

The Data Problem

Quality data is a strategic asset for any organization. It provides a strong and secure foundation to drive business execution and differentiated services. Clean and consistent data leads to better decision making and provides agility in a competitive marketplace. Quality data also leads to improved stakeholder relationships - be it customers, suppliers or channel partners.



In a traditional organization, critical data about customers, products and partners is fragmented across myriad systems - each independently trying to own and manage the data. As 'business-critical' data passes through the complex enterprise, it may get behind up, duplicated, or worse, misrepresented and misinterpreted, obscuring the facts and compromising performance. The increasing clamor for better time-to-market for product introductions, incremental

revenue growth from the current customer base, cost optimization, and regulatory compliance have all heightened awareness of the risks of using poor quality data.

These important business initiatives offer a compelling business case for improving data quality by delivering access to a single reference that represents the 'golden record' or 'Best Version of Truth' - which can be achieved with an efficient Master Data Management (MDM) system. MDM offers a central repository to manage business critical data on an ongoing basis. It ensures synchronization with business intelligence and operational systems by integrating data in real time and engineering data upwards with the capabilities to properly govern data across the enterprise... this MDM enables the organization to gain critical enterprise-wide insight about customers, products, partners and so on, and facilitates more confident decision making, accurate reporting and timely action.

How Can MDM Help?

MDM is a deliberate initiative comprising of a set of methodologies, strategies, disciplines and technologies that enable organizations to acquire, cleanse, enrich, consolidate, federate, and govern data across many disparate systems.

From an analytics perspective, organizations can employ quality data for reporting and compliance purposes, and to optimize and enhance partner and channel engagement.

From an operations standpoint, organizations can build a centralized hub representing the best version of the truth, providing an accurate, consistent and secure code of

Sounds familiar?

- I don't know if or when my loyalty programs and campaigns have been effective
- I'm not sure if I am meeting my regulatory compliance requirements
- I look across my systems and find duplicate customers and dead products
- My reports are never consistent for the same question
- My sales channels have outdated product information
- My new product introductions take forever

My business competitiveness is jeopardized!

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