

# Four Benefits of Moving MDM to the Cloud: Affordability, Scalability, Reliability, Agility (and More)

While on-premises master data management (MDM) has historically been the undisputed champion for complex data landscapes, cloud-based solutions are becoming increasingly popular among a wide variety of companies and environments because they remove the hardware and maintenance costs that come with on-prem MDM.

Thanks to their subscription-based software-as-a-service (SaaS) licensing model, cloud solutions also deliver on operational agility and speed of implementation, as well as the capability to scale storage and licensing requirements up or down as needs evolve or grow.

Yet the benefits of moving to the cloud can only be achieved if you align the transition and/or implementation project with your organizational goals and define the expected outcome.

If you do it right and choose and implement the solution that's just right for your needs, your business will benefit in a number of significant ways. Each will empower you to access, deliver and share trustworthy, up-to-date information everywhere it's needed to drive superior business outcomes with speed and confidence.

**1**

## **Affordable all-inclusive pricing**

Although the benefits of implementing master data management are indisputable, up-front costs for on-premises MDM – and the accompanying cost of infrastructure and people to support it – can cause some businesses to think carefully before moving forward. Flexible, flat cloud-based subscription options remove this type of friction from the purchase process by allowing you to pay for and use the software as it's required. The result is an affordable, fully-managed platform that enables you to discover, create and manage relationships across — and derive value from — critical business data.

Beyond having the flexibility to tailor a cost effective solution to your unique and evolving environment and needs, moving to the cloud also eliminates significant investment in buying, managing and maintaining infrastructure. As well as a range of managed services like backups and disaster recovery, security and simplified, automated updates. All of which contribute to a lower total cost of ownership (TCO).

**2**

## **Flexibility and scalability**

Cloud-based MDM seamlessly integrates into existing systems and allows for dynamic, elastic upscaling or downscaling of storage and processing capabilities, as well as software licensing limits. Add to that the elimination of on-prem installations, and the result is dramatically increased operational agility and the ability to start delivering ROI and value much sooner.

MDM in the cloud takes advantage of two major technologies to improve efficiency and competitiveness; Infrastructure-as-Code (IaC) automation and self-healing. Both transform the tedious task of building out an entire technology stack from weeks to hours/days. On top of that, lost servers can replace themselves without manual intervention, further improving performance, reliability and uptime.

**3**

## **Reliability and security**

In the past, security concerns related to the cloud made some companies reluctant to store sensitive proprietary data outside company firewalls. But today's cloud-based MDM solutions make use of trusted cloud service providers such as Microsoft Azure and Amazon which both made security their top priority, investing far more than most companies can do on their own. Cloud-native SaaS solutions supporting technology such as Cassandra, Kubernetes and Docker are also engineered for superior resilience and reliability, delivering maximum uptime and availability. Automated backups and 24/7 monitoring/support add further to this equation.

**4**

## **Agility and innovation**

MDM in the cloud delivers another big benefit, enabling businesses to move with agility, and proactively adapt and respond to evolving conditions, opportunities and needs. Rapid deployment, automated updates and fast access to new functionality to drive innovation all play a role in making this happen. Being able to add or subtract users and locations and dynamically respond to M&A is another major advantage.

Ultimately, it's the ability to enable innovation and competitive advantage that justifies investment in technology like MDM. The cloud empowers businesses to achieve that objective, and deliver time to value and ROI, faster than ever before.

## What to look for in a SaaS MDM solution

Companies seeking to migrate or deploy a new MDM solution in the cloud should look for one with everything needed to support their current and potential future needs. This includes the proven ability to manage, blend and analyze data across multiple domains — product, customer, supplier, etc. — and from multiple internal and external sources, for optimized flexibility and value.

Choose a **cloud-native solution from a trustworthy provider** with multitenant architecture and support for technologies including Cassandra, Kubernetes and Docker to deliver superior performance, availability, scalability and resilience, and to maximize uptime (Stibo Systems SaaS solutions offer 99.75% which is a strong benchmark). It should also provide self-service administration, automated updates/upgrades and expert 24/7 monitoring. The latter will free valuable IT staff and empower them to focus on driving broader innovation and growth building initiatives.

## The trusted name in master data management

Trusted data has always been critical to business success, but in today's constantly changing, increasingly cloud-centric, enterprise environment, it's more important than ever. Moving to the cloud requires a level of confidence and integrity that only the most innovative and experienced providers can offer. That includes both the technology and the company behind it.

Stibo Systems is a proven, long-term leader in multidomain master data management, with deep experience enabling companies to leverage their most valued data assets to drive success worldwide. And a strong reputation for our commitment to customer success, which includes serving their needs at whatever stage they are in their own evolving technology journey.

We've already seen rapid adoption of our SaaS offering among existing customers. For new customers, the rate is 90%, with the rest often choosing private-cloud options, making the cloud an across the board success. As well as a platform for empowering more companies than ever to leverage data to create competitive advantage. And to deliver better data to drive better business and a better world.

## Broader benefits of cloud-based MDM

- Affordable, fully-managed solution includes/eliminates cost of on-premises infrastructure, backups, disaster recovery, security, etc.
- Flat, flexible subscription based pricing
- Opex vs. Capex
- Rapid implementation and time-to-value
- Seamless integration with existing systems and internal/external data sources and partners
- Scalability and elasticity to dynamically match storage, processing and licensing capacity to needs
- Improved agility; easily add/subtract users, locations and features and quickly respond to M&A activity
- Superior reliability, availability and resilience
- Drive innovation with fast access to new features through easy managed upgrades
- Automated updates for security and compliance without downtime
- Simplified management and 24/7 monitoring
- Enhanced security and reduced risk
- Lower total cost of ownership (TCO)
- Free valuable IT and analytics/data teams to focus on other innovation and growth initiatives

To learn more about putting MDM to work for your organization, and the value and benefits of taking master data management to the cloud, visit [stibosystems.com](https://stibosystems.com)

## 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).