

GITG-MDF™ -

Grumpy Old IT Guy Master Data Foundation Framework™

Building the Enterprise Foundation for Trusted Master Data

Version 1.0

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Executive Summary

Master data serves as the foundation upon which every enterprise process depends. Customers, products, suppliers, employees, assets, vendors, and reference data are shared across dozens—sometimes hundreds—of operational and analytical systems. When this information is inconsistent, duplicated, incomplete, or poorly governed, organizations

experience reporting errors, operational inefficiencies, compliance risks, poor customer experiences, and increased costs.

Many Master Data Management (MDM) initiatives fail not because of technology, but because organizations attempt to implement master data without first establishing the necessary governance, architecture, stewardship, standards, and operating model.

The **Grumpy Old IT Guy Master Data Foundation Framework (GITG-MDF™)** provides a practical, vendor-neutral methodology for building the enterprise foundation required to successfully implement and sustain Master Data Management.

Rather than focusing solely on software platforms, GITG-MDF™ establishes the people, processes, policies, governance structures, architectural standards, and operational disciplines necessary to support trusted enterprise master data over the long term.

Purpose

The GITG-MDF™ Framework provides organizations with a structured roadmap for establishing the enterprise capabilities required before implementing or modernizing Master Data Management.

Its objectives are to:

- Create a trusted enterprise view of master data
- Define enterprise ownership

- Establish governance and stewardship
- Standardize business definitions
- Develop enterprise data standards
- Improve data quality
- Support regulatory compliance
- Enable analytics and AI
- Reduce duplication across systems
- Establish long-term governance

Why Master Data Foundations Matter

Master data affects nearly every enterprise business process.

Poor master data results in:

- Duplicate customers
- Multiple supplier records
- Conflicting product descriptions
- Inconsistent employee information
- Invalid reference codes
- Reporting discrepancies
- Failed integrations
- Higher operational costs

- Poor AI model performance

A successful MDM program begins long before software implementation.

It begins with building the foundation.

Framework Principles

The GITG-MDF™ Framework is built upon ten guiding principles.

1. Business Ownership

Master data belongs to the business—not IT.

2. Governance Before Technology

Technology enables governance.

It does not replace governance.

3. Enterprise Standards

Shared enterprise standards improve consistency across systems.

4. One Definition of the Truth

Enterprise master records should represent the organization's authoritative view.

5. Stewardship

Trusted data requires accountable stewards.

6. Quality by Design

Data quality should be designed into processes rather than corrected afterward.

7. Continuous Improvement

Master data evolves alongside the business.

8. Controlled Change

Changes to master data should follow defined governance processes.

9. Transparency

Every master record should be traceable to its originating sources.

10. Enterprise Collaboration

Business units collaborate rather than maintaining isolated definitions.

The GITG-MDF™ Architecture

The framework consists of eight integrated foundation layers.

Each layer supports the next.

MASTER DATA ARCHITECTURE FRAMEWORK

Eight Integrated Foundation Layers

Each layer supports the next to create trusted, governed, and high-quality master data.

A STRONG FOUNDATION BUILDS TRUSTED MASTER DATA

This framework provides a structured approach for building and sustaining an enterprise master data environment.

Each foundation layer strengthens the next, creating a stable architecture that delivers consistent, reliable, and valuable master data across the enterprise.



"Great master data starts with a strong foundation."



TRUSTED MASTER DATA

A single, accurate, and governed source of truth that drives better decisions, efficiency, and business value.



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GITGY-MDF Architecture

Framework Components

1. Enterprise Vision

Defines:

- Business objectives
- Strategic priorities
- MDM scope

- Executive sponsorship
- Success criteria

Deliverables:

- Vision statement
- Business case
- Executive charter
- Success metrics

2. Governance Foundation

Defines:

- Governance Council
- Executive Sponsors
- Data Owners
- Data Stewards
- Governance policies
- Decision-making authority

Deliverables:

- Governance Charter
- RACI Matrix
- Governance Operating Model

- Policy Library

3. Master Data Domains

Defines enterprise master data domains such as:

- Customer
- Product
- Supplier
- Vendor
- Employee
- Asset
- Location
- Organization
- Financial Accounts
- Reference Data

Deliverables:

- Domain Inventory
- Domain Ownership Matrix
- Domain Prioritization

4. Business Definitions

Creates standardized business terminology.

Includes:

- Business glossary
- Data dictionary
- Naming conventions
- Enterprise definitions
- Metadata standards

Deliverables:

- Enterprise Glossary
- Metadata Repository
- Naming Standards

5. Data Quality Foundation

Defines:

- Quality dimensions
- Validation rules
- Profiling standards
- Cleansing standards
- Monitoring procedures

Deliverables:

- Data Quality Rules

- Scorecards
- KPI Definitions
- Exception Reports

6. Enterprise Architecture

Defines:

- Source systems
- Golden Record architecture
- Integration patterns
- Data flows
- APIs
- Metadata repositories
- Synchronization processes

Deliverables:

- Architecture Diagrams
- Integration Standards
- Data Flow Documentation

7. Stewardship Operations

Defines operational management of master data.

Includes:

- Steward responsibilities
- Review workflows
- Approval processes
- Exception handling
- Issue management

Deliverables:

- Stewardship Procedures
- Workflow Documentation
- Escalation Matrix

8. Continuous Governance

Maintains long-term success through:

- KPI monitoring
- Audits
- Policy updates
- Rule refinement
- Governance reviews

Deliverables:

- Governance Dashboards
- Improvement Plans

- Annual Assessments

Six Implementation Phases

Phase 1 — Discovery and Assessment

Objectives

- Inventory enterprise systems
- Identify candidate master domains
- Analyze duplicates
- Assess data quality
- Evaluate governance maturity

Deliverables

- Domain inventory
- System inventory
- Current-state assessment
- Data quality scorecards
- Gap analysis

Phase 2 — Domain Definition

Objectives

Define enterprise master domains including:

- Customer

- Product
- Supplier
- Employee
- Vendor
- Asset
- Reference Data

Activities

- Business definitions
- Attribute standardization
- Identifier strategy
- Hierarchies
- Relationships

Deliverables

- Domain models
- Business glossary
- Data dictionary
- Naming standards

Phase 3 — Golden Record Foundation

Objectives

Design authoritative enterprise master records.

Activities

- Source system prioritization
- Survivorship policies
- Duplicate identification
- Matching policies
- Merge strategies
- Version management

Deliverables

- Golden Record model
- Survivorship matrix
- Matching rules
- Business validation policies

Phase 4 — Governance Implementation

Objectives

Operationalize governance and stewardship.

Activities

- Steward assignments
- Workflow implementation

- Policy creation
- Approval processes
- Exception management

Deliverables

- Governance charter
- Steward handbook
- Workflow documentation
- RACI matrix

Phase 5 — Enterprise Integration

Objectives

Integrate master data into enterprise operations.

Activities

- Source integration
- Data synchronization
- API implementation
- Downstream publishing
- Metadata synchronization

Deliverables

- Integration architecture

- API standards
- Synchronization procedures
- Enterprise interfaces

Phase 6 — Continuous Improvement

Objectives

Maintain trusted master data.

Activities

- KPI monitoring
- Data quality assessments
- Steward reviews
- Governance audits
- Rule optimization

Deliverables

- KPI dashboards
- Governance scorecards
- Audit reports
- Continuous improvement roadmap

Organizational Roles

Successful implementation requires clearly defined responsibilities.

Role	Responsibilities
Executive Sponsor	Strategic leadership and funding
Governance Council	Policy approval and oversight
Data Owner	Business accountability
Data Steward	Daily data management
Data Custodian	Technical administration
Solution Architect	Enterprise architecture
Data Quality Analyst	Quality monitoring
Integration Architect	Data synchronization
Business Analyst	Requirements management

Success Metrics

Organizations should monitor:

Governance

- Steward participation
- Policy compliance

- Governance meeting attendance
- Issue resolution time

Data Quality

- Duplicate rate
- Completeness
- Accuracy
- Consistency
- Validity
- Timeliness

Operations

- Steward workload
- Approval turnaround
- Workflow completion
- Exception backlog

Business

- Customer satisfaction
- Reporting consistency
- Integration success
- Operational efficiency

- Cost reduction

Expected Benefits

Organizations implementing GITG-MDF™ can expect:

- Trusted enterprise master data
- Reduced duplication
- Improved reporting accuracy
- Faster system integration
- Stronger regulatory compliance
- Improved customer experience
- Better AI and analytics outcomes
- Lower operational costs
- Increased organizational accountability
- Sustainable data governance practices

Relationship to Other GITG™ Frameworks

The GITG-MDF™ Framework serves as the enterprise foundation upon which several complementary Grumpy Old IT Guy methodologies build:

- **GITG-DQF™ (Data Quality Framework)** — Improves the accuracy, completeness, consistency, validity, timeliness, and uniqueness of master data.

- **GITG-DCF™ (Data Cleansing Framework)** — Standardizes, corrects, and enriches master data before and after onboarding into the master repository.
- **GITG-RMF™ (Record Matching Framework)** — Identifies duplicate entities using deterministic and probabilistic matching techniques.
- **GITG-MMF™ (Match Monitoring Framework)** — Continuously measures match quality, false positives, false negatives, and matching performance.
- **GITG-DGF™ (Data Governance Framework)** — Provides the enterprise governance structure, policies, councils, and stewardship model that oversee all data assets.

Together, these frameworks create an integrated enterprise data management methodology in which GITG-MDF™ establishes the strategic and operational foundation for trusted master data, while the supporting frameworks address quality, cleansing, matching, monitoring, and governance throughout the master data lifecycle.

The Grumpy Old IT Guy Rule™

"Master Data isn't created by installing software. It's created by building governance, defining standards, assigning accountability, and earning trust—one authoritative record at a time."

Conclusion

The **Grumpy Old IT Guy Master Data Foundation Framework (GITG-MDF™)** recognizes that trusted master data is the result of disciplined governance rather than technology alone. By establishing clear ownership, standardized definitions, enterprise architecture, stewardship practices, and continuous improvement processes, organizations create a durable foundation that supports operational excellence, regulatory compliance, analytics, and artificial intelligence initiatives.

GITG-MDF™ is intentionally vendor-neutral and technology-agnostic, making it applicable whether an organization uses commercial MDM platforms, cloud-native data services, Microsoft Fabric, SQL Server, Azure, or open-source solutions. It provides the architectural and organizational blueprint needed to transform fragmented enterprise data into a trusted strategic asset that delivers lasting business value.

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