



Customer MDM

Deliver Timely Insight for Your Every Business Need

Expect more from your data

The rise of mobile and tech-savvy buyers has forever changed the business landscape. Customers expect superior experiences and for brands to know them before engaging or making a purchase. And precision-targeting for email campaigns, account-based marketing and cross-sell and upsell opportunities have never been at a greater premium.

For both B2B and B2C brands, in-depth customer understanding requires a timely, unified and accurate 360° customer view to engage target audiences with every interaction and in every channel.

Stibo Systems' Customer Master Data Management (CMDM) supplies all of this and more. It allows you to accelerate your digital business by turning customer data into a strategic asset. By effectively consolidating, cleansing, enhancing, and governing critical customer data across the enterprise, you can make data-driven decisions that drive growth and provide a competitive advantage. Moreover, you can fuel your business systems with high-quality data that improves marketing and sales, operational efficiencies, regulatory compliance and customer service.

Powerful tools to accelerate effectiveness

Stibo Systems' Customer MDM provides powerful capabilities to onboard, consolidate and cleanse data from disparate silos.

Data stewards benefit from advanced matching technology that supports the creation of a single unified view of the customer.

They can proactively use CMDM to examine and create useful summaries, such as data patterns, missing data, metric scores, values analysis and data outliers. They can also leverage these insights to perform root cause analysis and corrective actions. Data monitoring is improved, ensuring the successful governance of customer data.

The result is that business users across the organization use high-quality data to make decisions that improve business outcomes.

Core business challenges

- Increased demand for exceptional experiences across channels
- Lack of personalization during engagement and nurturing
- Growth strategies driven by mergers and acquisitions
- Increased regulatory, compliance and reporting requirements

Core data challenges

- Increased costs 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- Data inconsistencies and outdated records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)

Customer MDM benefits

	B2B Benefits		B2C Benefits
	Increase revenue through complete solution selling		Increase cross-sell and upsell opportunities
	Identify customers, target organizations, partners and vendors		Eliminate operational inefficiency using a single customer view
	Achieve regulatory compliance through improved data management		Support digital transformation initiatives and new business models
	Link company data with third-party data to enable market insights		Improve customer loyalty programs through personalization
	Gain visibility into company activity through reporting and analytics		Relate and understand household and business relationships

Capture more customers through greater insight

The cost of not understanding target audiences, for both B2B and B2C brands, has never been more significant. Yet many companies today maintain inaccurate, duplicate or antiquated data that prevents them from engaging and converting prospects into customers.

Stibo Systems' CMDM allows companies to leverage a complete and reliable customer view that transforms data into insight. Businesses can create customer-centric experiences, deliver hyper-personalization, increase revenue, lower costs and improve operations. Moreover, CMDM optimizes data stewardship and governance functions that provide a timely, reliable data foundation for every business need.

To learn more about how Stibo Systems puts **Your business first** so you can use Customer MDM to deliver insight for your every business need, visit stibosystems.com or contact us at info@stibosystems.com.

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.