

## REFERENCE

## Before You Sign: 10 Questions to Ask Before Funding MDM

*Good answers to 8 or more mean the project has a real chance. Fewer than 5 means delay funding until the team does more preparation.*

| #  | Question   | What good looks like                            |
|----|--|---|
| 1  | What specific business problem costs us money today? | Quantified, not 'manage data better.'           |
| 2  | Who is the sponsor and why do they care?             | A named person with skin in the game.           |
| 3  | Which domain first, and why?                         | Specific, with rationale, not 'all of them.'    |
| 4  | What does success look like in 6 months?             | Measurable outcome, not 'platform implemented.' |
| 5  | Who owns the data in this domain?                    | Named roles, not 'IT will manage it.'           |
| 6  | How will we handle quality issues in source systems? | A cleanup plan. MDM won't fix garbage.          |
| 7  | What's the realistic timeline and why?               | Phased, 6 to 9 months to first value.           |
| 8  | How many systems are in scope for phase 1?           | 3 to 5 max.                                     |
| 9  | Who are the stewards, and is the role funded?        | Named, with dedicated capacity.                 |
| 10 | What happens if we don't do this?                    | Specific consequences, not 'falling behind.'    |