies under pressure from governments, consumer demands, hackers and innovative startups.

But digitization is not just a threat, it's also an opportunity, and this gives a new mandate to the CDO as the person who can provide data leadership and proactively manage the digital transformation – moving forward to digital acceleration, as organizations increasingly rely on data-driven operations and decision making.

Where is the CDO placed in the organization?

Historically, there is a gap between the technical IT department (headed by an IT director or a CIO) on one side, focused on infrastructure and the providing of data, and, on the other side, marketing, business intelligence and the line-of-business executives who request and leverage data for customer purposes, supply chain management or production planning.

Typically, the CDO position was created to fill that gap as a facilitator between the technical and the business leadership overseeing the company's data strategy. Depending on the assigned responsibilities, the CIO and

the CDO roles can be embodied by the same person as head of digital.

Since data issues and digitization impact the whole organization, the CDO must maintain a broad network with the C-level executives as well as with IT and the mid-managers in the trenches who are getting their hands dirty daily in data around customers, employees, products and suppliers.

Is the role of the CDO business-critical?

The CDO is a role to ensure that someone leads the digital process and formulates the KPIs of the digital strategy because the digital transformation is happening across the global landscape now, and companies that don't make the shift are likely to fall behind.

Digital transformation or acceleration is not a technology fix. The disruptive change does not come out of a new app. It takes people with an innovative mindset to devise and use the technology. Digital transformation requires a change agent. That's the CDO. It's up to the CDO to drive change and leverage solutions that exploit data for the greater good of the organization.

Huge potential lies hidden in the data that companies generate in their own manufacturing processes or supply chain, and in the data they receive from partners, suppliers and customers. The mandate of the hero CDO is to unlock this data and turn it into an asset for better customer experiences, faster time-to-market or higher efficiency, whichever will give their company the competitive edge.

The hero's best digital tool

Any transformational hero needs a powerful tool for success. In the case of the CDOs, they need a solution to create actionable information. One of the CDO's biggest challenges is that valuable data is often kept in siloed systems across the organization, which makes it difficult to scale digitization and innovation. You can only improve the CRM within the CRM. But if you want to synergize CRM data with ERP data to get a fuller view of the customers, you are going to need something to connect the two systems.

This is where a master data management (MDM) system can become the powerful tool in the hands of a CDO.

CDOs can use MDM to:

- See the big picture and simplify data management
- Facilitate a seamless messaging to consumers and stakeholders
- Unify and enhance the functionality of other data management systems

- Syndicate data from various sources
- Provide better data, enabling better decisions
- Turn data into actionable information that enables the CDO to fulfill his role as data hero

The CDO in charge of driving the business forward to new heights needs to synergize data. The true business value of CRM data may not disclose itself until someone combines it with other data-sets that are not in the CRM. For the CDO, the MDM will make it easier to extract business value from the existing data systems.

If you're interested in how the CDO can drive business and innovation through an MDM, connect with us at info@stibosystems.com or visit stibosystems.com



Retain customers through a 360° customer view

An organization that seeks to retain customers through personalized messaging and optimizing customer experience needs a high quality of customer data available for all departments, from marketing to sales to support. Many different data points along the customer journey generate customer data that is often stored in different containers.

An MDM can help cleanse and syndicate that data and secure a true 360° customer view free from duplicates and information gaps.



Go faster to market with new products

Companies that have thousands of products in their portfolio can save an enormous amount of manual work and avoid human errors if manufacturers, suppliers and translators can upload their diverse product information onto the MDM where the information is processed into the same format.

Using the MDM as a stepping stone, the supplier information can be directed into dealer catalogs or an ecommerce platform, thus securing data consistency from end to end.



Achieve compliance and consumer protection

Companies within healthcare and food must comply with several information regulations to protect end consumers. Consumers want to know about allergens, sustainability and nutrition. Government agencies require documentation and traceability.

With an MDM, companies can control data about product components, suppliers, certificates and more to ensure meeting legal and regulatory demands. They can also push this information directly to product labeling, stores and consumer websites.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM solutions based on a unique business first, people-centric approach. Our solutions are the driving force behind hundreds of forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to act with confidence and agility, improve the customer experience, and drive innovation and growth. Our solutions integrate data siloed in disparate systems, creating an essential foundation for digital transformation. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit stibosystems.com.