



Unifying Master Data Across Three Domains for Global Market Access

CLIENT

Global biopharmaceutical company operating across multiple divisions.

THE CHALLENGE

The client required consistent, governed and unified master data across the Product, Geography, and Customer domains, but the existing landscape was fragmented.

- Inconsistent definitions and naming conventions across systems
- No authoritative source for individual attributes, resulting in differing values across systems
- Missing hierarchies, unclear domain ownership, and multiple granularities (material, presentation, brand, family)
- No unified master data model and no central repository for domain definitions, lineage, or business rules



SOLUTION

UD4D designed the master data model, governance framework, and domain structures for the Product, Geography, and Customer domains, and piloted them through the Tender1 analytics product.

- Design of conceptual and logical models defining 29+ product attributes and 10+ geography attributes
- Creation of hierarchy bridges (material → presentation → brand → family) to resolve many-to-many relationships and support analytics at multiple granularities
- Standardization of data structures, naming conventions, and mapping rules across six domains, with authoritative sources identified for each
- Definition of ownership, stewardship, approval workflows, and data quality issue management, supporting the GMAX Data Governance Council and Steering Committee
- Documentation of business terms and domain definitions in Collibra, and delivery of the first Product and Geography master data sets for Tender1, including transformation logic and mappings for Qlik consumption

BUSINESS IMPACT

1 authoritative source of truth: Delivered the first centralized master data foundation for GMAX and Tender1, reducing manual reconciliation and improving trust in analytical outputs.

29+

product attributes standardized: Authoritative sources and consistent definitions established across systems, eliminating discrepancies caused by inconsistent attribute values and unclear source ownership.

3 core domains modeled and governed: Product, Geography, and Customer master data now enable consistent analytics across countries, NGOs, product hierarchies, and business units.

6

domains given consistent semantics: Standardized structures for Product, Geography, Customer, Competitors, Pricing, and Tenders set the blueprint for future enterprise-wide MDM expansion.

TECHNOLOGY STACK

Teradata | SAP HANA | SAP PowerDesigner | Oracle | SAP BPC | IBM TM1 | Collibra | Qlik