


# Delight Your Customers with Every Engagement

with master data management for financial services

Delighting your customers begins with trusted data. This is the foundation to predicting future demands, enhancing your customer's experience of your brand and in providing regulatory transparency.

A decorative graphic consisting of two horizontal teal bars. The first bar is long and thin, extending from the left edge of the slide. The second bar is shorter and taller, positioned to the right of the first bar's end.

Master data management removes the barriers between silos of business data and facilitates data management processes that help you to:

- Create customer-centric products and services
- Build reliable and insightful 360° sources of customer data
- Improve controls and transparency of data required for regulators and customers

Consumers expect more than a good offer at a fair price. With financial products and services more easily accessible and comparable, banks and insurance companies need to focus on differentiation in customer experience.

At the same time, the spotlight on digital transformation and regulatory compliance compels financial service providers to strengthen information controls and improve access to trusted data.



“Moving to Stibo Systems means we now have 95% of our customer data accessible in one place allowing us to respond faster and focus on delivering greater value to our customers.”

— Jon Glen, Group operations Director, Royal London

## Develop a customer-centric business and overcome the challenges of a siloed organization.

Siloed data impacts business performance in many ways:

- Increases customer complaints
- Increases risk of failing compliance
- Reduces sales and marketing success

Master data management collects data from your business systems and third-party sources, validating, combining, enriching and sharing it with those who need to make decisions based on trusted and accurate data.

## Key business drivers

Digital transformation requires financial service providers to consider focusing on:

### Enhanced customer experience

To engage customers and differentiate from competition

**Building your customer touchpoints on a single and shared customer data source** ensures a consistent experience across channels and allows each customer to feel recognized at every interaction.

### Unified products and offerings

To create new value propositions for your customers

**Replace spreadsheet and legacy management of product information** with a collaborative, transparent development process to ensure your product information is accurate, supports compliance requirements and is suitable to share with all distribution channels.

### Increased transparency

To improve accuracy of business analytics and better management of risk and compliance

**Setting and monitoring data governance policy** helps you support the transparency and auditability required for the data that supports compliance, including PRIIPs, GDPR, KYC and more.

## A purpose-built master data platform



### One multidomain platform

- Stibo Systems MDM is a fully integrated platform that combines all data domains in one view.
- You can manage party data and assets without integration and without shifting between systems.
- Add products, locations and other business entities to your platform without professional assistance, new program modules or re-programming.



### 360° view

- Configure your MDM to show insightful relationships between entities, such as business and personal relationships, legal hierarchies, portfolio of products and services, customer consents, recent interactions and more, creating more trust and transparency in your data.



### Data governance

- MDM supports data policy management and enforces rules to ensure data quality.
- MDM enables monitoring and ensures that data is coherent and fit for analytics.
- MDM provides user-friendly tools and role-based dashboards for improved data stewardship.



### Data sharing

- MDM allows you to collect data from many sources and share rich and trusted data with your business partners.



### Open platform

- Stibo Systems MDM supports any IT architecture through its numerous integration possibilities.
- Integrate with third-party sources such as Loqate and Dun & Bradstreet to validate your party and location data.
- Work alongside with existing systems to enhance them.
- Integrate with business partners and distributors to improve your offering.



### Cloud

- Choose between an on-premises or a cloud solution for enhanced flexibility and quick scalability.

## Get 360° of insight from your data

Stibo Systems MDM enables you to:

- Build insightful, 360° customer views from disparate information sources
- Introduce new products, offers and services more quickly
- Support risk management and compliance efforts
- Improve analytics insight to support your decision making
- Monitor and measure data governance policies to ensure your data is fit for purpose
- Use trusted data to automate business processes
- Share trusted, detailed and real-time data about your customers, products and services across your business

## Stibo Systems – A business partner for leading enterprises

- Stibo Systems is a global software company with 18 offices, 600 employees and a broad eco-system of partners worldwide.
- The company was established in 1976 to provide an enterprise platform for management of master data. The parent company, Stibo Group, was founded in 1794 as a printing company.
- Stibo Systems is foundationally held without shareholders. This enables us to make a commitment to invest 20% of our revenue in new research and development.
- More than 400 customers across the globe and different industries testify to the flexibility of our solution.





BETTER DATA.  
BETTER BUSINESS.  
BETTER WORLD.

### About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM. 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. We give companies the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. 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](https://stibosystems.com).