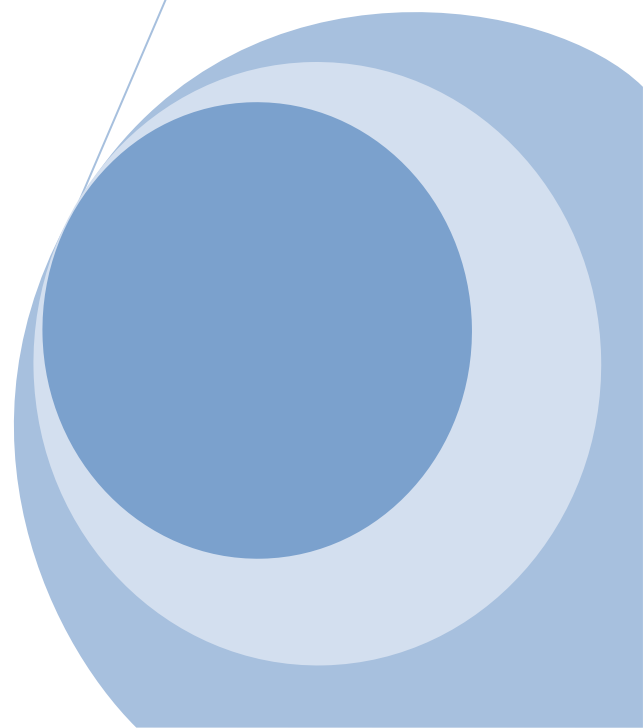


EW Solutions Enterprise Information Management Assessment and Program Case Study

*Evaluating Current State of Enterprise Information
Management and Developing a Roadmap for Phased
Improvement*

Enterprise information management, data governance, metadata management, data architecture, data warehousing / business intelligence, data integration, data security, data quality, master and reference data management were evaluated and re-designed to enable the future of an online financial services organization.

EW Solutions, Inc.
7/16/2019



Evaluating Enterprise Information Management Capabilities and Designing a Phased Implementation Roadmap: A Case Study in How Enterprise Warehouse Solutions Enabled Rejuvenation for Online Financial Services

All financial services organizations have large amounts of data on their customers, prospective clients, products, services, affiliated organizations, locations, etc.... If an organization has been created from acquisition and merger of existing companies, it will have collected data with a variety of purposes, formats, and on different platforms.

For a company that came from the acquisition of several money transfer services, MoneyGram International discovered that the variety and the volume of data became a challenge to manage operationally and analytically. Providing customers with the right information about service locations, identifying agents and connecting them with prospective clients, reporting results to state and federal regulators, and adhering to laws in the various operating countries became difficult without accurate and complete data from trusted sources.

The MoneyGram brand is recognized throughout the world as a leading global payment services company. It exists with its data and information, and the company's desire to grow has been hampered by the challenges encountered when platforms do not align, processes are not in place to facilitate data and information management, and staff and customers cannot access their data securely in a timely manner.



Enterprise Information Management challenges identify need for change

Over the course of several years, MoneyGram International grew through acquisitions and mergers. However, the company did not focus on the underlying enterprise information management challenges of data architecture, metadata management, data governance, master and reference data management as they combined the acquired companies' technology platforms and data sources. Additionally, their data management processes were not using proven practices and industry standards for data integration, data warehouse architecture and data warehouse metadata management, ultimately causing any applications to be too complicated, too cumbersome and too expensive to maintain.

The company retained industry leader [EWSolutions](http://www.ewsolutions.com) and used its expert consultants to perform a complete enterprise information management current state assessment, and a companion enterprise data warehouse / business intelligence assessment. [EWSolutions](http://www.ewsolutions.com) team of experienced top-level strategists was able to provide

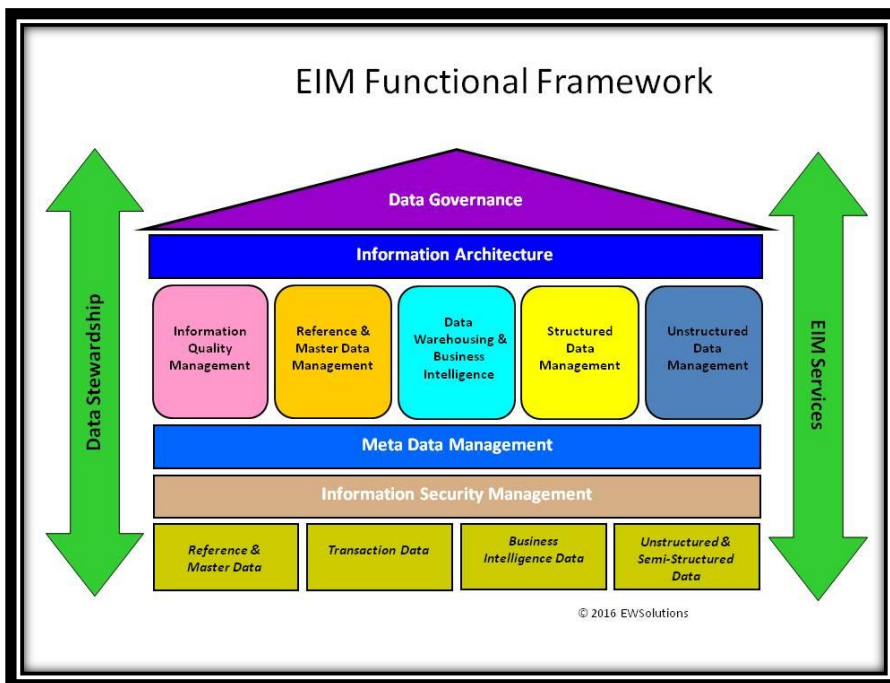
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MoneyGram with exemplary advice, guidance, planning and execution strategies and recommendations for improvement in all areas of EIM (data governance, master and reference data management, data architecture, metadata management, data integration, data quality management, data security, database operations, etc). [EWSolutions](#) performed a comprehensive assessment for the data warehousing and business intelligence, and enterprise architecture at the company concurrently with the EIM assessment.

[EWSolutions](#) evaluated the various logical data models that MoneyGram had developed for their applications, recommended applying best practices and reviewed those recommendations with the data modeling team in detail. [EWSolutions](#) recommended the creation of an enterprise information architecture team to organize and coordinate the functions of data and information architecture across the enterprise and manage the flow of data and information in conjunction with the other architectural disciplines.

[EWSolutions](#) created business cases for the establishment of the EIM Program Office and its staffing, the creation of the Data Governance Program and its resource acquisition, and the development of the data quality initiative. In addition, [EWSolutions](#) created the business case for the re-architecture and re-building of the MoneyGram data warehouse.

[EWSolutions](#) also performed a data quality management assignment as part of this engagement. The project included the development of data and metadata quality criteria for selected key attributes in each major company subject area, profiling data through automated and manual routines, reviewing results, and developing a series of recommendations based on profiling results. This project was conducted in parallel with the development of a Data Governance Program and the involvement of the existing Data Architecture team.



[EWSolutions](#) consultants brought outstanding credentials and dedication to the partnership while also offering:

- Exceptional experience in all facets of enterprise information management assessment and implementation
- Exceptional experience in all areas of data warehousing and business intelligence assessment, architecture, project management and data integration
- Exceptional experience in all areas of data governance strategy development data governance assessment, data governance project management
- Sophisticated interpersonal communication skill for delivering knowledge transfer
- Superior skills in data quality management and data profiling, including criteria development and assessment against criteria - data and metadata

- Thorough understanding of enterprise information management best practices and industry standards, especially in the areas of data management strategy, data governance and stewardship, data architecture, metadata management, master and reference data management, data warehousing and business intelligence, and the project management in these areas
- The invaluable ability to view the technology from the business person's perspective

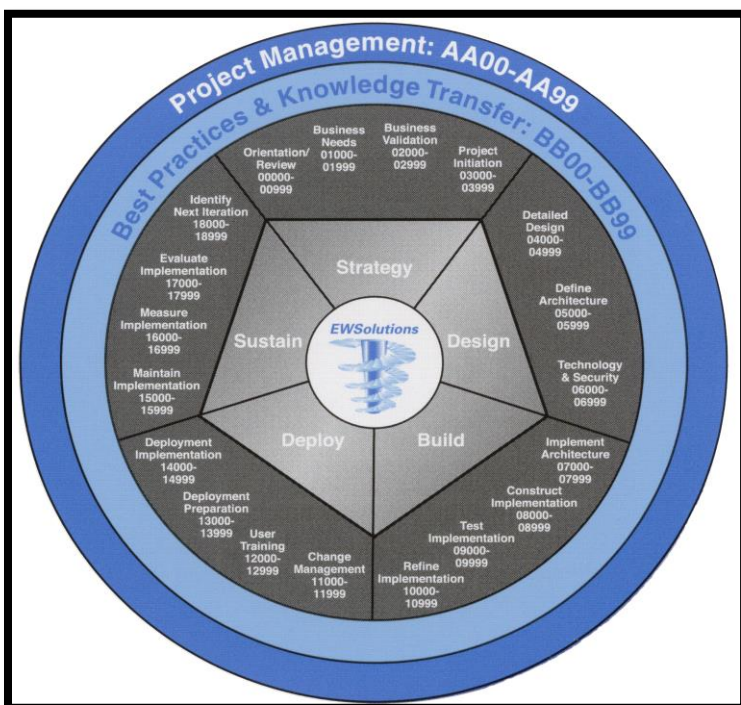
With the superior guidance of [EWSolutions](#) in EIM and DW/BI assessment, with clearly defined recommendations for improvement and a series of phased implementation roadmaps, MoneyGram was able to plan its new approach to enterprise information management confidently with these clearly defined goals:

1. Plan for data governance and implement the plan
2. Establish the foundations of enterprise data architecture
3. Improve the current state of data usage for business intelligence
4. Expand the use of the data warehouse
5. Develop a plan for action for improved metadata management
6. Develop a plan for data quality management based on results from the data profiling and data quality / metadata quality assessment

Using senior resources from [EWSolutions](#), the company was able to meet all the defined goals in the specified period.

During the engagement, [EWSolutions](#) expertly guided MoneyGram through in its data warehouse / BI efforts with the use of its industry leading [I3sm](#) methodology for data warehousing and business intelligence. The assessment team used the methodology for:

- Analysis of [I3sm](#) against current company data warehousing / business intelligence practices
- Assessment of gaps between company DW/BI practices and industry proven practices in [I3sm](#)
- Incorporation of [I3sm](#) stages, phases, activities, templates into the company's DW / BI approach
- Expert guidance for blending [I3sm](#) and company approaches into a unified method
- Incorporation of new method into selected DW/BI implementation projects



EWSolutions' I3sm methodology for Business Intelligence/Data Warehousing (BI/DW) is a highly customizable, iterative, and workflow-oriented methodology designed to help your organization achieve enterprise BI/DW success effectively. With hundreds of fine-grained tasks with clear objectives, success factors, and

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responsible parties identified, [I3sm](#) enables the development of a BI/DW environment with the proper processes, people, and technologies.

The methodology is based on **EW Solutions'** consultants many years of helping clients successfully realize outstanding benefit from their BI /DW efforts. [I3sm](#) underscores **EW Solutions'** numerous award-winning efforts and thought-leading practices and supports integration with Enterprise Information Management (EIM), data governance, and managed metadata environment (MME) efforts. [I3sm](#) is a self-sustaining, iterative, and customizable methodology that helps organizations to realize continuous return on investment (ROI) by identifying new business opportunities, improving efficiencies, and increased data quality through a BI/DW program.

Methodology Critical Points:

With highly customizable task narratives, templates, and examples, [I3sm](#) allows any organization to fit the methodology to its efforts, not the other way around. The methodology adds value to a BI/DW program without adding unnecessary complexity or unjustified efforts.

An iterative methodology with overlapping phases and activities, [I3sm](#) helps an organization anticipate and reduce risks within and across phases, providing strong validation of scope and results, while efficiently utilizing all resources, including time, personnel, funds, and effort.

The [I3sm](#) workflow provides discipline and manageability to any BI/DW program. A BI/DW program can be very complex – using the [I3sm](#) methodology breaks the effort into manageable, measurable tasks to know the current state, target state, and next steps. With its clear success criteria and best-practice estimates, the methodology helps an organization achieve discipline and increase visibility to assess progress and identify needed adjustments efficiently and effectively.

Assessment, Roadmaps, Implementation Support Provide Foundations for Growth

The company's senior business community and Information Technology leadership responded favorably to the assessment and roadmaps provided by [EW Solutions](#). Several new staff were hired to participate in various enterprise information management and data warehousing / business intelligence programs. Enterprise information management and DW/BI visibility was raised significantly at senior and staff levels.

[EW Solutions](#) provided sustained guidance and advice informed by industry standards and proven practices, and led / directed several foundational projects during a critical period for the company.

Additionally, the company achieved significant results guided by [EW Solutions](#), including:

- Guidance and support for formulating and communicating the concepts and implementation of enterprise information management and its components (data governance, metadata management, master and reference data management, data quality, data integration, etc.) holistically
- Development and refinement of a multi-year enterprise information management improvement and implementation plan
- Consulting to develop a data governance approach based on industry standards and proven practices
- Consulting to support the development of an improved environment for data warehousing and business intelligence, including the adoption of a robust DW/BI methodology

EW Solutions Overview

[Enterprise Warehouse Solutions](#) (EW Solutions) is comprised of superior strategic and tactical planning analysts who offer federal and commercial clients innovative and authoritative solutions to assist with assessments / strategies in all areas of enterprise data / information management, technology implementation in metadata management, data warehousing (ETL, BI, data and text mining, etc.), business intelligence

implementation, data governance program development and implementation, enterprise data management framework development and implementation, data migration planning, disaster and contingency planning, and strategic solutions for business/technology issues. The company's extensive client base spans the government and the health, life sciences, insurance, financial services, consumer products, retail, manufacturing and high-tech industries. For more information on our strategic consulting services, high-value implementation services, methodologies, or world-class training call (630) 920-0005 or email us at Info@EWSolutions.com