Data Portfolio Management – Tips & Tricks
BOC Group - Creating Competitive Advantage Through Digital Advantage

ADOIT Enterprise Architecture Suite

PLAN	SOURCE	BUILD	MARKET	SELL	DELIVER	SERVE	RETURN	CROSS-SECTIONAL
Vision	Supplier	Production plan data	Product Portfolio	Customer	Warehouse	Installation schedule	Return	Employee
Mission	Supplier Contract	Production controling data	Research	Customer profile	Shipping	Customer service	Refund	Payroll
Strategy	Supplier Performance	Prototype	Product design	Customer interaction	Vehicle	Customer satistaction	Exchange	Applicant
Goal	Material	Market feedback	Marketing strategy	Lead	Finished goods inventory	Incident	Warranty	Work policy
Initiative	Purchase Order	Requirement	Marketing plan	Price	Logistics order	Problem	Repair	Financial account
Trend	Forecast	Inventory	Campaign	Offer	Transfer status	Service catalogue	Recall	Asset
Innovation	Store	Machine	Event	Order		Contract	Recycling	Tax
Business plan	Bill of material	Maintenance plan	Competitor	Invoice		Service level agreement		Risk
				Sales statistic				

DOS & DON'TS FOR DATA PORTFOLIOS

Avoid redundancies
Define your business objects as mutually exclusive. There should not be any overlaps. The uniqueness can be easily checked: Think about the elements on the next hierarchical level. If such elements can be defined without redundancies in those levels, you have found the ideal cut for level 1.

Long-term stability
The identified data elements and their structure remain stable over time. They are independent of process or organizational changes. Only serious changes - for example the development of completely new business models - lead to adjustments.

Find the right level of detail
Too many hierarchies increase complexity and the use and evaluation of your data portfolio become unnecessarily complicated. Two levels are usually more than sufficient.

Avoid a rather technical perspective
Good business objects describe the semantics of the entities in the business, independently of consideration of any information systems (e.g. storage, technology, etc).

Top-down approach with bottom-up cross-check
Use your capability map or the key value streams of your organisation as a starting point. Do a cross-check starting from the application components and their most important data elements.

Involve business stakeholders
The initiative is often IT-driven. Make sure to reconcile the data catalogue with your colleagues in the business departments. In the end, your data needs to support your business use cases.
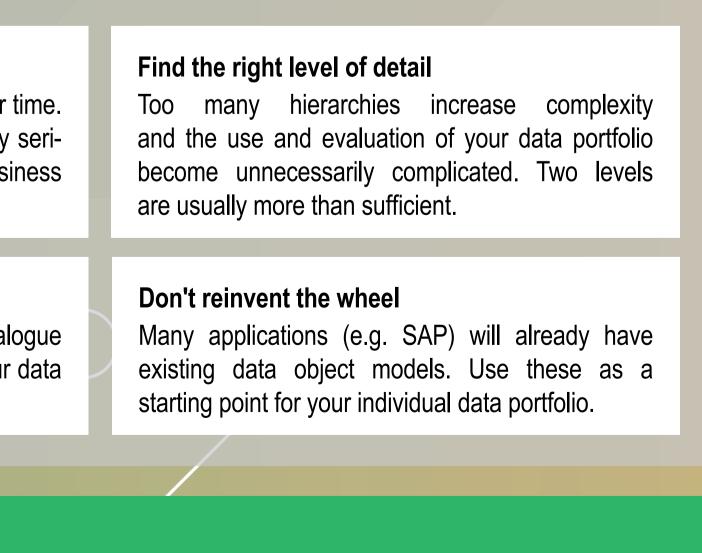
Don't reinvent the wheel
Many applications (e.g. SAP) will already have existing data object models. Use these as a starting point for your individual data portfolio.