STIBO SYSTEMS
MASTER DATA MANAGEMENT

WHAT IS MASTER DATA?

MANAGE YOUR **DATA** THE WAY YOU **MANAGE YOUR COMPANY**

YOU MANAGE OTHER COMPANY ASSETS

- RESOURCES
- FINANCES
- PEOPLE
- INVENTORY
- TIME

Data is your company's most valuable asset. Master data management (MDM) lets you realize its full potential.

WHAT IS **MASTER DATA?**

Master data is the single source of information that's important to your business. In other words, master data supports key business processes and transactions.

CUSTOMER DATA
Customer is king. Manage and maintain accurate, complete, comprehensive and timely customer data across the enterprise.

PRODUCT DATA
Aquire, manage and publish product information internally and externally to drive the business.

SUPPLIER DATA
Streamline supplier data and vendor-related data to quickly onboard, evaluate and manage suppliers.

ASSET AND LOCATION DATA
Create one version of the truth of your strategic assets and locations throughout the value chain.

WHAT IS MDM?

MDM is the management of master data, a management discipline not just referring to hardware and software but a complete mindset about data as a critical asset.

THIS INCLUDES

- Governance and policies
- Processes and workflows
- Tools
- Standards and best practices

The goal of master data management is to provide an accurate, current, complete and relevant source of master data to support business processes and transactions.

COMMON **DATA MANAGEMENT** PROBLEMS

Most organizations, large and small, struggle with data management issues, such as quality, speed and availability.

Data is commonly replicated across multiple silos with little or no data governance processes to manage or maintain the information.

COMMON DATA MANAGEMENT PROBLEMS INCLUDE

01 Silos of critical information are spread across the organization.

02 No one in the organization can agree on the source of master data.

03 Data quality issues trigger failures of business processes and transactions.

04 Incorrect or missing data causes compliance and performance management issues.

05 Decision makers make bad decisions based on bad data.

06 Loss of revenue due to customers not having quality information about products.

VALUE OF **MDM**

Master data management addresses data challenges by creating a single view of master data to support effective decision making and business processes.

DECISION MAKERS → 1 SINGLE VIEW ← DATA SOURCES

THE BENEFITS OF MASTER DATA MANAGEMENT INCLUDE

01 Accurate and timely information helps bring products to market faster and gives you confidence when making business decisions.

02 Increases operational efficiency by aligning organizational and operational data.

03 Improves customer experience and business insight to drive business performance.

04 Consistent and reliable information across your enterprise and sales channels increases revenues.

STIBO SYSTEMS
MASTER DATA MANAGEMENT

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**.

Infographic_MDM_NA_Stibo