

TEMPLATE 2

Domain Selection Scorecard

Don't guess where to start. Score each domain.

Criteria	Weight	Customer	Product	Vendor	Employee	Location
Business pain (\$ impact)	30%	__/10	__/10	__/10	__/10	__/10
Clear ownership	25%	__/10	__/10	__/10	__/10	__/10
Executive sponsorship	20%	__/10	__/10	__/10	__/10	__/10
Current data quality	15%	__/10	__/10	__/10	__/10	__/10
Low political complexity	10%	__/10	__/10	__/10	__/10	__/10
TOTAL	100%	—	—	—	—	—

Scoring guide:

Business pain: 10 = >\$500K/yr, 5 = \$100 to 500K, 1 = <\$100K or unclear. Ownership: 10 = single owner, 1 = political battle. Sponsorship: 10 = committed C-level with budget, 1 = IT-driven. Quality: 10 = <5% duplicates, 1 = >30%. Political complexity: 10 = one stakeholder, 1 = cross-enterprise turf war. Fewer source systems is better for a first domain (2 to 4 ideal).

Winner: highest score. If tied, pick the clearest ownership.