

## Increase Process Efficiency and Compliance With Trusted Customer Data

Stibo Systems Business Partner Data Cloud for business-to-business (B2B) organizations ensures customer master data is trusted and fit for purpose. The solution helps businesses understand and manage their entire customer ecosystem, including their direct and indirect customers.

Business Partner Data Cloud enables a unified view of data and a level of trust that ERP and CRM systems don't provide. To create a single customer view across operating companies, lines of business and systems, companies need MDM to support data quality stewardship and governance.

It operates alongside existing systems, enhancing them by ensuring transparency and supporting corporate governance policies. Legacy systems can continue to exist, being fueled with high-quality data. Business Partner Data Cloud eliminates variation across every data set in the organization while continuously supporting both local and global metrics and KPIs.

By ensuring data quality and enrichment, it can help B2B businesses gain insight into who they sell to, who their customers sell to, where they manufacture and ship, what and when to invoice and how to take advantage of sales opportunities.

Business Partner Data Cloud gives you the transparency needed to:

- Make better decisions based on a better understanding of your direct and indirect customers
- Identify risks, such as duplicate or higher trade spend, incorrect billing or inaccurate sales reporting
- Empower segmentation and analysis across the customer ecosystem
- Leverage a 360° view of relationships to enable better deal negotiation
- Achieve compliance with standards and end-consumer demands
- Launch emerging technologies – such as artificial intelligence – that require high-quality data
- Manage complex corporate hierarchies, sales territories, accounts and contacts

### Key benefits of Business Partner Data Cloud

- **Enhance existing systems**

Improve your CRM, ERP, BI/analytics and more with a single version of the truth by creating, sustaining and governing Golden Records for use throughout the enterprise.

- **Ensure compliance**

Mitigate risk and adhere to regulatory compliance mandates with better control over data.

- **Drive revenue and growth**

Better understand all relationships and engagements – and improve cross-sell and upsell opportunities – by leveraging a single, 360° view of customers across the enterprise.

- **Increase efficiency**

Reduce manual, time-consuming quality checks and optimize end-to-end processes, such as customer onboarding and order to cash, with automated workflows and decreased error rates.

- **Facilitate mergers and acquisitions**

Reduce time and cost associated with integrating legacy systems and data from acquired companies, merging key operational data in months rather than years.

- **Enable data enrichment**

Use pre-built integrations with third-party vendors to boost overall data quality and gain in-depth insight to make data more actionable.

- **Gain customer insight**

Truly understand the entire customer base by resolving, enriching and relating indirect and direct customers holistically.

- **Master multiple data domains**

Leverage a single, application-agnostic multidomain platform to add and synergize several domains and entity types.

## Customer data cloud services

To empower businesses to extract the most value out of their customer data, Stibo Systems Business Partner Data Cloud encompasses these innovative cloud services that enhance business value.

Objectives	Strategies	Functions
<b>Single Customer View</b>	<ul style="list-style-type: none"> <li>Eliminate duplicate and inconsistent customer records, so you can power complex account management</li> </ul>	<ul style="list-style-type: none"> <li>Data profiling and cleansing</li> <li>Match, link, merge and unmerge</li> <li>Survivorship</li> <li>ML match/no match recommendations</li> <li>Pre-trained AI matchers</li> <li>Data stewardship</li> <li>Data lineage</li> </ul>
<b>Customer Data Hygiene</b>	<ul style="list-style-type: none"> <li>Ensure accurate and trustworthy account information for enterprise applications such as BI, CRM, ERP, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise application connectivity</li> <li>Data quality</li> <li>Policy and KPI monitoring</li> <li>Match and deduplicate</li> <li>Business rules engine</li> </ul>
<b>Firmographic Enrichment</b>	<ul style="list-style-type: none"> <li>Incorporate D&amp;B data for enriched client insights and financial risk assessment and compliance</li> </ul>	<ul style="list-style-type: none"> <li>Business data enrichment with D&amp;B Direct+</li> <li>D-U-N-S matching and reverse matching</li> <li>API provides REST-based access to D&amp;B Connect</li> <li>Intuitive candidate selection</li> </ul>
<b>Centralized Onboarding</b>	<ul style="list-style-type: none"> <li>Streamline the centralized onboarding of complex B2B client accounts and contacts</li> </ul>	<ul style="list-style-type: none"> <li>Intuitive guided data entry</li> <li>Conditional data validity</li> <li>Duplicate prevention</li> <li>Self-service portal</li> <li>Typeahead address capture</li> <li>Governance and workflow approvals</li> <li>D&amp;B integration</li> </ul>
<b>Business Partner Relationships</b>	<ul style="list-style-type: none"> <li>Understand complex account/contact relationships and organizational hierarchies, including transformation to SAP data model</li> </ul>	<ul style="list-style-type: none"> <li>Relationship and hierarchy management</li> <li>Alternate reporting hierarchies</li> <li>Company group visualization</li> <li>SAP integration certification</li> </ul>
<b>List Processing</b>	<ul style="list-style-type: none"> <li>Resolve customer master data from wholesaler/distributor sales data to gain insight into indirect customers and buying behaviors</li> </ul>	<ul style="list-style-type: none"> <li>Data profiling, cleansing and standardization</li> <li>Entity identification from indirect sales data</li> <li>Deduplicate</li> <li>Search, filter, transform and enrich lists</li> <li>Match prospect data/lists with master data</li> </ul>

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<b>Customer Data Synchronization</b>	<ul style="list-style-type: none"> <li>▪ Enable customer data synchronization across enterprise-wide applications</li> </ul>	<ul style="list-style-type: none"> <li>▪ Publish/subscribe</li> <li>▪ Webservice API (SOAP &amp; REST)</li> <li>▪ Event messaging</li> <li>▪ REST gateway</li> <li>▪ SAP integration certification</li> <li>▪ Data as a Service (DaaS)</li> </ul>
<b>Connect Customers, Places and Products</b>	<ul style="list-style-type: none"> <li>▪ Link customers to locations and products for optimal insights and experiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ True multidomain data model</li> <li>▪ Visualize and manage relationships across data domains</li> </ul>

To learn more about Stibo Systems Business Partner Data Cloud, visit [stibosystems.com](https://www.stibosystems.com).

### About Stibo Systems

Stibo Systems is a leading enabler of trustworthy data through AI-powered master data management. Built on a robust and flexible platform, our SaaS solutions empower enterprises around the globe to deliver superior customer and product experiences. Our trusted data foundation enhances operational efficiency, drives growth and transformation, supports sustainability initiatives and bolsters AI success. Headquartered in Aarhus, Denmark, Stibo Systems is a privately held subsidiary of Stibo Software Group, which guarantees the long-term perspective of the business through foundational ownership. More at [www.stibosystems.com](https://www.stibosystems.com).