



Multidomain MDM

Accelerate Your Business by Synergizing Master Data from Different Domains

The Multidomain Master Data Management (MDM) system enables you to drive the complete spectrum of business strategies through digital enablement.

Multidomain MDM is built on a single, scalable platform that connects and syndicates master data across several data domains of which the most common are products, customers, locations and suppliers but many others can be included. The result is a comprehensive view of your business and the power to leverage accurate, up-to-date information to gain higher efficiency and a more agile business.

By removing silos and integrating several data points across the enterprise, the Multidomain MDM delivers the single source of truth for improved decision making.

Due to centralized data management and reduced costs affiliated with data maintenance and multiple implementations, Multidomain MDM enables you to reap a higher ROI from individual domains.

Enabling parallel activities and real-time data visibility, MDM supports a global, cross-functional collaboration.

The Stibo Systems product portfolio

Multidomain MDM (MDM)

- Manage multiple data domains within the same MDM instance to achieve new market insights and new business opportunities
- Build a global solution that unifies master data across the enterprise while allowing localization and accommodation to country specific requirements
- Achieve personalized and consistent customer experiences through integration of ERP, CRM and third-party systems.
- Achieve fast time-to-value and flexibility by leveraging consolidated master data across all sales and marketing channels

- Improve your business agility through quick upscaling with new content and new integrations that enable you to react immediately to changes in the market
- Enhance the product data quality by rectifying inaccurate information through automated business processes
- Ensure end-to-end process optimization and make onboarding of products and suppliers a seamless process
- Ensure data consistency and visibility from manufacturer or supplier to point of sale
- Cleanse and deduplicate customer data and leverage “golden records” to ensure a correct and consistent customer experience

Product MDM (PMDM)

Focusing on acquisition and improvement of product information providing a single source of truth for product data.

Customer MDM (CMDM)

Enhancing customer data and providing a 360° view of customers for optimized customer experiences as well as compliance management

Product Lifecycle Management (PLM)

Built on top of the MDM platform, PLM provides full visibility in the product lifecycle from ideation to production, providing you with greater transparency and collaboration options throughout the product development and lifecycle

Product Data Syndication (for PMDM)

- Managing quick and seamless product onboarding from vendors (reseller case)
- Managing quick and seamless product delivery to resellers (manufacturer case)

Benefits	
	Centralize data processes using the MDM system as a central data hub
	Implementation based on business priorities to realize quick time-to-value
	Lower data costs through streamlined processes
	Match and link data records to identify and source master data across heterogeneous data sources
	Retain a high data quality through numerous integration options and business rules
	Integrate and leverage data from other business systems such as ERP, CRM, DAM and legacy systems
	Integrate with third-party systems such as Loqate, Experian and Dun & Bradstreet to validate and consolidate master data
	Integrate with supplier systems and data hubs
	Integrate with other business systems such as warehouse management systems, purchasing systems, inventory systems, POS, planograms, online catalogs and ecommerce systems

Core business challenges

- Increased demand for exceptional omni-channel experiences
- Lack of personalization during engagement and nurturing
- Growth strategies driven by mergers and acquisitions
- Increased regulatory, compliance and reporting requirements
- Increased pressure from multi-national operations

Core data challenges

- Increased costs and brand damage due to poor data quality
- Siloed, duplicated and untrusted data
- Data inconsistencies and outdated records
- Inability to share data securely across the organization
- No clear understanding of an organization (ownership, parent relationships)

About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM solutions based on a unique business-first, people-centric approach. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to improve the customer experience, drive innovation and growth, and create an essential foundation for digital transformation. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit stibosystems.com.