



eBook

6 Steps to Build a Robust Product Master Business Case

How to overcome the greatest challenge: getting buy-in

Introduction

The scale and complexity of data and its impact on businesses continues to escalate. Data spans multiple sources, formats and regions, placing a greater strain on legacy systems, while creating challenges in maintaining data quality, accuracy and consistency. As companies scale, so does the need for reliable data management to support faster, data-driven decision making and compliance.

As such, Product Masters have become indispensable tools for businesses. In the asset management industry, where data is of prime importance, they're even more crucial.

But persuading businesses to invest in a Product Master can be challenging. There are two reasons for this:

- 1. The impact of poor data quality is often difficult to quantify.**
- 2. It is not clear who should take ownership of the data management program.**

When considering improving your organisation's data quality with a Product Master, building a business case is imperative. This is because a robust business case brings clarity to these issues. It should also provide a structured approach to align stakeholders, articulate value and quantify benefits.

In this report we'll take you through the steps that lead to a buy-in from your stakeholders. We cover how to:

- ✓ **Build a persuasive product master business case that gets approval and funding.**
- ✓ **Detail the 6 steps you need to take to get buy-in.**
- ✓ **Understand the value of a Product Master and align it to your company's strategic objectives.**
- ✓ **Communicate the business case to the right stakeholders in your organisation.**



“Creating a compelling business case for a Product Master can be challenging – especially in aligning technical needs with strategic goals.

Our team specialises in this process, and we've helped multiple organisations achieve buy-in quickly.

Let us guide you through every stage, ensuring your case makes a powerful impact.”

SIMON SWORDS
MANAGING DIRECTOR | FUNDIPEDIA

What you need to know when developing a business case

Securing buy-in and building momentum

Creating a successful business case requires more than just providing data. It's about unifying stakeholders around a clear vision, defining the problem and highlighting the measurable value a solution can bring.

Effective business cases present a cohesive story. They need to:

- accurately define objectives
- have transparent cost assessments
- provide credible metrics for expected benefits

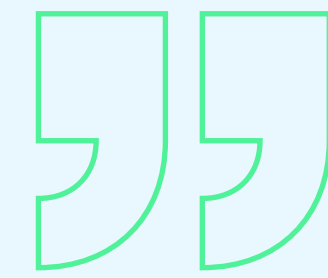
But most importantly, for projects like implementing a Product Master, the business case must **demonstrate concrete organisational value.**

The biggest challenge

For any new initiative, including a Product Master, gaining buy-in is the greatest challenge. The business case must persuade a wide range of stakeholders, often spanning departments and levels of authority, up to senior executives. These stakeholders, alongside a critical project sponsor, need a thorough understanding of the problem and the unique value of the proposed solution to commit to it.

Resource allocation is competitive, so to secure approval the case should show not only potential efficiency gains but also direct impacts on growth. This means engaging key decision-makers early and ensuring data governance is recognised as an enterprise-wide priority. Aligning the new capabilities with existing workflows and goals is also key. Without an inclusive approach, the initiative risks being seen as just another isolated data project.

Ultimately, a strong business case serves as both a strategic foundation and a tool for measuring success, building support and ensuring long-term commitment across the organisation.

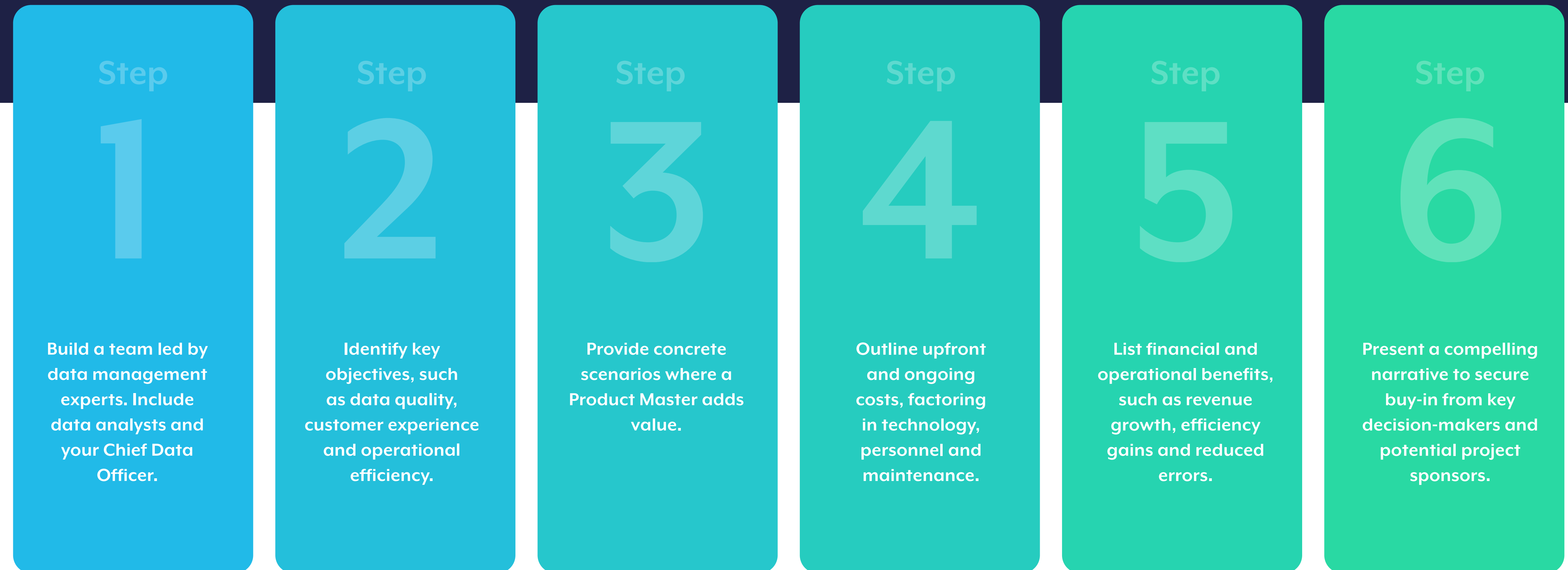


“A business case should inspire action. Go beyond the facts and figures – illustrate a vision that energises the entire organisation toward a clear and valuable outcome.”

SIMON SWORDS
MANAGING DIRECTOR | FUNDIPEDIA

The 6-step process to getting buy-in

How to build a Product Master business case



Implementing the 6 steps

The steps to business
case success

Form the core team

It's crucial to assemble a leadership team, with the right stakeholders in place from the start. However, it's very common to involve too many people when building a business case. This could be a problem – several voices with conflicting views and requirements lead to over complexity and an inability to drive the project forward. So, choose carefully.

When building a case about data, it's important to include people who work closely with the data. Note:

- Data analysts and the Chief Data Officer are often the first port of call.
- General IT representatives, who don't tend to be understand or be involved in the use of data in the same manner, are not. Most businesses tend to involve IT as they don't otherwise know how to calculate the cost of poor-quality data, but the IT team will likely struggle with this too.
- IT teams will be required in the process as some point, but this highlights the point that business users need to provide accessible technology for data quality management. Manual tools like Excel don't count!
- Get those in your business who use data on a daily basis on board. Marketing teams and a finance lead, for instance, should be involved.

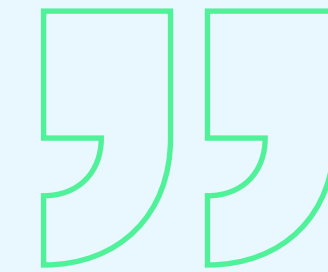
But ultimately it is the business users who are more likely to influence the success of the project. The following table should give you a clearer picture of the players to consider – especially for SMEs.

Resource	Overview/ Consideration
Product Team	Across product types included i.e., Public/Private/ Seg mandates/ Asset Classes
IT/ Tech teams	Integrations/ API/ Single Sign On
Existing Data Owners/ Data Source	Example data, challenges, data quality
Operational BAU Users/ Data Consumers	Processes, challenges
BAU – Support. Fundipedia Owners	BAU Support model, processes
Client Reporting	Output requirements, example reports
Regulatory Reporting	Output requirements, reporting standards
Marketing & Digital	Output requirements
Sales & Distribution	Output requirements/ CRM integrations/ Registration matrix
Risk	Rules, validations
Data Governance	Market data/ Reconciliation
ESG Team	What ESG requirements and characterises need to be supported

Define strategic goals

Clarify goals that support data quality, data management, customer satisfaction and operational efficiency. Fully understand the problems your current business strategies are failing to achieve and identify how a product master can solve them.

By articulating these objectives, the business case will also emphasise how a Product Master aligns with broader organisational priorities and growth initiatives. Determine who has a real need for the Product Master and the impact it will have on them and their teams.



“Link data quality to business impact. Quantifying the cost of poor data shows the real-world effect. Demonstrate how errors and delays affect strategic goals and use cases.

But calculating the ROI for a Product Master can make or break your business case. Our experience with financial modelling and benefit assessment will ensure you present a strong, detailed financial forecast. Talk to us and we’ll help you build a robust analysis for the greatest impact.”

TIM JANES
HEAD OF SALES | FUNDIPEDIA

3

Present use cases

Outline practical scenarios, such as reducing errors in data entry or accelerating product launches. These examples should illustrate tangible benefits that a Product Master can provide and help stakeholders visualise real-world improvements.

Present clear, repeatable use cases that benefit both business and IT teams, focusing on key data governance features like interactive business glossaries, data dictionaries and lineage tracking. This structured approach ensures long-term consistency, improves data reliability, and supports data stewardship across the organisation, making the Product Master a valuable asset for both operational efficiency and decision-making.

4

Estimate costs and resources

Provide a comprehensive cost estimate, including technology investments, personnel, training and maintenance.

Consider the costs of time and resources. Break down both initial and ongoing expenses to build a clear financial picture and set realistic budget expectations.

5

Identify measurable benefits

List benefits that impact revenue, customer experience, and efficiency. Include metrics like reduced data errors, faster time-to-market and streamlined regulatory compliance to make benefits quantifiable and compelling.

Are you able to quantify the benefits from a reduction in bad-data quality? Cost savings from implementing a Product Master tend to include time, quality of data and resource usage.

6

Get the buy-in

Craft a persuasive narrative highlighting the strategic value of the Product Master (see the next section).

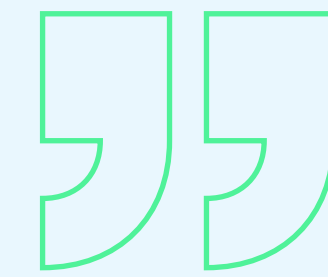
Review the business case with your team before finalising and publishing. Present the business case to key decision-makers and potential project sponsors, ensuring alignment with organisational objectives and securing initial buy-in.

Showcase strategic value throughout

Especially during Step 6 – the Buy-In

Throughout your business case, it's important to incorporate the value of a Product Master across your business. So, define the specific strategic value it brings, connecting it to customer experience, business intelligence and B2B collaboration. The following points should help you in that process:

- The product master will be the central source of truth for all product data across the entire business with no exceptions. Less reliance on tribal knowledge will streamline data intelligence across the organisation.
- Strengthen your business case by analysing data quality trends, as well as linking documented errors to specific business challenges.
- Providing distributors with real-time fund information speeds up the market launch of new products. Product data updates will also reach third parties with improved accuracy and timeliness.
- A Product Master will show increased levels of efficiency and productivity of high-value resources, such as IT and data management. Quantify time lost on manual fixes and work with stakeholders to assess the impact on strategic goals.
- Emphasise compliance needs by discussing upcoming regulations and potential penalties that may arise should a Product Master not be implemented. With a Product Master, regulatory compliance measures will minimise both financial and reputational risks.
- Highlight industry-wide examples, like competitor fines, to show risks. Add urgency.
- Illustrate the competitive advantage of a robust data quality program. Higher data quality naturally enhances its value, enabling opportunities such as data monetisation.



“Quality data is powerful data. When data is accurate, consistent and timely, it doesn’t just support decisions – it drives value, creates opportunities, and sets a foundation for growth.”

CRAIG DRISCOLL
DIRECTOR OF PRODUCT | FUNDIPEDIA

Fundipedia - Helping you achieve product mastery

To drive success with a Product Master, anchor your business case with clear goals and cross-departmental collaboration. Quantify the impact, showcase competitive advantages, and highlight compliance benefits. Equip stakeholders with actionable insights to build momentum. With a compelling, data-driven case, you'll ensure buy-in and establish lasting value for the organisation.

But you don't have to do all this on your own. With our expertise, you can fast-track the approval process, ensuring your Product Master business case is clear, persuasive and actionable. Let us partner with you to build a winning case that drives results and establishes long-term value.

[Contact us to see how the process works.](#)

Fundipedia is the only product master solution built specifically for the asset management industry. Since 2007 we've been perfecting our product and are proud to work with both boutique investment managers and the biggest names across the sector.

Our sole focus is on mastering the product lifecycle by going deeper than any general data vendor or software provider ever could.

**Ready to transform
how you manage your
product data? Let's talk!**

[Get in touch now](#) to start your journey toward product data mastery and efficiency.

Here's what you can expect when partnering with us:

- ✓ **Deep Industry Expertise**
With over 17 years of IP and experience, we know what works for asset managers.
- ✓ **Rapid Implementation**
Get up and running in just 12-16 weeks with minimal disruption to your business.
- ✓ **Customisable & Modular**
Flexible data models designed to fit your needs while leveraging best practices from our extensive experience.
- ✓ **Ongoing Partnership**
We don't stop at implementation. We work with you to evolve the system as your business grows.
- ✓ **Expert Support**
Direct access to our in-house experts and dedicated customer support ensures smooth operation every step of the way.
- ✓ **Immediate Value**
Major cost savings, streamlined regulatory reporting, improved data accuracy, and efficiency gains are possible from day one, and over the long term.

About Fundipedia

Fundipedia is an award-winning company that helps asset managers gain control of their data with a flexible, dynamic and trusted data management platform.

It enables asset management companies to keep ahead of industry regulations, become more efficient and reduce costs through intelligent automation and powerful control models.

Let's talk about how we can help you eliminate burdensome manual processes and become more proactive, agile and effective.