



Multidomain MDM

Enhance Your Data to Drive Business Value — Assisted by MDM

Master data management (MDM) is a solution to achieve data consistency, manage large amounts of data records and streamline complex data processes into a simplified bigger picture.

A flexible MDM can be customized to fit almost any business strategy. Many enterprises choose an MDM solution for six main reasons:

- Optimizing customer experience through consistency of customer data
- Improving business operations through minimizing human errors
- Saving costs through more efficient workflows
- Launching more products faster to market through synchronization of supplier data
- Onboarding dealers faster through clear and consistent information assets
- Adhering to regulatory compliance

Without proper data governance, a high degree of complexity and amassed data can be damaging to businesses and hinder growth. Accrued data is stored in disparate systems, resulting in:

- data becomes incomplete, incorrect and exists in duplicate records
- the potential of the data is not fully realized without integration and syndication

An MDM solution works as a central repository for the organization's key information, ensuring that data flows are transparent and that master data is always updated.

It is a scalable system with the capacity of handling millions of records and attributes. It allows you to add more data domains to the same platform. It unlocks and syndicates data from all systems and sources through matching and linking data into "golden records." It streamlines data flows and enhances other data systems by improving the master data feeding these systems.

Using a single platform for multiple domains enables:

Product MDM (also known as PIM), including:

- Support of data acquisition and data governance
- System integration
- Improved business processes
- Digital asset management

Customer MDM, including:

- Deduplication of records
- Enhancement of data quality
- 360° customer views
- Enhanced marketing agility

Product lifecycle management, including:

- Product data management from ideation to commercialization
- Support of the creative process and product analysis
- Improved collaboration and supplier management

Multidomain MDM including:

- Management of data from different domains
- Cross-linking data for unique analytical insights
- Synergizing data for enhanced business outcomes

Product data syndication, including:

- Mapping and transforming supplier data to many syndication channels
- Interface with GDSN, Amazon, Home Depot, Walmart, Wayfair, Brandbank and more

Multidomain MDM - functions and benefits

	Functionality	Benefits
	Cleanse and deduplicate data	<ul style="list-style-type: none"> • Create 360° customer views to provide exceptional customer experiences and retain customers
	Remove error-prone processes	<ul style="list-style-type: none"> • Work more efficiently and save time for look-ups and double checking
	Integrate with third-party systems like Loqate, Experian and Dun & Bradstreet to consolidate master data	<ul style="list-style-type: none"> • Achieve trustworthy data and accelerate business processes
	Integrate with supplier systems	<ul style="list-style-type: none"> • Onboard suppliers and launch new products faster • Secure end-to-end data consistency
	Integrate with dealer and partner systems like e-catalogs and e-commerce systems	<ul style="list-style-type: none"> • Streamline communication and secure consistency throughout the value chain • Improve collaboration with external partners
	<p>Centralize data processes using the MDM system as a central data hub:</p> <ul style="list-style-type: none"> • Gathering data from existing systems into a “golden record” • Pushing data to operational systems • Updating data across all systems through two-way communication • Allowing segregation of data 	<ul style="list-style-type: none"> • Lower data costs through streamlined processes • Fewer errors due to fewer manual processes • Achieve compliance with industry standards, legislations and regulations (GDPR, IFRS, ISO, IEEE, GS1, GDSN and more) • Managing risk and information security
	Set up business rules	<ul style="list-style-type: none"> • Secure accountability • Ensure efficient workflows in the organization • Create secure environments for sensible data
	Connect different data domains	<ul style="list-style-type: none"> • Eliminate errors from legacy systems • Drive innovation by discovering hidden connections in different datasets • Increase upsell and cross-sell opportunities
	Phase implementation and add more domains on the same platform	<ul style="list-style-type: none"> • Gain experience and see results within few weeks • Achieve quick time to value already after few months • Let the system grow with the company

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.