MASTER DATA MANAGEMENT
THE KEY TO SERIALISATION AND EPROCUREMENT

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WHAT WE'LL COVER

- Master data – an attempted definition

- The scale of the data challenge presented by serialisation and eProc

- Industries who have faced (and met?) similar challenges – What can we learn from them?

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TYPES OF DATA

- Master Data:
  - *The high value, core information used to support critical business processes across the enterprise and between trading partners.*

- Serialised data – a new type of data?
  - *Instance Specific Master Data?*

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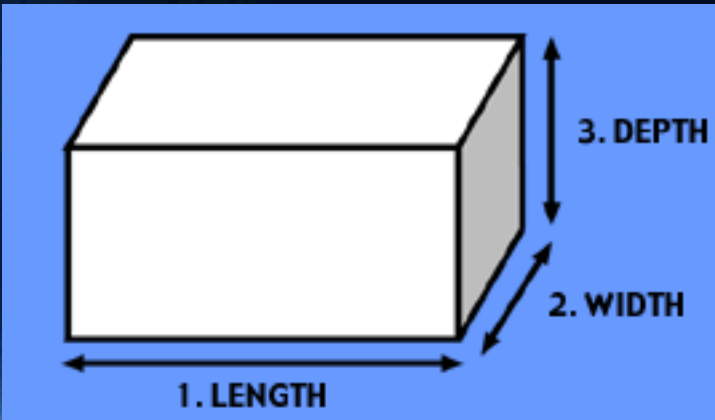
Attributes – the bits of Master Data

- Simple physical attributes
  - Dimensions
  - Weight (Unexpected item in the bagging area…)

- Attributes associated with packaging
  - Amount of card, foil etc. in packaging

- Pricing attributes
  - NHS Price, party specific pricing, volume deals

The accuracy of these attributes will become as important as any other ingredient in your product. If these are wrong then the product is no better than a counterfeit.

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Standards for Master Data and sharing

- GDSN (Global Data Synchronisation Network)
    - GS1 Standards for type and format of data

IDENTIFY   CAPTURE   SHARE

Attributes – Who needs what?

- GUDID (Medical Devices) – 82 attributes

- NHS eProcurement – 115 attributes (including pricing)

- GDSN – 30 mandatory (but depends on destination / purpose of data)

- Others - EU UDI system? EMVS?

* Provisional

Where does Master Data come from?

- Internal systems of record
  - ERP system, Finance systems, packaging lines...

- But also
  - Informal internal systems
  - Conventions
  - Maureen in accounts...

This vital ingredient of your product is generated by informal, non managed systems and is now as vital to the authenticity of your product as any other ingredient.
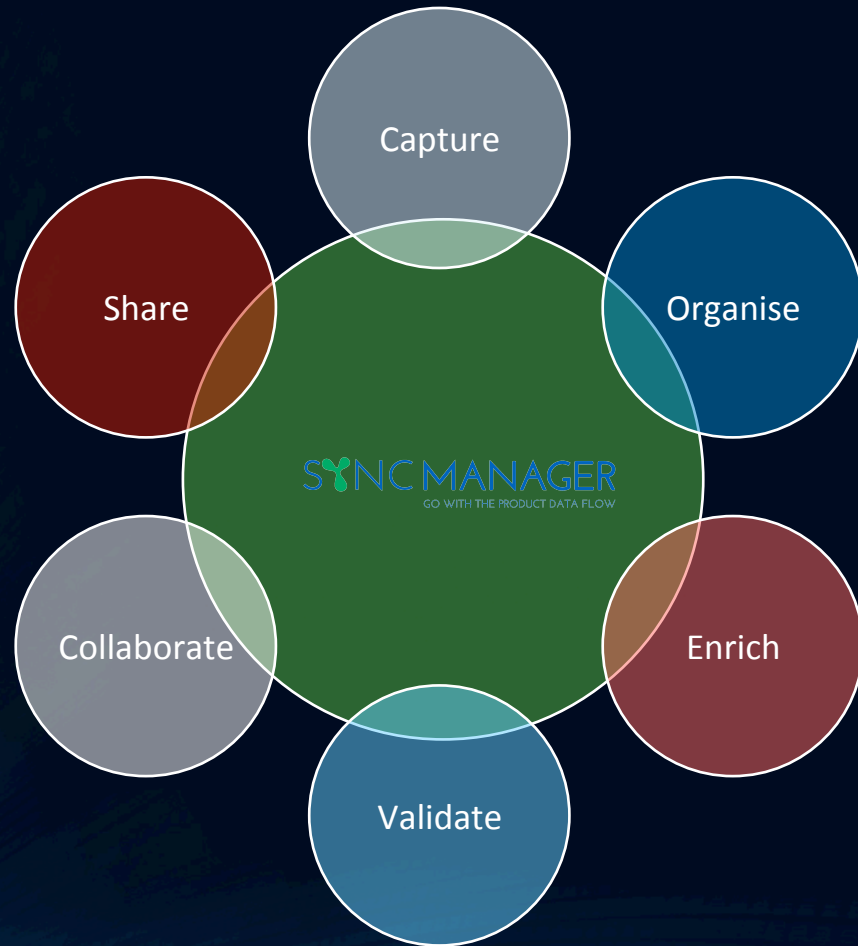
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Master Data Management

- Simple as a one-off – e.g. New Product forms for wholesalers

- More complex to maintain as things change

- Will need to become a dynamic, adaptive, integrated system

- *The management of data is as important as the management of any other product ingredient.*

Summary

- Data 'lives' in your internal systems

- The management of that data is becoming as important as the management of any other product ingredient

- Incorrect data = tainted product

- Organising, enriching and sharing data is a fundamental business function

- Managing that data and placing the 'keys' to it on your product is the next big challenge