As Real As It Gets: Giving Business Units More Control
Michael Hiskey
CMO, Semarchy

Data & Analytics ~ 20 years
~my 15th Gartner Summit (BI, MDM, etc. US, Europe, A-Pac)

Columnist, Author and Speaker
Forbes, Information Age, InfoWorld

New York; Business/Technology Roles
Columbia, New York City

Chief Marketing Officer
Semarchy, the Intelligent Data Management Company

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Experienced
Team with decades in data management

Visionary
Business value at the core of our software

Fast growing
Self-funded, 70% annual growth

Proven
60+ fortune 1,000 customers
Traditional MDM & Governance has failed in the enterprise
Although they are crucial business requirements

**IT Focused**
- No business adoption
- Deep technical expertise

**Rigid**
- Inflexible modeling
- Dictatorial governance

**Expensive**
- Questionable ROI
- Big bang approach
Data Management Capabilities and over-segmentation

Just because each discipline has a magic quadrant, doesn’t mean you need one.

- Thinking of all these as separate disciplines may seem like “best practice”
- In actuality, time lost on integration leads to project fatigue
- Lack of measurable ROI
Tackling the issue in parallel

Some analysts starting to refer to this as “Application Data Management”
The Chipotle Story: Instructive Vignettes

Nearest Chipotle
You can’t get there from here -- precision

Carnitas Shortage
The Stata story behind “The Great Carnitas Shortage of 2015”

Skip the Line
Skip the line every time, what you can learn from Chipotle

Wrap
Conclusions and best practices, wrapped up like a tasty burrito
Jeffrey Cox
Lead Technical Architect

At Chipotle since 2012
Started as a DBA; integrations work across IT and Business Departments

Data professional for 18 years
12 years focused on integrations

Been through all of The MDM Journey at Chipotle
Just over 2 years of MDM at Chipotle

Drafted into Technical Architect

Development & Sys Admin background = fit

Get the Slides > semarchy.com/chipotle
Master Your Core

Introduction
Where to Get Started: Master Your Core

How do you eat an elephant?
Avoiding the “big bang” approach

Drive Maturity
Company level > Department > Process

Build Data Champions
Focus on key business users

Start Small: Chipotle Restaurants
That’s where the Customers are!
Intentions and Iterations: Up and Running Quickly

Let “Data Champions” emerge naturally (hint – they’re the persnickety ones.)

Our Approach
Cloud capable, start easily

Partnership “Big Fish”
Vendor size, cost aligned with value

Flexibility - Master Anything
Data is only useful if used

Train & Deploy
Inventory, Interview, Carrot

@Semarchy
#IntelligentMDM
How do you know you have a data problem?

Story #1
Fixing the foundation
When your restaurant is in the middle of the Hudson River...
Close Enough isn’t Close Enough: Data Accuracy

Quality is fit for purpose

Customer Experience
Finding the closest Chipotle with accurate information is fundamental

Context
Good data takes effort, and requires to be contextualized

Data Enrichment
Store location was from Real Estate system, i.e. directionally accurate

Image: Rodrigo Abd/Associated Press
What we did to address, Starting with our core

Restaurant Master
Integrate 7 loose systems

Minimize disruption
Zero change to business? Some changes?

Implementation
Enterprise model, load, curate, distribute

Measure Impact
Better Customer Experience
The Great Carnitas Shortage of 2015

Story #2

Connect the Operations
Menu Master – Agility & Requirements

Menu Master seems easy…

.. But it’s all about intersections

Global Menu Adjustments

Physical Boards & Paper Menus

Ordering platforms

Align all ordering channels (e-com, POS, etc.)

Compliance & Special Adjustments

Once Mastered, easy to address
From menu to location and more: beyond reporting
Build on early wins, keep adding incremental value – one bite at a time!

Proactive Decisions
More than reporting; Immediate benefits of menu-location linking

Enterprise Services
Inject reliable, consistent and accurate data to business apps

Guided Authoring
Example where change is needed, new menu items – a better process

Image: Rodrigo Abd/Associated Press
How to Skip the Line at Chipotle

Story #3
Accelerate & Expand
When you know you’ve arrived: empowering accountants

Putting real utility in the hands of business users, no App Dev or IT Processors involved

- **Build a Tax Master**
  - Intersection of accurate geographies and menu

- **Transform business users into producers**
  - Self-service apps for authoring

- **Era of the “Data Champion”**
  - Understand business impact (ex: Union Station)

- **Reduce operational costs**
  - Fewer cooks in the kitchen
What we did to address – power to the (tax) people

Before
Large job to research, understand, explain, justify
Explain to IT in long prose
IT translate into tech and plan deployment
Weeks! And used 3-4 departments!

Now
1-2 people
No training
No need to understand databases, IT, PoS reboot, etc.
Enterprise Services
Here’s what we learned
Conclusions: Here’s what we learned

General Guidelines

- Start small
- Demonstrate value (quickly)
- Be flexible (carrot, not stick)
- Do not disrupt “business as usual” (that comes later)
- Evangelize, and again, and again

Unexpected + Benefits

- Business unit involvement, commitment, accountability and pride
- System deprecation & importance
- Separation of concerns per domain
Gartner Data & Analytics

Learn more about Intelligent MDM™ & Collaborative Data Governance
March 5-8 in Grapevine, TX

Semarchy
Intelligent Solutions for the CDO
xDM empowers Intelligent MDM™ & Collaborative Data Governance

Smart
Algorithms, Data Table Creation, Micro-services, Automation, Workflows, delegation, etc.

Agile
Intuitive UI, development & UX. Adaptive modeling enables business flexibility

Measurable
Minimally disruptive, fast ROI, definition and enforcement of policies/procedures
Chipotle is one of the many successful clients in the Semarchy family
80% of Semarchy clients have a fully-functioning solution in less than 10 weeks.

60% have implemented more than one domain.
Thank you!
Learn more in the Exhibit Showcase - **Booth # 210**

Meet Jeff Cox, Lead Technical Architect there @ 6pm today