ABSTRACT

In today's landscape, data is an inescapable resource in any enterprise. It has become a new corporate asset class that support an enterprise of its endeavor to achieve its goals by being a key decision-making tool. For data to have this importance, its management is crucial for the quality of decision being made. One of the data utilized is Reference and Master data, these data are the key enterprise data used for everyday operation. Reference and Master Data is used in every transaction and process as key defining data to give each of them context.

For these roles, it is crucial for Reference and Master Data to be managed as efficiently as possible to give Reference and Master data its optimal value for the enterprise. This research focus on designing processes of Reference and Master Data Management based on the reference of DAMA-DMBOKv2 as a framework. This research is taking DAMA-DMBOKv2 as a Process Reference Model and designing an implementation guide so that an enterprise can adopt it alongside a Process Assessment Model to measure the efficiency of the Reference and Master Data Management of the enterprise.

Keywords   : Data Governance, Reference Data, Master Data, Reference and Master Data Management, Methodologies, Guidelines, DAMA-DMBOKv2