

Empower Digital Transformation by Unlocking the Value of Master Data Across Multiple Domains

Stibo Systems Multidomain Master Data Management (MDM) is an enterprise-wide solution for the centralized management of master data, improving accuracy and completeness of information and extracting incremental value across two or more data domains.

More than a solution capable of simply managing *multiple domains*; Multidomain MDM uses a single, purpose-built platform to enable digital transformation by bringing together and optimizing the value of high-quality data across core business entities – products, customers, suppliers, locations, assets, employees, etc. – that typically reside in siloed enterprise applications/systems.

By integrating, consolidating and sharing master data from a variety of sources, Multidomain MDM empowers the creation of a single version of the truth, providing 360° views of customers and products that can be leveraged in many ways. These include making better, faster decisions, illuminating unique, business building zones of insight at the intersections of different data sets and domains, improving business processes and delivering innovative, customer-centric experiences and growth.

A foundation for digital business success

Multidomain MDM enables the implementation of a Digital Business Hub by collecting, managing and connecting data in single, centralized system. By ensuring end-to-end data consistency and availability – and enabling holistic governance across all domains – it facilitates operational efficiency and agility by providing an on-demand view of the business.

This provides a foundation of rich and trustworthy data, enabling information to be transparently shared and updated across the business ecosystem, including partners, suppliers, customers and retail sales channels. It also supports the implementation of innovation enabling technologies such as AI and machine learning that demand real-time access to accurate, up-to-date information.

Scalability to support change and growth

Stibo Systems Multidomain MDM solution is built on STEP, a single, scalable, fully-integrated platform that allows for ongoing expansion to meet evolving business needs without reprogramming or new implementations, ensuring rapid time to value.

Core business challenges that can be addressed by Multidomain MDM

- **Poor experiences, lost opportunities**
Inconsistent, inaccurate information stored across disconnected, duplicate, siloed systems leads to lost customers, revenue and more
- **Business and data agility**
Lack of structure to acquire, manage, analyze, govern or share different types of data slows response to evolving conditions or needs
- **Customer retention and loyalty**
Facilitate consistent, personalized and differentiating experiences across all channels
- **Operational efficiency/speed to market**
Automate error-prone manual processes and make better, more informed decisions to accelerate time to market
- **Compliance and risk mitigation**
Provide end to end data transparency, enabling traceability, compliance with regulatory standards and consumer trust
- **Upsell and cross-sell opportunities**
Enable connected views of different business entities to leverage and integrate relevant information and create personalized offers and drive growth
- **Global expansion**
Empower the supply chain via visibility and insight, and open new markets by quickly localizing information and content to support global requirements

It also enables parallel activities, along with real-time transparency and visibility, by connecting internal and external sources and applications, including ERP, CRM, ecommerce and marketing. As well as information and content from partners and third-party systems, including data pools and content service providers (CSPs).

Connect data across domains to drive insight, innovation and growth

Multidomain MDM is designed to enable a foundation of rich accurate, authoritative data to create competitive advantage and drive better business results. Delivered on-prem or in the cloud, the solution enables businesses to unlock the value of their master data with a single solution built to drive success.

Enhancements and features

We're constantly evolving our multidomain platform to anticipate and address customer and market needs. Recent enhancements include:

Multidomain expansion: Deliver quick time-to-value, with a single platform to leverage and integrate data across domains. An intuitive UX and workflows support enhanced business processes, while preconfigured data models enable rapid migration.

Cloud-native SaaS solutions: Multidomain MDM is more accessible and affordable to more companies than ever, delivering a combination of better value, performance and results.

Product data exchange (PDX): Fully integrated cloud-based platform powers two unique solutions. PDX Syndication, a product data syndication solution for suppliers to easily share information and content with retail channels and partners. And PDX Onboarding, a product data onboarding solution for retailers to receive information from supplier partners.

Data hub enablement: To provide a single source of truth of actionable data assets, Multidomain MDM enables a Digital Business Hub that collects data once from multiple sources and uses it everywhere across enterprise channels and partners.

Data integration: An open platform simplifies integration bringing data together via APIs, plug-ins or custom solutions to connect internal business systems, legacy systems, third-party data sources, supplier and vendor systems and data pools.

Data quality and sufficiency: Focusing on enhanced operational efficiency, business rules and completeness metrics supports content sufficiency, reporting and automated workflows.

Enable digital transformation and transparency across domains, including:

- **Product data** - enable customers to make confident, informed purchase decisions
- **Customer data** - deliver consistent, personalized experiences by consolidating data across systems and channels
- **Supplier data** - efficient supply chains begin with better data, visibility and collaboration
- **Location data** - uncover insights by cross-referencing location data with other information
- **Party data** - more than customer data alone; includes providers, partners and more
- **Reference data** - essential for conforming to standards and meeting regulatory compliance
- **Asset data** - manage and track physical assets for analysis and maintenance, wherever they are
- **Employee data** - eliminate silos that can make attracting and retaining talent more challenging
- **Vendor data** - for manufacturers, vendors are customers, often retailers; a single source of truth is essential to staying connected

A seamless platform from the trusted name in master data management

Stibo Systems is an innovator in multidomain master data management, with deep experience empowering leading brands to drive success across industries and around the world. Our Digital Business Hub strategy enables organizations to gather their most valuable data assets once – from across multiple systems and data domains – and to distribute it to all users, providing a single, reliable enterprise-wide version of the truth. To learn more about our unique approach, visit 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.