Mastech InfoTrellis MDM Center of Excellence Implementation Services

Mastech InfoTrellis (MIT) is a specialist data management and advanced analytics firm with industry leading technical and strategic expertise. MIT has a track record of hundreds of successful projects, implementations, and deployments for Fortune 500 companies and public sector organizations worldwide. MIT helps clients improve customer experience, accelerate business velocity, minimize costs, and significantly improve corporate resilience through the application of data and analytics expertise.

Enterprises have multiple sources of data, some structured, some unstructured, and some of it even duplicated. Without properly organizing and managing data, and having a single source of truth, Enterprises cannot complete their digital transformation. Consequently, growth, efficiency, and risk management all suffer. This is where MDM can help.

To be successful, an MDM project should be driven by the priorities of business and IT. Without expert guidance, an MDM project can be complex, long, risky and may not produce the desired business benefits. Having delivered hundreds of successful MDM projects for clients across different industries and around the world, MIT has developed significant expertise in this area.

Every MDM implementation should be done in a phased approach with each phase delivering positive and measurable business outcomes that are unique by industry and for each company. MIT has developed industry specific use cases that can be implemented in as short as four months, delivering business value immediately, avoiding the long delays historically seen in such projects. Here are some of MIT's industry specific MDM implementation use cases:

Banking
- Customer service and product preference
- Customer onboarding with KYB/KYC/AML
- Customer and family-centric upsell/x-sell
- Customer and family-centric risk management
- Open banking directive support

Insurance
- Enhanced underwriting
- First notice of claim support
- Customer and family-centric upsell/x-sell
- Broker/underwriter portal support
- Improved new business clear-casing

Healthcare
- EMPI
- Streamline regulatory compliance
- Payment consolidation
- Single Enterprise payer/provider registry
- Effective & efficient interactions

Communication - Telecom, Publishers
- Order-to-cash improvement
- Fraud reduction
- Household/multi-product & service discount bundling
- Household usage pattern analysis support
- Customer/product life cycle event identification

Distribution - Retail, CPG
- Vendor portal
- New product introduction
- Enterprise product catalog
- E-commerce enablement
- Customer/product life cycle event identification

Industrial - Manufacturing, Oil and Gas
- Vendor master
- Customer & supplier hierarchies
- Customer self-service portal
- Supplier performance management
- Asset and location management

Public Sector - Education, Government
- Student services hub
- Golden view of residences
- Accurate planning (e.g. funding, demographic, service)
- Enhanced threat & fraud detection
- Advanced fee/tax collection support

Cross-Industry MDM Initiatives:
- CCPA/PDPA/GDPR readiness
- Once-and-done service automation
- Enhanced regulatory reporting
- Omnichannel enablement
- Single Enterprise customer registry
- Centralized consent management
- New product introduction (NPI)
- Enterprise product catalog with bundling
- Product analysis and recommendation
- Up-sell and x-sell optimization

MIT's MDM Center of Excellence (CoE) has one of the world's broadest and deepest concentrations of technical and strategic talent for MDM. MIT can extend this capability to companies allowing them to build their own MDM CoE.

An MIT CoE provides a combination of dedicated and virtual resources dynamically deployed and utilized across multiple key MDM projects providing leadership, best practices, consultancy, training, and support for MDM implementations. An MIT CoE enables companies to achieve better Data Governance outcomes.

ARCHITECTING enterprise INTELLIGENCE

MIT helps its clients transform into Data-Driven organizations. Let's get in touch.