



Build Integrated Customer Experiences with Multidomain MDM

Leverage trusted data to meet consumers' omnichannel expectations

The competitive nature of ecommerce is driving significant changes across the retail industry. Because consumers now expect seamless, omnichannel shopping experiences, many retailers are adapting their in-store, ecommerce, mobile and social initiatives in response. And for good reason. A [recent study](#) by the CMO Council and Pitney Bowes showed that while approximately 85% of global consumers prefer a blend of digital and physical channel experiences when interacting with brands, only 13% felt that brands were delivering on this expectation.

The key to closing this gap is better data management. With multiple teams overseeing various aspects of the customer experience, data discrepancies can occur. What seems like innocuous errors – such as inconsistent product

data across channels or inaccurate inventory data on a website – can lead to frustrating experiences, and more often, irreparable brand damage. According to a [recent survey](#) by PwC, 32% of consumers will abandon a brand they love after just one bad experience, with 48% leaving after a few bad experiences. To remain competitive, retailers must deliver an integrated customer experience across all channels and digital touchpoints. And as an IT leader, enabling the digital transformation required to accomplish this starts with establishing a trusted data foundation.

That's why more retailers today rely on multidomain master data management (MDM) to fuel their enterprise applications with timely and accurate data. By mastering and connecting their customer, product and location data, retailers can deliver more personalized information and experiences. The result is greater brand loyalty that leads to more sales and provides a competitive advantage.

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Source: "Experience is everything: Here's how to get it right," PwC, 2018.

Establish a comprehensive master data strategy

Central to a company's digital transformation efforts – and a vital part of adopting a customer-centric approach to business – is establishing a comprehensive master data strategy. Master data is the common and non-transactional data about customers, products, locations and more that's stored across various systems in an organization.

With multidomain MDM, retailers gain a holistic, 360° view of their business by connecting and consolidating master data from various systems, applications and domains to create a single source of trusted data. Data is then deduplicated, validated and enriched in the multidomain MDM system, and shared back to the other business systems, maximizing information transparency and effectiveness.



How multidomain MDM addresses your retail data challenges:

- Enable business stakeholders to share data securely
- Connect data processes using MDM as a central data hub
- Easily integrate with and leverage data from:
 - Third-party systems such as Loqate, Experian and Dun & Bradstreet to validate and consolidate master data
 - Multiple instances of ERP, CRM, digital asset management, warehouse management, purchasing, inventory, point-of-sale, ecommerce, legacy systems and more
 - Supplier systems and data hubs
- Realize quick time to value due to faster, seamless implementation
- Reduce data costs through streamlined processes
- Retain control over data quality via numerous integration options and business rules



The power of Multidomain MDM

Stibo Systems' Multidomain MDM connects master data from different domains via one integrated platform. It provides a centralized process and strategy to manage the distribution of trusted data, so you can deliver the exceptional omnichannel experiences your customers want.

Maximize value of technology investments

Fuel better business outcomes from your systems and applications using trusted data by leveraging multidomain MDM on a single, scalable and integrated platform. It simplifies master data collection, validation, enrichment and distribution, ensuring data consistency across the retail enterprise and optimizing existing applications and systems.

Better understand relationships between data

After centralizing data in a multidomain MDM, you can apply advanced analytics to better understand the relationships between your product, customer, location data and more. Better data insights lead to effective personalization such as ads based on geolocations, product suggestions based on online browsing history and more.

Improve localization efforts

Provide your regional marketing, ecommerce and merchandising teams with access to product descriptions, logos, images, translations and more via a centralized multidomain MDM, enabling them to tailor the customer experience by region, while maintaining brand consistency. This is increasingly important for large multi-national companies that have grown quickly through mergers and acquisitions.

Set up governance policies

Establish governance policies and business rules to control where data is used and who has access to it, making it easier to adhere to increased regulatory, compliance and reporting requirements. As local and international governments have passed regulations to protect consumers' data, this has become an essential capability.

A multidomain solution built to put *Your business first*

Stibo Systems is an innovator in multidomain MDM, with deep experience empowering leading brands to drive success across industries and around the world. Retailers can employ a Digital Business Hub to gather their most valuable data assets once – from across multiple systems and data domains – and distribute them to all users, providing a single, reliable enterprise-wide version of the truth. To learn more about our unique approach, or our Multidomain MDM solution that puts *Your business first*, visit 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.