

Your checklist for improving your data enrichment

Master data governance plays a crucial role in ensuring proper data enrichment. It provides the necessary structure, rules and processes to keep master data accurate, consistent and reliable over time.

This is by no means an exhaustive list, but ensuring you've considered everything below will give you a great start to improving your data enrichment.







- Master data governance goes beyond simply the use of technology. It's also about the processes, rigor and due diligence of the business users themselves, who must be satisfied that any third-party data sources are accurate and reliable.
- So, do your third-party data sources pass the quality tests of users across your various business units?



Data permissions:

- Does your organization have permission to use that data?
- Can that permission be traced right back to the point of initial collection?



CRUD capability:

- Is your organization able to find, correct or delete that data?
- Can you provide succinct and obvious evidence that those changes have been made?
- Can you be confident that changes have been made to all instances of that data across your systems?



- Have you benchmarked your master data before embarking on an enrichment round? You will need to:
 - Benchmark where your master data is now.
 - Understand the required end state for the business use case.
 - Assess the delta needed to achieve that end game.
 - Figure out how/where you obtain that enriching data.
 - Ensure it meets business rules.



- Conflict resolution process and workflow:
 - Appending values from third-party data sources to your master data could introduce conflicting information or even overwrite existing data.
 - So, do you have control and approval workflows in place to ensure that only the data you require is introduced?



- Keeping your data healthy, complete and accurate:
 - Does your third-party data pass through a data governance sufficiency test?
 - Are you matching and comparing your master data to trusted and approved external/third-party data sources, e.g. Dun & Bradstreet, Loqate, NCOA, PAF, Ecovadis, Mortascreen, Experian?
 - This will give you graded validation and verification, e.g. on the structure/format of an address, its completeness, consistency and deliverability.

