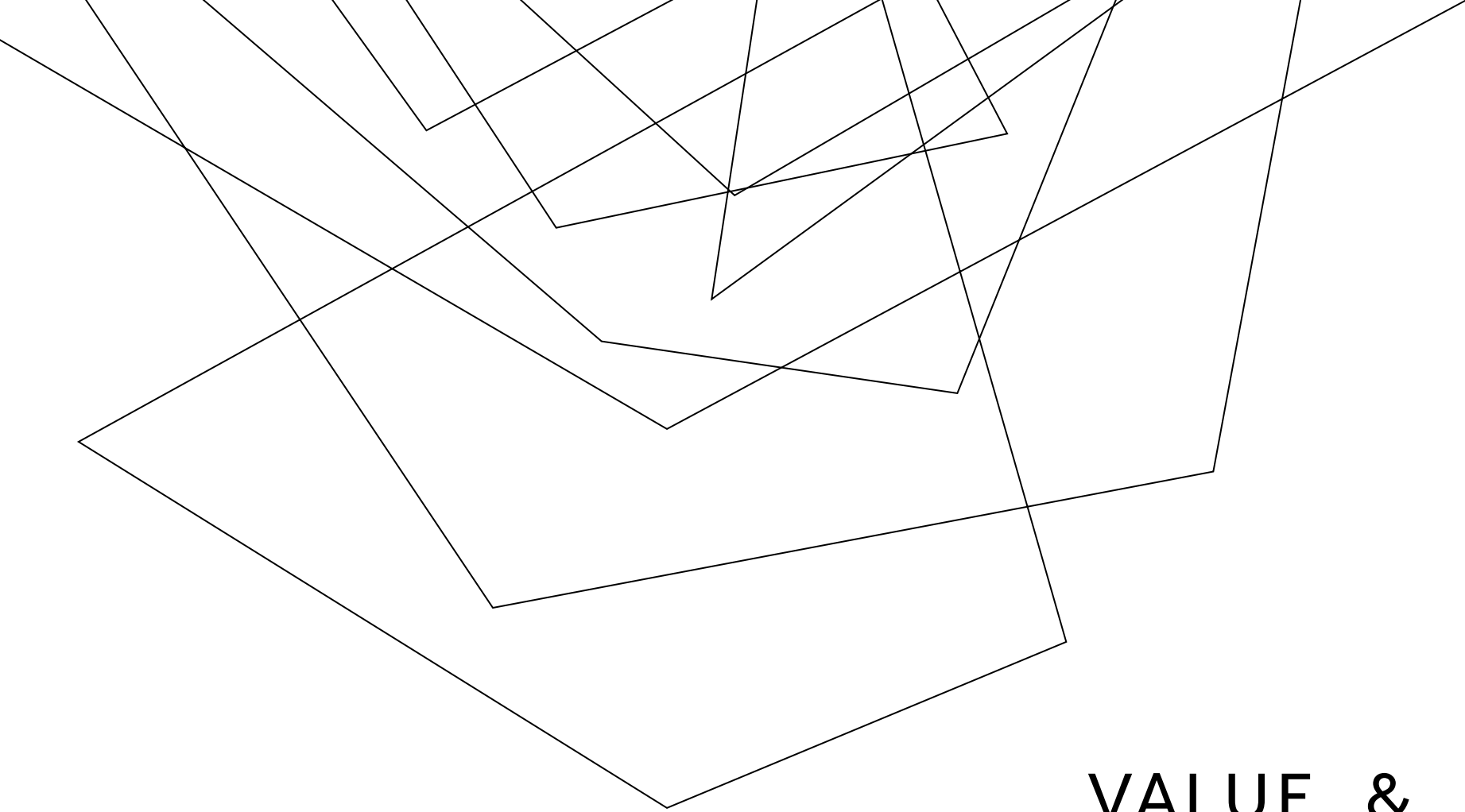




VALUE & ACHIEVEMENTS

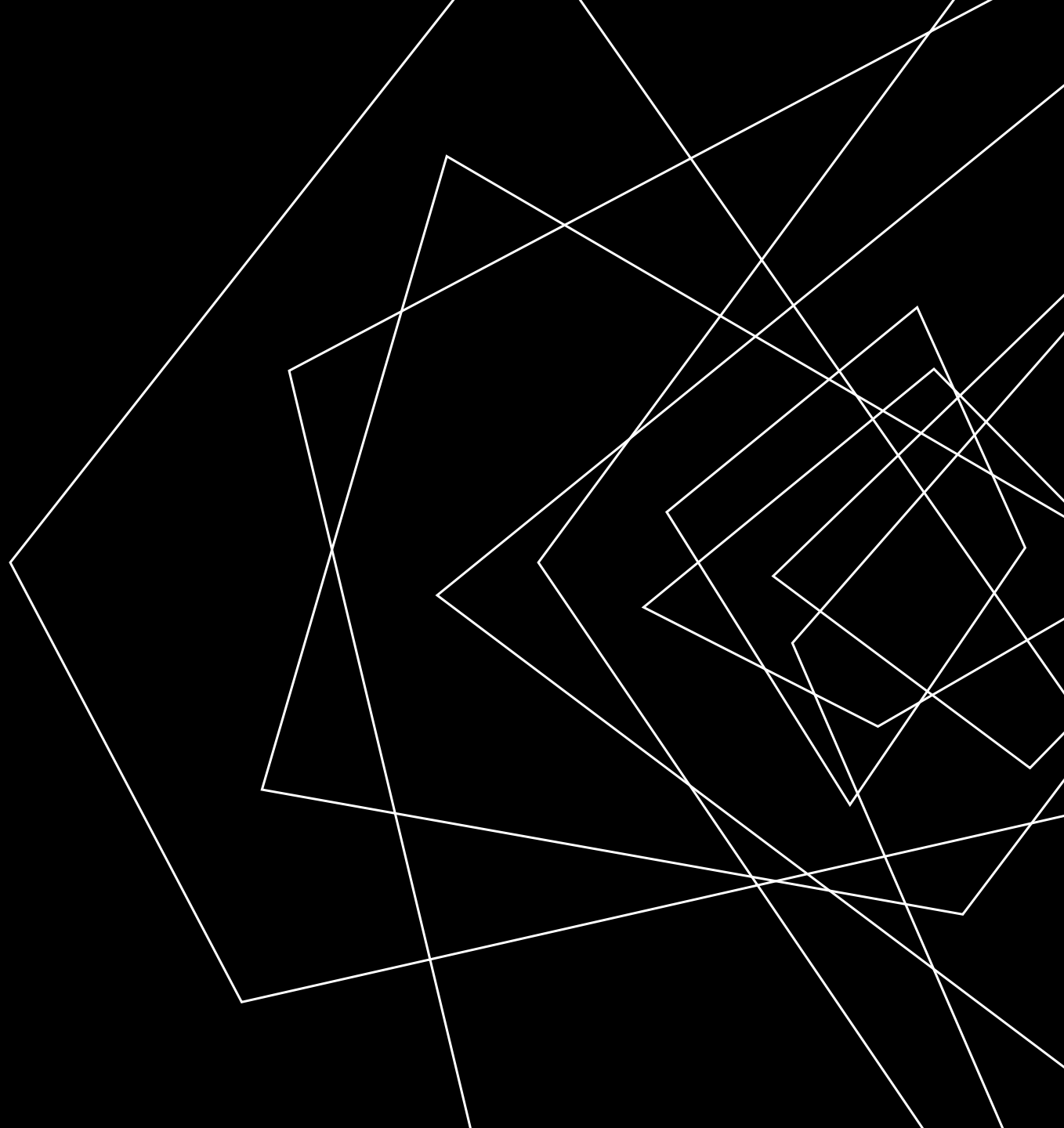
Joshua Rafuse

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Achievements

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RECENT TOP ACHIEVEMENTS

PROJECT	DESCRIPTION	BENEFITS
Customer Master Deduplication Initiative	This project includes two primary phases: Phase 1 includes inactivating records using company standards for years of retained history, projected activity, regional restrictions, etc., with fast-follows on expected inactivations determined after further scrutiny. Phase 2 includes records in which two or more records are identified as duplicates that require across-the-board approvals following a developed process to reduce or eliminate projected negative impacts to customers.	First year of effort includes an estimated one-time cost of \$39k cost in code development/enhancement to pull all account activity into dashboard with an automated refresh schedule and a portion set aside for code updates based on realtime learnings leading to updates with a \$302k estimated savings year over year. First-year ROI: ~\$263k; Year-over-year savings: ~\$302k (Phase 1 only). - This also excludes downstream cost savings gained via, as an example, license costs by systems where the company “pays per record.”
Data Quality and Governance Hub (Conceptualization)	The developed project plan, with release schedule, includes delivery of four primary types of metrics: Metrics on Metrics: Transparent backlog of deliverable metrics identified as Live (working as expected), In Development (being developed and expected during next release), Offline (delivered but not working as expected), and Backlog (not yet in developed but provided by stakeholders as a requirement to be developed). Attribute Integrity Metrics: Centered on values delivered on attributes. For example, showing NULL values in a required field or a special character in an alphanumeric-only field. Database/Security Metrics: Visibility to identifiable values that should be masked (both UI and database), such as sensitive financial, patient, and complaint data. Additionally, this type would cover quick access to specific metrics on data.attributes relevant to current projects. ETL/API Job Metrics: Identifies sync issues in jobs as well as data that is fed incorrectly based on required and intended use. This area would also look at automated notifications for trim-sensitive error types that would alert users rather than just showcasing them in a dashboard.	Benefits of this concept's delivery include: - Stand-up of database schema specifically for data quality. - Development of flexible code that allows for variations in delivery based on needs within each business unit or region. - Automation of code refreshes used to create and maintain governed tables via streaming and API technology, allowing for near-realtime visibility to gaps. This means database size and speed limitations are reduced by not pulling code directly. - Governed standards that allow centralized dashboards to ingest data with attribute values that are intentional (for example, limited in character length for reduced storage capacity) and easy to use. - Flexibility in dashboard visualizations based on table structure, allowing a visual within a dashboard to deliver value multiple ways.
Contact/Customer MDM Platform Implementation (Informatica e360)	This implementation focused on multi-source Contact and Customer data unified into a “mastered” record enriched by third-party datasets. These records were comprised of core and non-core multi-domain data with rules allowing for automatic and manual matching and merging, governed allowable values, and cross-source linking to allow all records in a mastered record to connect to every source record connected to it.	The benefits of this project included: - Increased trust from stakeholders in data accuracy and completeness. - Merging or records within and across data sources. - Targeted data feeds that allow merged records to flexibly be updated at the source via one job. - Trust scores at an attribute level that take “the best data” from the most trusted source record tied to the mastered ID.

CONSIDERATIONS FOR OBTAINING ROI

Types of ROI

Resource

- How much resource time is being spent on making updates to SAP CP and its ancillary systems based on poor-quality data?
- How much cost savings is there to reducing the number of records being maintained when these records are used for day-to-day operations and analytics?

Platform/System

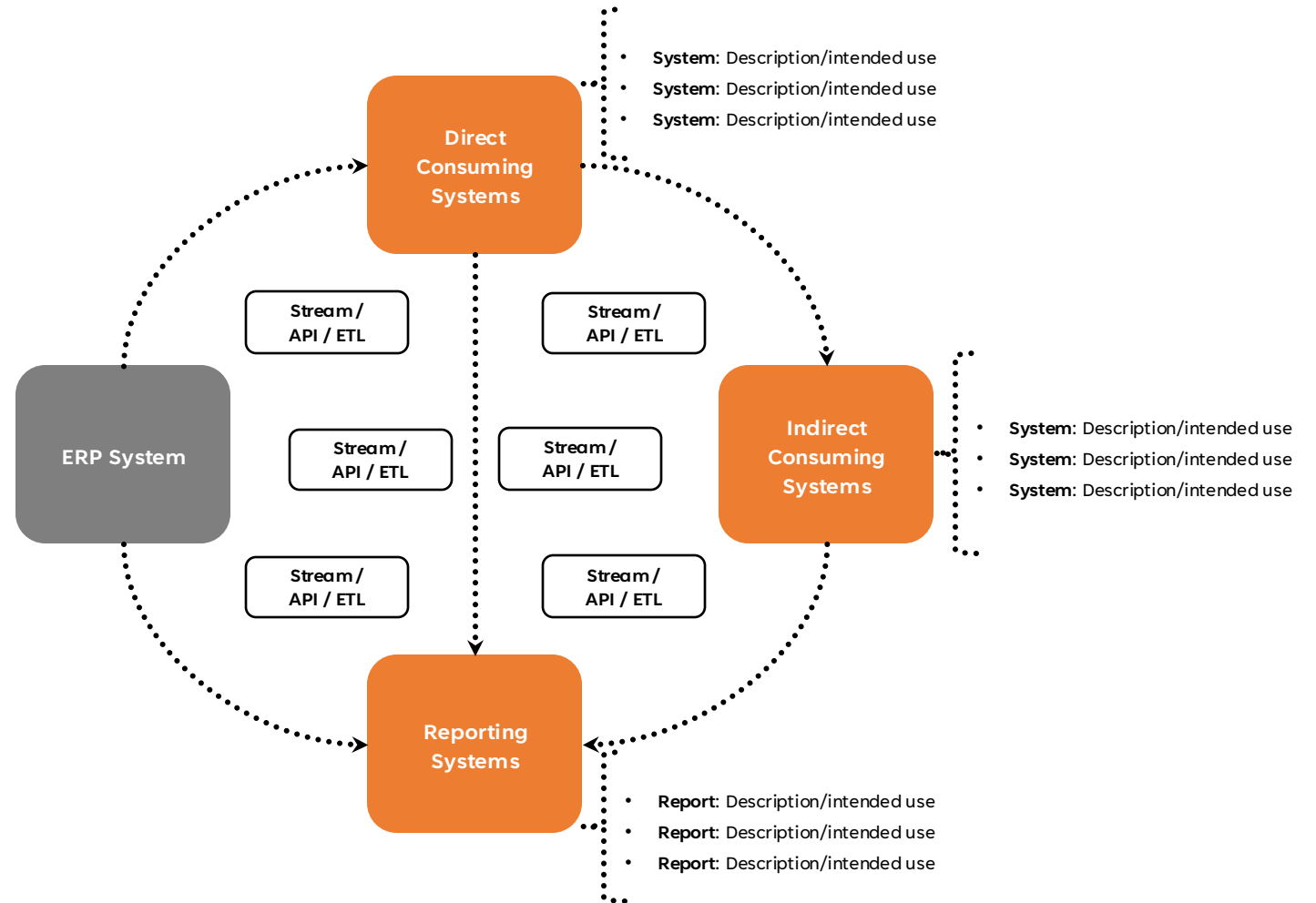
- What platforms/systems are we using today that are duplicative or unused and can be retired, or cost more than the financial value we gain from them?
- Question: Can a streaming platform be used to track frequency of user logins and accessed data to better understand which systems we are spending more on than we are gaining benefit from?

Transactional/Revenue

- How much are we spending in fees, repayments, and adjustments resulting from our quality of Master Data?
- How many missed opportunities are there due to inaccurate data?

Customer Satisfaction

- This would provide long-term financial value, but the immediate assessment would be around lost customers due to perceived (or valid) difficulty in doing business with the company?



○ Systems vary by BU and Region, but this view looks holistically at the landscape of impact

WHAT LEADERSHIP HAS SAID

LEADER	YEAR	ROLE	FEEDBACK
Data, Analytics, & MDM Senior Director	2024	Senior Principal IT Product Manager	“Josh is an absolute expert on the MDM domain and he knows really well on what is needed to improve processes, train people and grow trust in our MDM data.” “[Josh’s] extensive experience and expertise on this domain and all technical solutions related to this domain make him a go-to person for many colleagues in IT and for our business stakeholders.”
Customer MDM Senior IT Manager	2023	Senior Principal IT Product Manager	“Josh has flexed to multiple responsibilities and has been the go-to resource for the team to learn/grow within their roles.” “At the Senior Principal level, corporate structures and decisions are more visible/impactful to leadership. All said, Josh is extremely valuable to MDMS and gamers respect from senior business leaders.”
Data, Analytics, & MDM Senior Director	2022	Principal IT Business Systems Analyst	“Josh had a very strong year in driving increased engagement in the Customer Governance domain across the Globe.” “I want to recognize the strong work of Josh in defining all requirements for the Customer MDM workstream. he had to lead many discussions without broader MDM domain support, and he really stepped up to provide guidance to the technical delivery teams.” “Josh’s analytical mindset and willingness to help his colleagues make him a real pleasure to work with. He makes sure the work gets done!”
Digital Information Core Director	2021	Principal IT Business Systems Analyst	“Josh is called upon as the go-to business analyst for a few projects, because of his knowledge of the data space as well as his business analysis skillset.” “In his role Josh provides mentorship for other business analysts on the team. During this fiscal year Josh presented to the BA community on the topic of gathering business requirements for a data and analytics project. This is an example of where Josh has gone above and beyond, helping provide coaching and education for the overall BA community and improving the interaction with the data and analytics teams.” “Josh is called upon for his deep customer master data knowledge.” “Thank you for all your hard work in FY21, you are a tremendous business analyst and an adaptable team player.”
Digital Information Core Director	2020	Senior IT Technical Analyst	“Josh developed the process flow for data curation, a grounding foundation which enabled the team as a whole to move forward on the curation journey. Without this foundation data curation would have struggled to move forward.” “Josh presented at Business Analyst communities and process team sessions, informing them on the data curation process and important points to consider, which enabled the federated community to complete work within the data space.”
Digital Information Core Director	2019	Senior IT Technical Analyst	“Josh began the year in the Master Data Process team while working on multiple projects. During the middle of the fiscal year Josh joined the Digital Core team as a technical BA. The work Josh performed on prior projects continued throughout the year. In addition, Josh took on the role of creating functional specifications for curated data.”
MDM Process Senior IT Manager	2018	IT Business Systems Analyst	“This year Josh made significant progress in his SAP development leading to a successful cutover for [...] Customer Master.” “Throughout the year Josh took on additional work such as learning Winshuttle and IDQ. The knowledge built on IDQ is foundational work which will help to build a skillset of data profiling which will uncover data issues early in future projects.”
MDM Process Senior IT Manager	2017	IT Business Systems Analyst	“This year was a busy year for Josh. He has continued to develop in his IT BA role and has added tremendous value to the projects he has been involved in.”
Material MDM Manager	2016	IT Business Systems Analyst	“Josh has immense potential to not only reach, but surpass, his goal within his new role as he advances professionally.”