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# Connecting Siloed Data with Master Data Management

Take control of data to win in the age of the agile enterprise

- Consider the silo. For a millennium, they served as literal towers of storage, as well as figurative symbols of bounty and readiness.

Yet, today the word is synonymous with all that's wrong with data, symbolic of isolated, disconnected, "siloed" systems. And of technology that hinders innovation, drags down service levels, slows growth and in general, makes life less fruitful for everyone. Especially the IT people who manage those systems. As well as the end users who rely on them and worse, customers seeking your products and services.



## How did we get to this siloed place anyway?

Better yet, what can we do to get past it?

A good place to start might be with **master data management (MDM)**.

## ■ Where did all these data silos come from?

Before covering how MDM can ease the problem, it's worth looking at into how silos got here to start. Their origin is tied to rapid changes in IT, with many enterprise apps moving to the cloud. As well as multiple instances of some apps in the same organization, due to the rapid pace of M&A.

This, along with increasingly decentralized decision making across departments, business units and geographies, often led to data being duplicated in multiple locations.

**The result: a broad spectrum of hybrid environments with widely distributed, siloed data.**

All on their own unique path to becoming a customer-centric, responsive and agile enterprise.



This is  
what silos  
are made of

Legacy Apps

Cloud

XaaS

ERP

CRM

SCM

Marketing Automation

Martech Stack

Analytics

Operational Data

Customer Data

Product Data

Manufacturing Data

Reporting Data

Supplier Data

Master Data

Transactional Data

Internet of Things

Social Data

Employee Data

Location Data

Regulatory Data

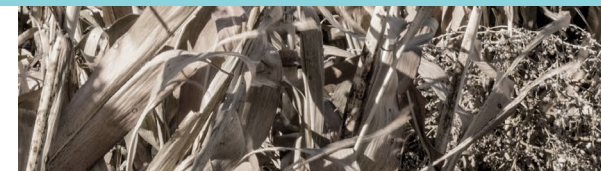
Sales Data

Structured data

Unstructured data

Big Data

Artificial Intelligence



## ■ All this data is growing at an astonishing rate

As organizations work to address the challenges of widely dispersed applications and data, cloud migration, non-stop disruption and digital transformation, the volume of data and interactions grows at an unprecedented pace.

**Staying ahead, or simply trying to keep up, is especially challenging when it comes to master data.**

## Master data

includes consistent and uniform information associated with products, customers, locations, assets, suppliers, employees and more

The average per-capita rate of data-driven interactions per day is expected to increase

# 20x

in the next 10 years<sup>1</sup>

## ■ Why silos + master data = bad business

Silos and any kind of data are a bad match. But the problem is especially grave for master data. The reason is, today, more often than not, **the best data wins**.

Since siloed data will never be the “best data,” the result is, **with siloed data, nobody wins**.

In an environment where competition is tougher, budgets are tighter, stakes are higher and margins for error thinner, businesses can no longer afford to run on siloed data.

Those that do will experience lost opportunities and revenue, and a variety of associated symptoms including:

- Lack of agility
- Poor/uninformed decision making
- Lack of confidence and trust
- Loss of competitive edge
- Brand devaluation
- Reduced customer loyalty

### Silos + Master Data

Poor quality data  
Inaccurate data  
Duplicate data  
Incomplete data  
Game-losing data

**83%**

of businesses report using outdated customer data<sup>2</sup>

**64%**

rely on incomplete or inaccurate customer data<sup>2</sup>

Poor data quality costs businesses an average annually of

**\$15M<sup>3</sup>**

## ■ Leveraging MDM to take control of your distributed data assets

Do not allow siloed data to stand in the way of success. Master data management (MDM) enables businesses operating in fast moving, complex markets and distributed IT environments to rise to the challenge.

MDM acts like a traffic cop for data, enabling the creation of a single “golden record” of truth across the enterprise, providing a centralized source of business-critical data to be accessed and analyzed on a real-time basis.

**MDM is a connected, flexible and scalable solution** that supports business initiatives through identification, linking and syndication of information across products, customers, stores/locations, employees, suppliers, digital assets and more.

MDM enables a competitive edge by overcoming challenges including:



### **Siloed apps/data**

containing multiple versions and variations of the same record



### **Data errors**

due to manual entry and lack of maintenance and process/control



### **Outdated timelines**

making it difficult or impossible to know what data to trust

■ MDM enables data transparency, driving business value in multiple ways

#### OPTIMIZING BUSINESSES TO RUN BETTER

1 Enhancing operational efficiency

2 Turning compliance into advantage

3 Managing and mitigating risk

#### TRANSFORMING THEM TO DRIVE GROWTH

4 Empowering the supply chain

5 Delivering exceptional experiences

6 Accelerating digital transformation

7 Increasing business agility



## ■ MDM turns data into your most valued asset

Using master data management, businesses can leverage data managed in multiple systems and turn it into a powerful asset that drives innovation, competitive differentiation, profitability and growth, as well as:



### **Increased revenue**

Create better experiences, increase sales opportunities and reduce product returns



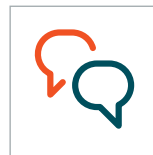
### **Engaging experiences**

Enhance the customer experience using insights to drive engagement, performance and value



### **Enhanced efficiency**

Eliminate duplicate data and error-prone processes for consistency across channels



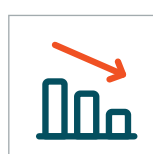
### **Streamlined collaboration**

Eliminate barriers internally and with outside partners for faster decision making



### **Accelerated time-to-market**

Onboard new products and services while simplifying the product lifecycle



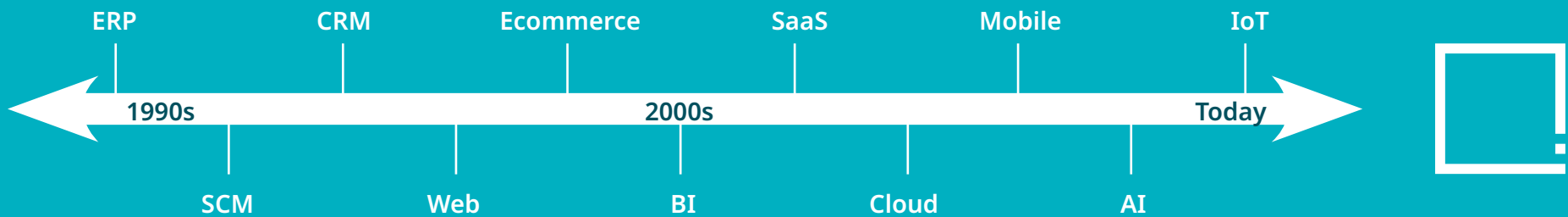
### **Reduced risk**

Ensure compliance with regulations and standards like GDPR, using accurate record histories



## ■ Siloed data, your time is up, the age of master data management has arrived

Enterprise IT has gone through multiple evolutionary phases in recent decades, each leveraging information in new ways to make businesses increasingly more agile and intelligent. A small sample appears below. No need to dwell on any we skipped; what's more important is what comes next....



## MDM is what comes next

Delivering data transparency and more, to drive business success in the coming decade and beyond

## ■ All MDM providers are not created equal



As with every innovation that came before, there are many options to choose from. Be sure to choose a solution, and a provider, that places transparency and trust at the center of customer success.

Look for one that can grow with your needs, and the ability to manage and integrate data across multiple domains, such as product, customer, supplier and location. And a proven track record in your space, trusted by businesses facing similar challenges.

### **Stibo Systems Multidomain Master Data Management**

Stibo Systems is a pioneer and innovator in MDM, with decades of experience helping organizations eliminate data silos in order to maximize the value of enterprise data.

Built on an industry-leading integrated platform, Stibo Systems MDM empowers organizations to deliver data transparency, drive digital transformation and achieve success, regardless of where they are in their ongoing business evolution.

## ■ Better data. Better business. Better world.

Businesses worldwide rely on Stibo Systems MDM to bring data together from across the enterprise, eliminating problems caused by siloed systems and enabling data transparency, to deliver better data that drives better business. In doing so, they are also helping create a better and more transparent world.

To learn more about harnessing the power of multidomain master data to accelerate your business, visit [stibosystems.com](https://stibosystems.com).

<sup>1</sup> Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018

<sup>2</sup> Demand Gen Report, "2018 Database Strategies & Contact Acquisition Survey Report"

<sup>3</sup> Smarter with Gartner, "How to Create a Business Case for Data Quality Improvement," June 2018



### About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them 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. More at [stibosystems.com](https://stibosystems.com).