KOENIG
step forward

KOENIG SOLUTIONS · COURSE OUTLINE

Master Data Mgmt: MDM, Data Quality & Golden Records

Learn to manage master and reference data, improve data quality, and build golden records across enterprise domains.

5 Days
DURATION

30
TOPICS

COURSE OVERVIEW

This course covers master, reference and transactional data concepts, data governance frameworks, and regulatory compliance considerations such as GDPR, CCPA and HIPAA. It examines data quality dimensions, profiling, cleansing, standardisation and consolidation methods, along with real-time and batch processing approaches. It then addresses building golden records, data enrichment, hierarchy and lineage management, stewardship models, and the role of AI in data quality, before moving to 360-degree views across customer, product, supplier and employee domains with KPIs, dashboards and automated checks. It closes with governance framework implementation, MDM tool selection, cloud versus on-premise approaches, and case study analysis of real-world data quality challenges.

WHO THIS COURSE IS FOR

- Data Stewards
- Data Governance Managers
- MDM Analysts
- Data Quality Analysts
- Data Architects
- Business Intelligence Professionals

LEARNING OBJECTIVES

- Explain differences between master, reference and transactional data
- Describe data governance frameworks and stewardship roles
- Identify regulatory compliance considerations such as GDPR and HIPAA
- Apply data profiling, cleansing and standardisation techniques
- Analyse root causes of data quality issues
- Implement processes for creating and maintaining golden records
- Interpret data quality KPIs, dashboards and reporting techniques
- Compare MDM tools and cloud versus on-premise deployment options

COURSE SYLLABUS

30 Topics

DAY 1 Fundamentals of Master, Reference, and Quality Data

TOPICS

- Overview of Master Data, Reference Data, and Transactional Data
- Differences & Importance in Business Applications
- Master Data Management (MDM) vs. Reference Data Management (RDM)
- Introduction to Data Governance Frameworks
- Role of Data Stewardship & Data Ownership
- **Regulatory Compliance:** GDPR, CCPA, HIPAA

DAY 2 Data Quality & Data Integration Techniques

TOPICS

- Data Quality Dimensions (Accuracy, Consistency, Completeness, Timeliness)
- Introduction to Data Profiling, Cleansing & Standardization
- Root Cause Analysis of Data Quality Issues
- Methods of Data Consolidation & Normalization
- Real-time vs. Batch Data Processing
- Standardization for Multi-Domain Data Models

DAY 3 Advanced Master & Reference Data Management

TOPICS

- Creating and Maintaining Golden Records
- Data Enrichment & Hierarchy Management
- Data Lineage & Metadata Management
- Implementing Data Stewardship Models
- Managing Data Policies & Standards
- Role of AI & Machine Learning in Data Quality

DAY 4 360-Degree View & Data Quality Metrics

TOPICS

- Customer 360, Product 360, Supplier 360, and Employee 360
- Best practices for Cross-Domain Data Integration
- Case studies on Enterprise-Wide Data Management
- Defining KPIs for Data Quality & Master Data Success
- Data Quality Dashboards & Reporting Techniques
- Automating Data Quality Checks

DAY 5 Real-World Implementation & Case Studies

TOPICS

- Data Governance Framework Implementation
- Selecting & Using MDM Tools (e.g., Informatica, IBM MDM, Talend, SAP MDG)
- Cloud-based vs. On-Premise Data Management
- Applying Data Quality & Governance in real-world scenarios
- Case study analysis & group discussions
- Common challenges & solutions in Data Quality Management

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

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