

Get a **Single, Trusted View** of B2B Customer Data with Stibo Systems **Business Partner Data Cloud**



Stibo Systems Business Partner Data Cloud is the answer to B2B customer data that has been misaligned or corrupted across your ERP, sales, operations, finance and BI applications and complicated by complex company hierarchies and compliance regulations. It unifies and uncomplicates your enterprise B2B customer data.

The Business Partner Data Cloud is a cloud-based master data management (MDM) solution built for B2B organizations. Powered by AI and customer data services, it helps enterprise B2B companies acquire, manage, cleanse, consolidate and share trustworthy master business partner data (B2B customer data).

Business Partner Data Cloud creates a trusted, single view of your direct and indirect customers and accounts across global ecosystems. This unified customer view allows businesses to effectively manage complex local and global customer relationships, improve onboarding efficiency, maintain compliance and drive sustainable and profitable business growth.

Challenges Business Partner Data Cloud addresses

Our Business Partner Data Cloud solves your biggest customer data challenges through core capabilities and cloud services:

- 1 Inconsistent, incomplete customer data** that creates an inaccurate customer view, leading to poor segmentation, inaccurate targeting, skewed reporting and an inefficient sales process.
- 2 Data silos and limited data sharing** that hinder a single source of trustworthy customer data — it delays decision-making, leads to mistakes and creates sub-par customer experiences.
- 3 Poor data quality and reliability** that often leads to financial losses, regulatory non-compliance and reputational damage.
- 4 Inefficient onboarding** that relies on manual processes and is error-prone, delaying revenue, increasing operational costs and potentially losing orders.
- 5 Compliance challenges** that make it challenging to meet data privacy and security regulations, increasing financial penalties and decreasing customer trust.

Business Partner Data Cloud core capabilities

Business Partner Data Cloud combines core MDM capabilities with specific B2B customer data cloud services to deliver unified and trustworthy customer data, allowing businesses to streamline onboarding, enhance business partner relationships and share reliable and accurate data in real time.

■ **Data sourcing**

Eliminate data silos by streamlining and automating data collection with real-time integrations.

■ **Data modeling**

Allow for flexible setups based on unique business requirements for uncompromised performance and ease of use.

■ **Data integration**

Consolidate, manage and synchronize data from multiple sources in a centralized and trusted repository.

■ **Data quality**

Maintain accurate, reliable, complete and consistent enterprise-wide data quality.

■ **Data compliance**

Comply with specific regulations and guidelines when you collect, store, use and transfer personal data and sensitive information.

■ **Data governance**

Ensure data accuracy, consistency and security by establishing standardized data governance policies and processes.

■ **Data sharing**

Deliver consistent and reliable internal access to trustworthy data and syndicate it to customers, vendors, suppliers and value chain partners.

■ **Data delivery**

Distribute high volumes of master data across multiple systems, applications and teams for real-time data consumption.

Business Partner Data Cloud customer data cloud services

Get the most data out of your business partner data with Business Partner Data Cloud's innovative cloud services.



Single customer view

Overview

Get rid of duplicate, inconsistent and unreliable customer data. Business Partner Data Cloud gives you a full 360° view of your customers by leveraging machine learning capabilities, so you can simplify complex account management.

How it works

- Employs advanced techniques, including fuzzy matching, AI-powered deduplication, survivorship logic and legal entity resolution
- Unifies legal entity and account data into a single, trusted golden record by consolidating customer data from multiple systems
- Eliminates duplicate and inconsistent data to provide reliable and trustworthy customer data

Benefits

Unify fragmented data into a single, trusted customer view — clean, enriched and deduplicated. This complete customer view drives enhanced account engagement, a superior CX and accelerated channel sales growth.

- Improve sales forecasting
- Personalize marketing and service interactions
- Understand indirect customer behavior
- Use the single customer view to power top-to-top reporting
- Create consistent records across systems, especially after a merger or acquisition

Customer data hygiene

Overview

You need reliable, trustworthy customer data to fuel business growth. Business Partner Data Cloud makes sure the account, contact and opportunity records in your CRM, ERP and other systems are accurate, maintained and unambiguous.

How it works

- Cleanses, enhances and validates customer data using tools like parsing and reformatting
- Monitors data quality in real time to maintain accuracy and compliance
- Synchronizes customer data across systems
- Use AI to match, merge and deduplicate customer data
- Enforces data quality to support regulatory compliance

Benefits

Create trustworthy, consistent and reliable customer records across enterprise systems to ensure operational excellence and regulatory compliance when delivering an exceptional customer experience.

- Improve operational efficiency by reducing manual work
- Enhance the CX by giving sales and support teams accurate data to work from
- Mitigate risk by reducing compliance violations and financial inaccuracies

Firmographic enrichment

Overview

Enhance business partner data by enriching existing customer records with invaluable insights, like industry classification, revenue and corporate hierarchies. Business Partner Data Cloud gives you a deeper understanding of your customers.

How it works

- Enriches customer records with firmographic data for enhanced customer insights
- Integrates with trusted data sources to enrich data and provide detailed company information
- Gives you rich insights that allow for more targeted marketing efforts, credit risk assessments, improved customer segmentation and better decision-making
- Uncovers and maps relationships between entities (like subsidiaries and affiliates)

Benefits

Get more detailed information about your customers to gain valuable insights that power more accurate targeting for marketing campaigns, improved customer segmentation and better decision-making.

- Refine competitive analysis and identify business opportunities with accurate firmographic data
- Uncomplicate corporate structures by mapping entity relationships.
- Assess credit worthiness and financial stability

Business partner relationships

Overview

Business Partner Data Cloud makes account management less complex by helping you understand, manage and visualize the complicated relationships between customers, intermediaries and legal entities.

How it works

- Provides insights into a customer's connection within corporate groups, across contacts, offices, branches, geographies and lines of business
- Identifies relationships between customers who might also be suppliers, brokers or intermediaries
- Links accounts to contacts, locations and products for more personalized engagement and operational alignment
- Maps alternate hierarchies for reporting and analytics
- Uses built-in workflows and governance to govern changes and maintain relationship hierarchies

Benefits

Simplify complex account management by navigating and managing alternate organizational structures and hierarchies to support enhanced decision-making and more effective sales and marketing campaigns.

- Connect accounts to get a deeper understanding of your customers, their locations, contacts and products
- Align sales territories to support top-to-top reporting
- Govern all changes through approval workflows to ensure data quality
- Identify related legal entities to avoid duplicate outreach and conflicting terms and increase upsell and cross-sell opportunities
- Accurately segment customers and identify influencers to increase campaign effectiveness

Centralized onboarding

Overview

Eliminate errors and minimize the time spent onboarding new customers. The Business Partner Data Cloud creates a frictionless onboarding process and speeds up time-to-revenue by governing and automating data collection and approvals.

How it works

- Pre-configured templates, context-sensitive values and configurable account structures streamline onboarding
- Automates business partner information validation and routing without sacrificing data quality
- Eliminates manual data entry to prevent duplicate or inaccurate records
- Connects seamlessly with enterprise systems to synchronize data across platforms
- Ensures accounts get set up correctly the first time, ensuring data quality from the start

Benefits

Create a seamless onboarding process by reducing friction and automating time-consuming and error-prone manual processes while maintaining data quality and compliance across the enterprise.

- Enforce data quality rules at the point of capture to accelerate time-to-value and limit audit issues
- Give customers the ability to self-serve — Business Partner Data Cloud lets them submit and update their own data and trigger validation workflows
- Connect with your ERP, CRM and MDM systems to share data across platforms and maintain consistency
- Gain visibility into onboarding to reduce bottlenecks
- Deliver a consistent onboarding experience for indirect and direct customers

List processing

Overview

Business Partner Data Cloud helps you manage, cleanse, deduplicate and enrich high volumes of customer master data to identify and then understand your customer's customer.

How it works

- Manages and processes lists of data efficiently, ensuring consistency and quality
- Allows business users to import, filter, combine, cleanse, deduplicate and reformat customer data from flat files or spreadsheets
- Identifies and resolves indirect customer records from distributor or wholesaler sales data
- Improves the quality and structure of customer lists
- Provides visibility into indirect sales channels

Benefits

Get insights into indirect customers and buying behaviors by transforming sales data into a consistent, standardized format that allows for greater visibility into sales channels and helps you understand your customers' customers.

- Resolve indirect customer records to track buying behaviors and identify new indirect partners
- Create repeatable data preparation tasks to make managing recurring data loads or campaign lists easier
- Improve the quality of customer lists to decrease marketing costs, improve segmentation and speed up time-to-market
- Increase campaign success with clean, enriched data
- Ensure consistency and quality *before* data enters your core systems

Customer data synchronization

Overview

The Business Partner Data Cloud helps you maintain up-to-date and accurate data across the enterprise by consistently synchronizing customer records any time they're updated or new ones are created.

How it works

- Uses an open integration framework to connect with any data source
- Facilitates two-way synchronization between the master data hub and other enterprise systems
- Data quality rules govern synchronization to prevent spreading poor-quality data across systems
- Helps you comply with data privacy regulations by ensuring accurate, consistent and updated customer records

Benefits

Keep customer data up to date and synchronize unified customer profiles across the enterprise so everyone — from sales to support to finance — operates with the same trustworthy and consistent data.

- Govern and share customer records once they've been created or updated to ensure accuracy and consistency across systems
- Give customer-facing teams the updated customer information they need to enhance the CX
- Eliminate onboarding delays caused by inconsistent or incomplete data
- Maintain a single source of truth with scheduled or real-time synchronization — no matter where data is authored
- Ensure regulatory compliance by sharing accurate and up-to-date records across systems

Connect customers, places and products

Overview

Extend the value of your customer master data by linking it to suppliers, physical locations and product data. Business Partner Data Cloud supports enhanced personalization by providing deeper insights into your data and relationships.

How it works

- Links customer records to their associated locations and products to give you more robust insights into customer behaviors
- Clarifies how different entities relate to each other, helping you manage the complexities of B2B ecosystems

Benefits

Connect customers to suppliers, locations and products to get the insights needed for a thorough understanding of your customers, more personalized marketing and data-driven decision-making.

- Get a clearer, more complete view of the customer-product-location connection by linking customer records to locations and products.
- Drive more personalized marketing and sales by leveraging the connections between customers, products and locations and locations
- Improve reporting and forecasting by understanding how customer behavior varies by location and product
- Align customer data with locations and products to support logistics, demand planning and inventory management

Want to learn more about the Business Partner Data Cloud? Head over to stibosystems.com.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data, empowering them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. We give companies 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. For more information, visit stibosystems.com.