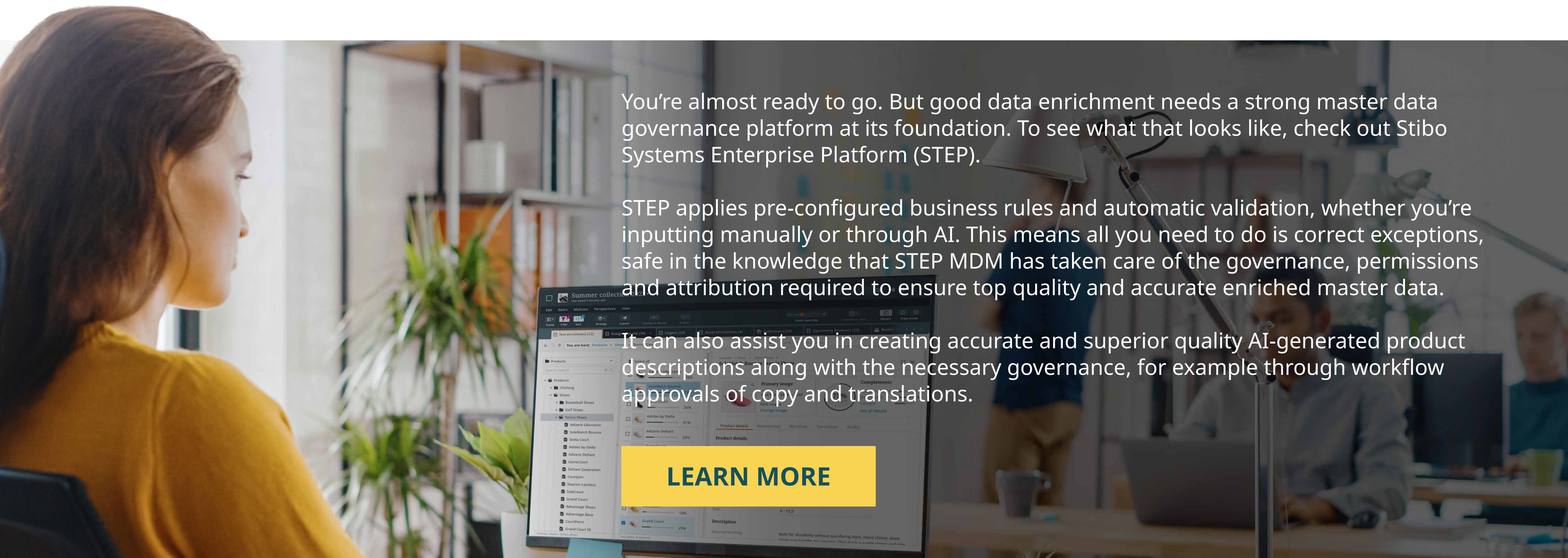
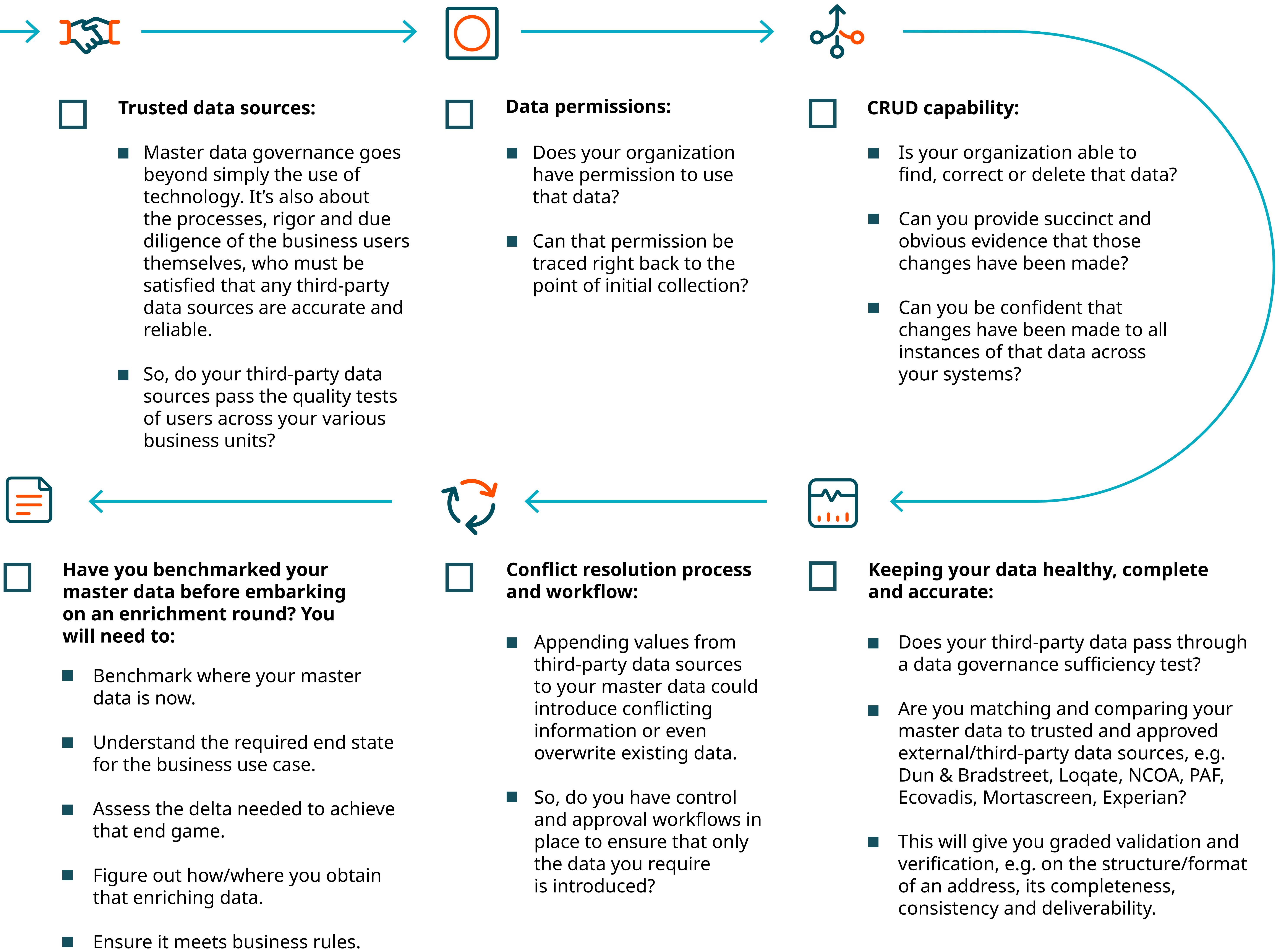


Your checklist for improving your **data enrichment**

Master data governance plays a crucial role in ensuring proper data enrichment. It provides the necessary structure, rules and processes to keep master data accurate, consistent and reliable over time.

This is by no means an exhaustive list, but ensuring you've considered everything below will give you a great start to improving your data enrichment.



You're almost ready to go. But good data enrichment needs a strong master data governance platform at its foundation. To see what that looks like, check out Stibo Systems Enterprise Platform (STEP).

STEP applies pre-configured business rules and automatic validation, whether you're inputting manually or through AI. This means all you need to do is correct exceptions, safe in the knowledge that STEP MDM has taken care of the governance, permissions and attribution required to ensure top quality and accurate enriched master data.

It can also assist you in creating accurate and superior quality AI-generated product descriptions along with the necessary governance, for example through workflow approvals of copy and translations.

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