

# Master Data Management

Service Description



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# About Anmut

Anmut provides public sector decision-makers with the tools and insights to understand how data supports their organisation's goals and where to invest to create measurable value.

We specialise exclusively in data management. Our multi-disciplinary team has proven experience delivering evidence-based outcomes for government organisations. Typical results include clearer prioritisation of data investments, reduced rework and processing costs, strengthened governance, and faster, lower-risk cloud or digital programmes.

We are Cyber Essentials Plus certified and operate an Information Security Management System aligned to ISO 27001. We treat data protection and responsible handling as core to every engagement. For more information visit [anmut.co.uk](https://anmut.co.uk).

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*"Anmut is unique in that they bring the best of both worlds: the rigour of a Big Four combined with the agility and creativity of a start-up."*

*"Anmut apply data science to data problems."*

*CDO, UK Government organisation*

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# Overview of our Master Data Management offering

Organisations rely on a wide range of interconnected business processes to operate, grow and make decisions. At the heart of these processes sits master data – the core data that defines the ‘things’ that run the business, such as customers, suppliers, products, assets, employees and financial structures. Master data provides the semantic meaning that allows organisations to transact efficiently, report accurately, collaborate with partners and create trusted insight.

High-quality master data is the backbone that binds processes together across the value chain. When master data is poorly defined, inconsistently managed or degraded over time, the impacts are felt across the enterprise: failed transactions, manual workarounds, reconciliation effort, operational exceptions and a lack of trust in reporting. These issues are rarely isolated to one function and are often shared failures that are difficult to diagnose and remediate.

Master data management (MDM) is a business capability enabled by the right information systems. It requires business and IT to work together to ensure the uniformity, accuracy, stewardship, semantic consistency and accountability of an organisation’s shared master data assets. While mature organisations invest in clear ownership, robust workflows, controls and common record sets, many organisations assume master data is ‘business as usual’. As a result, effort is diverted into spreadsheet fixes, reactive clean-ups and debates over whose version of the data is correct.

When a highly visible business issue or major transformation programme finally forces action, organisations often lack the in-house capability to diagnose the root causes, define requirements, re-engineer business processes, remediate broken records and manage the resulting change. Technology solutions alone rarely provide a sustainable answer. Without the appropriate sponsorship, architecture, operating model and cultural adoption, return on investment is difficult to realise and compromised measures are put in place to alleviate short-term pain.

At Anmut, we approach master data as a critical subset of data assets. We apply our data asset management expertise to help clients design, implement and embed master data management capabilities that are aligned to their business priorities. Our advisory services focus on establishing clear ownership and stewardship, defining standards and controls, redesigning workflows across the master data lifecycle, and ensuring that master data is fit for purpose for its key operational, analytical and strategic use cases.

This is increasingly important as master data underpins advanced analytics and artificial intelligence. Master data provides the semantic definitions used to train AI models; if those definitions are inaccurate, inconsistent or poorly governed, the integrity of the resulting models is compromised. Ensuring strong master data management is therefore foundational to trusted decision-making and the responsible use of data-driven technologies.



# How Anmut delivers its Master Data Management Services

At Anmut, we are passionate about helping organisations use data to drive positive and sustainable change. We act as an independent, trusted advisor, working closely with senior sponsors – often at CFO or COO level – who experience first-hand the operational and reporting pain caused by poor master data. Our role is to help frame master data challenges as business problems, not technology projects, and to design practical, value-driven solutions.

During the onboarding phase, we work with our clients and key stakeholders to confirm objectives, scope, priority master data objects and target outcomes. We focus on a specific master data object and a clearly defined business use case, ensuring that the work is grounded in real operational need. Early engagement with business process owners, data owners, technology leaders and change stakeholders allows us to align expectations, identify dependencies and agree an achievable delivery plan.

Our advisory approach is based on a structured methodology that recognises master data management as a business process. This enables us to redesign the workflows required to create, maintain and propagate master data across its lifecycle. We assess and define roles and responsibilities, including data owners and stewards, establish standards and controls, and identify the system and access changes required to support sustainable master data management.

We typically recommend delivering our services through a focused proof of concept using a small, experienced team. This approach allows organisations to solve a specific business problem, test organisational appetite, surface change impacts and build momentum for broader adoption. Successful delivery provides a repeatable blueprint that can be applied across a backlog of other master data objects.

Throughout the engagement, we work collaboratively with client teams, transferring knowledge and capability so that improvements are embedded beyond the life of the project. Our outputs include clearly documented processes, standards, governance arrangements and implementation recommendations, providing a strong foundation for ongoing master data management and continuous improvement.



# Client requirements

To optimise the delivery of our master data management advisory services, the following inputs are beneficial where available:

1. An inventory of key master data objects and systems
2. Existing definitions, standards or data dictionaries for master data
3. Business process documentation related to the creation and maintenance of master data
4. Organisational structures identifying business process owners and data owners
5. Current policies, controls and access arrangements within core systems (e.g. ERP)
6. Examples of known master data issues, exceptions or reconciliation challenges
7. Access to relevant stakeholders across business and IT functions
8. Supporting documentation for priority use cases (e.g. reporting, planning, regulatory or operational processes)

As part of project initiation, we review these inputs with our clients to confirm scope and approach. Where required inputs are not available, we draw on our experience from previous engagements to propose pragmatic alternatives and agree a revised delivery approach before proceeding.



# An example of our experience

## THE CHALLENGE

Our client, a global manufacturer, was looking for a partner to help them navigate the complexities of data management and optimise their data strategy. They needed help to:

- Perform a rapid diagnostic of their master data estate, identifying opportunities and challenges.
- Develop a business case and roadmap that would sustain executive buy-in for long-term data management improvements.
- Ensure data accessibility and build a culture that treated master data as a strategic asset.
- Uncover data opportunities and value drivers that could drive business success.

## THE SOLUTION

Our approach focused on helping the client achieve these objectives through a data-driven transformation, guiding them through several critical steps:

- **Master Data Landscape:** We began by conducting a comprehensive of core master data condition. This included evaluating the quality, structure, completeness, and integration across systems. This rapid diagnostic helped the client understand where challenges lay and what actions needed to be taken to improve the data's usability.
- **Master Data Value:** Through an analysis of core master data, we determined the relative value of each entity, considering how it could drive growth, improve customer satisfaction, and support decision-making. This process helped the client see data not merely as a tool but as a critical driver of business outcomes.
- **Master Data Governance:** We designed a master data governance framework that aligned with the client transformation goals, creating clarity around roles, processes, and accountability. This framework ensured that data was managed as a sustainable and strategic asset, rather than as an afterthought.
- **Master Data Management:** Based on our findings, we developed a roadmap that guided S+N in making data a more integral part of its daily operations. We focused on enhancing data accessibility, usability, and trust, so that data could be effectively leveraged across all levels of the organisation.

## WHAT WERE THE RESULTS?

The project resulted in a clear, actionable data roadmap that the client could use to drive ongoing improvements, specifically:

- **Enhanced Data Quality and Accessibility:** The client had a better understanding of the current state of its data, with a plan in place to improve its quality, completeness, and usability across the organisation.
- **Strategic Data Valuation:** We helped the client quantify the strategic value of its data, highlighting how it could drive revenue, reduce costs, and improve operational performance.
- **Sustainable Data Governance:** The governance framework provided a sustainable approach to managing data, aligning with the client's transformation goals and ensuring that data could be continuously optimised and maintained.
- **A Clear Data Utilisation Roadmap:** The roadmap enabled the client to prioritise initiatives, improve data usage, and derive greater value from its data assets, contributing to better decision-making and faster innovation.



# Data protection

At Anmut, we feel strongly that data is one of the most valuable and important assets, which is why we are committed to protecting data by maintaining the highest levels of data security and ensuring compliance with data protection regulations. We are Cyber Essentials Plus certified and have developed a comprehensive information security management system that is aligned with ISO 27001.

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RECOGNISED



Forbes



Connect your data to your purpose.

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