

FISD Member Update

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Case Study: Enterprise Data Management in Asia-Pacific



How to roll out an EDM strategy across Asia-Pacific?

Overall objective:

- Connect Asia to global systems
- Better meet regional needs
- Improve data quality and availability
- Improve operations

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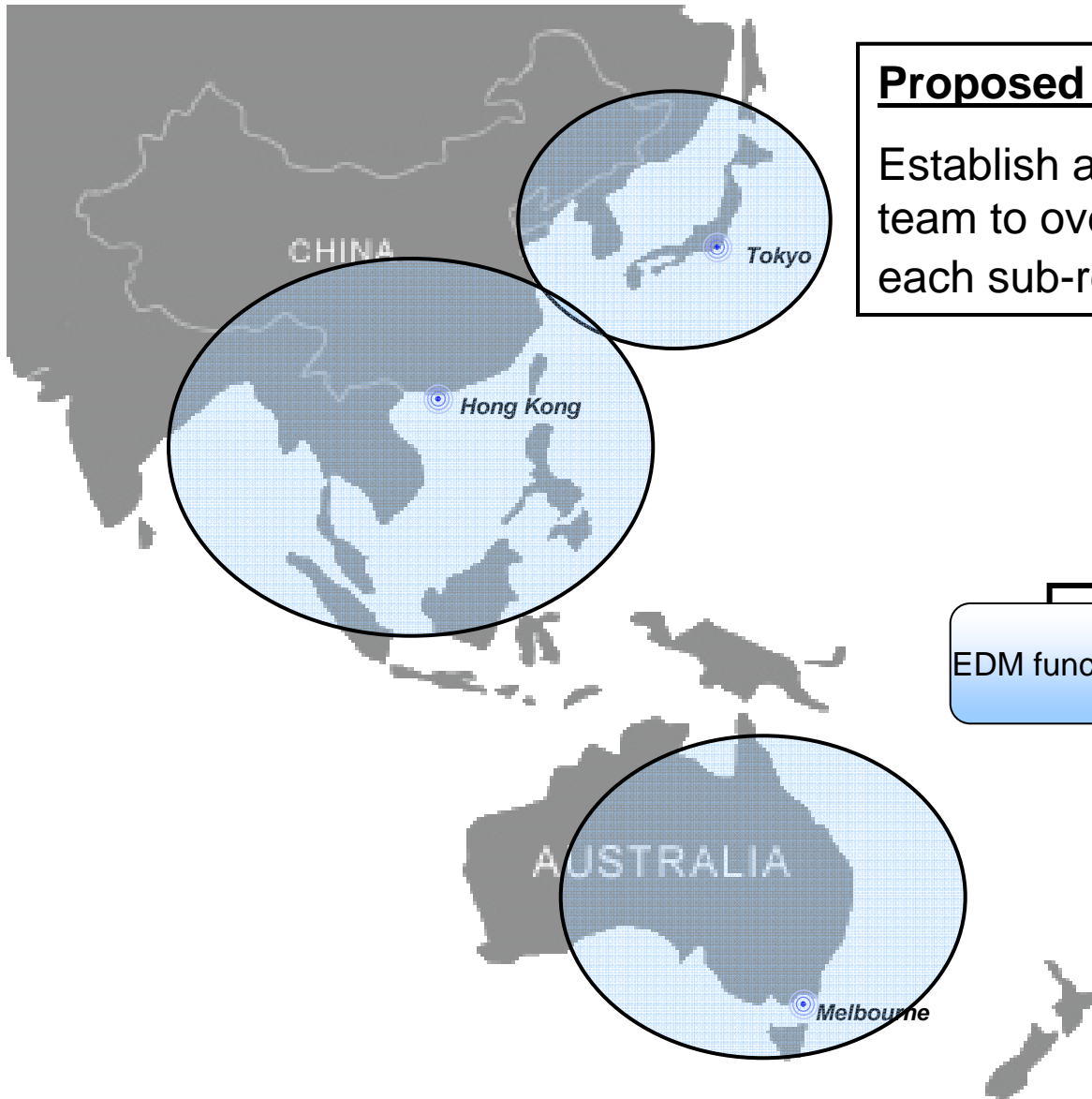
EDM Data functions

- **Content & Rights Management**
- **Data Stewardship**
- **Data Operations**
- **Data Quality**
- **Data Licensing**

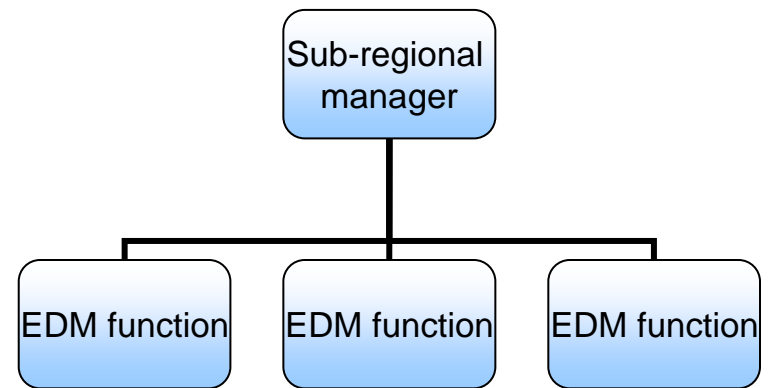
Initial Challenges

- **How to support 10 regional offices covering 15 countries**
- **5 hour timezone footprint**
- **Language and cultural differences**
- **Businesses supported are spread across the region - hard to build critical mass / use offshoring**
- **Need to get buy-in from local businesses – natural tendency to solve problems locally**
- **Need to make due with limited resources in the beginning**
- **How to connect back to global EDM teams**

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Proposed solution: Zone coverage
Establish a regional management team to oversee the EDM functions in each sub-region.



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Zone coverage model: Pros

- **Quickly develop traction with local stakeholders**
- **Cultural and language relevance**
- **Can migrate existing capabilities into new team quickly**
- **Operations quickly improve**

Zone coverage model: Cons

- **Really have to connect the dots**
- **Premium on communicating and negotiating**
- **Functional lines can get blurry**
- **Regional managers can quickly get maxed out**

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Zone coverage model: Outcomes

- **The model did work relatively well**
- **Now in a position to further round out functions within each jurisdiction**
- **Can replicate the model in new jurisdictions**

Zone coverage model: Lessons learned

- **Sell EDM strategy even more at the beginning, and then keep selling it...**
- **Watch and manage trouble spots**
- **Build strong relationship with IT early**



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