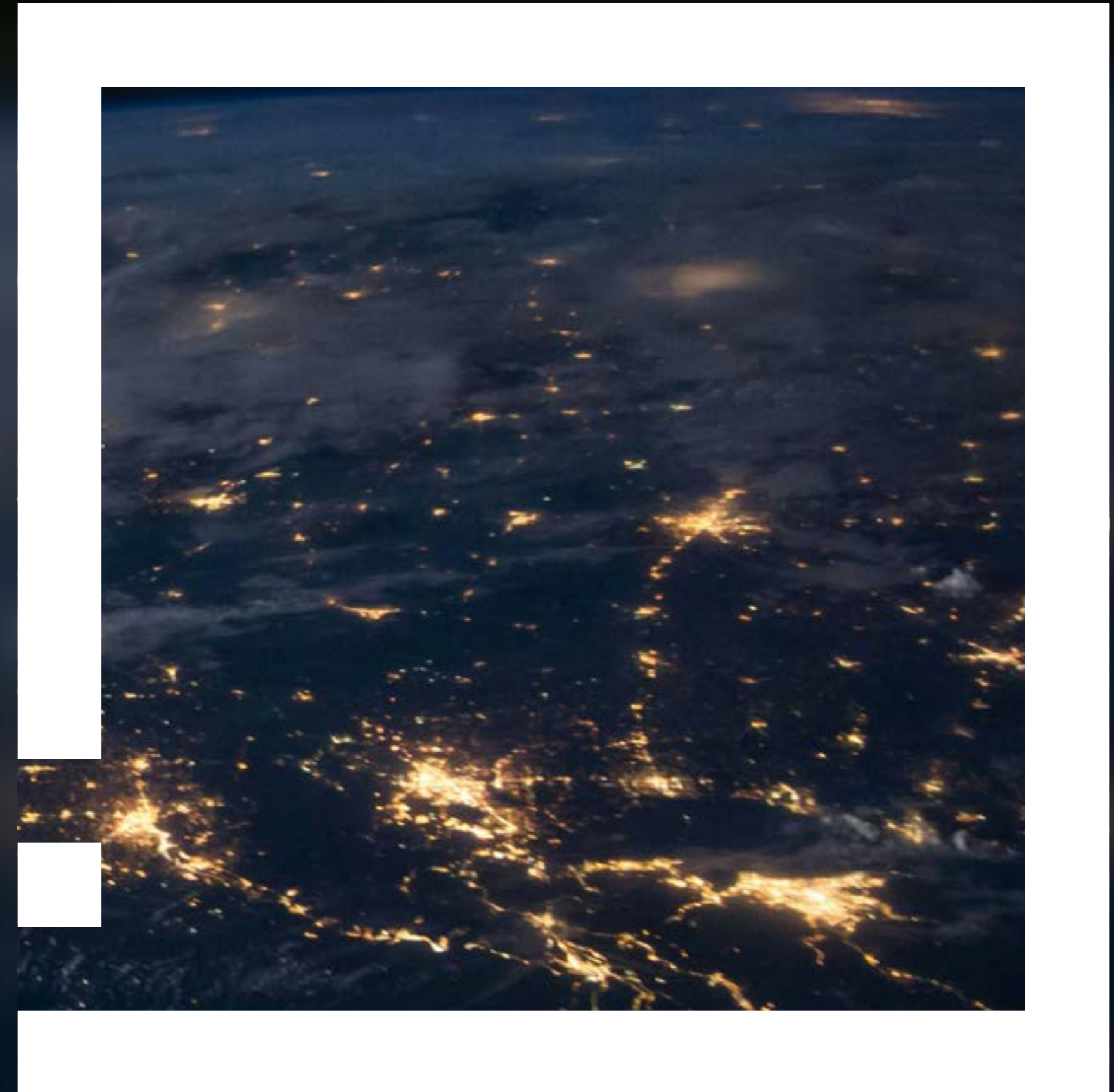# Unlocking the power of data for a better world

Manage your data with transparency,
backed by the power of Microsoft Azure

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MASTER DATA MANAGEMENT

Microsoft

The data challenge:
making it accessible and insightful.

Data holds huge value for businesses today—but only if it is accurate. Incorrect data can lead to skewed analytics, resulting in poor strategic decisions that damage both revenue and reputation.

Therefore, having the right data governance in place is not just an IT issue; it is fundamental to business success.

Yet for many organizations, this remains a huge challenge. Data often resides across different systems and applications in different formats, so it may not be visible or accessible to those who need it in a secure and shareable way.

Furthermore, if your business has complex operations with different moving parts (e.g. raw materials, third-party components, production processes, sales and distribution channels etc), it can be hard to extract meaningful insights from data that's widely dispersed across your value chain.

In this ebook, we'll explore the evolving complexity of business data—and how the partnership between Stibo Systems and Microsoft can help you unlock its full power, with both transparency and trust.

According to Gartner, poor data quality costs organizations an average of $12.9 million every year[1]

New data pressures
in an evolving world

Across all industries, we're seeing a rapid growth in both volume and variety of data. Video has exploded, and new formats like extended reality are adding to the complexity.

Businesses are also adapting to two new demands and trends that require a shift in current data management practices:

1. Sustainability is top of mind. Consumers, investors, and regulators want more data on where products have originated from and their environmental impact, which requires standardized reporting and end-to-end traceability.

2. AI is everywhere. Many businesses are experimenting with AI to gain a competitive advantage, but success depends on the accuracy and quality of the data they are using.

To address the need for more ordered trusted data, companies are looking to bring everything together, onto a single, unified, and secure platform.

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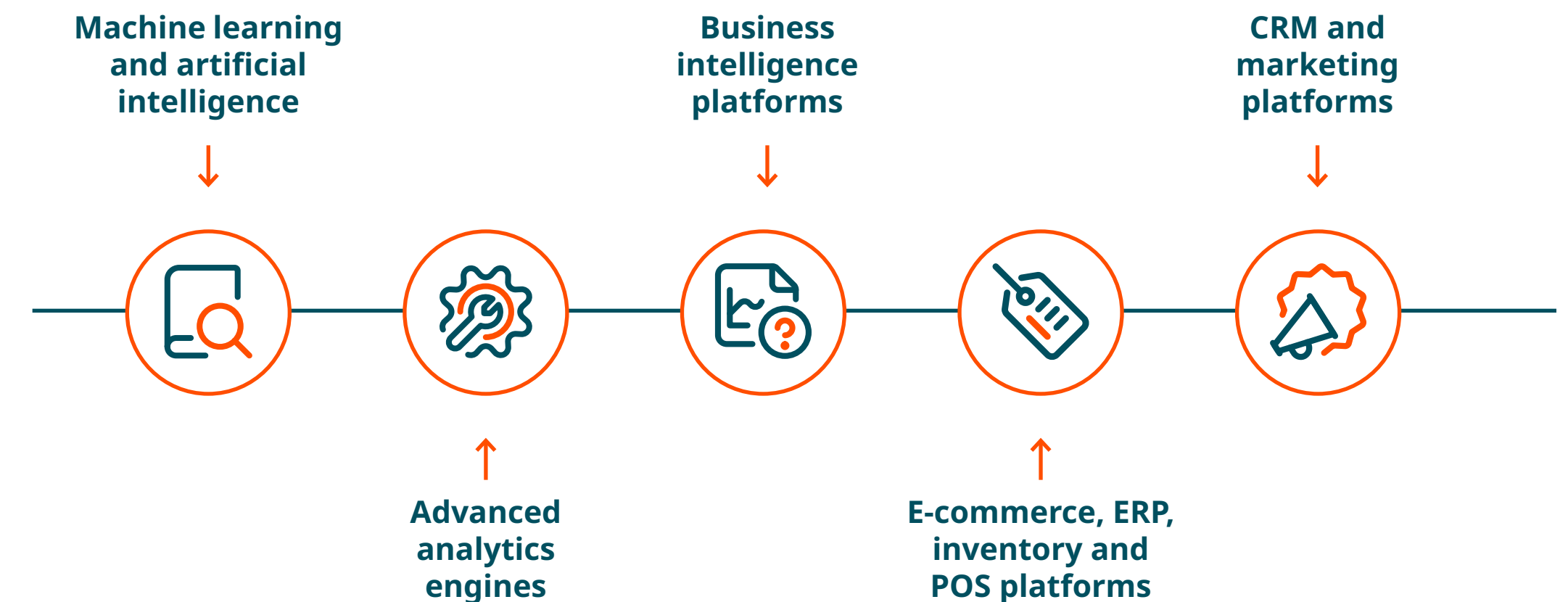**Microsoft**

Truth matters, but can often be hidden.

Many people assume that the data they're working with is accurate because they've downloaded it from a database. In most cases, people do not check the provenance of their source, or that it is the most up-to-date version.

This can potentially lead to inadvertent reporting errors, or the wrong strategic decisions being made, which then negatively impact the reputation and revenue of the business.

Remove doubt with MDM.

Master data management (MDM) creates a window of transparency into your data to remove any doubt about its accuracy.

MDM brings together data silos into a single version of the truth on a shared and trusted platform. It takes the debate out of decision-making by creating domains of master data that can be reused and shared across your whole business.

Machine learning and artificial intelligence

Business intelligence platforms

CRM and marketing platforms

Advanced analytics engines

E-commerce, ERP, inventory and POS platforms

Stibo Systems:
your trusted MDM partner.

At Stibo Systems, we've developed an enterprise-grade, software as a service (SaaS), multidomain MDM solution that's trusted by companies across many sectors.

Our single, scalable platform consolidates, cleanses, governs, synchronizes, and shares master data across all your domains to create a comprehensive, consistent, and accurate view.

We also have the best people and expertise on hand to make your MDM journey a success. Our people-centric approach means you'll have 24/7 access to a team of MDM experts, ready to help master your data and drive your digital transformation forward.

Practical support for your top business challenges.

As we touched on earlier, businesses are grappling with two big data trends right now: sustainability and AI. Discover how Stibo Systems can support you with these by providing:

Traceability

**The foundation of sustainable and compliant operations
Customers and investors are voting with their feet.
Regulations are getting tighter. Businesses must show
how they are reducing the environmental impact
of their operations. Which requires full traceability
of where their products have come from.**

The challenge of reporting

Many businesses underestimate the volume of data that
goes into building an effective sustainability framework.
Regulators want evidence from all across your operations,
which means you must report on:

- Internal data, held by different departments in various
  Systems and spreadsheets

- External data, residing in lengthy email chains between
  suppliers, partners, and rating agencies

The manual effort required to collect, link, validate, and standardize
all this data can be overwhelming. Furthermore, with over 600
standards and certifications related to sustainability, it's difficult
to report in a way that meets everyone's needs. Providing the
traceability that regulators want is hard.

How MDM helps

Implementing a Master Data Management solution is a major
step towards providing traceability. This is because a sizeable
proportion of the data needed for sustainability reporting
is classed as master data.

MDM enables you to:

- Create records for suppliers, products and customers that
  provide traceability data in a standardized format

- Align traceability data to key sustainability metrics and make
  it available in one place

- Understand the context of sustainability data to ensure
  it is fit for reporting

- Identify new opportunities to accelerate sustainabilit
  initiatives across the value chain

**The EY Future consumer index
survey found that 70% of
consumers expect companies
and organizations to
drive positive social and
environmental outcomes[2]**

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Data quality

According to PwC's annual CEO survey, 69% of leaders plan to invest in technologies such as AI in the coming year.[3]

Essential for generating value from AI

AI is the technology that everyone keeps talking about—and for good reason. Over the last two years, there's been an explosion of powerful new AI solutions, which businesses are racing to adopt for a competitive edge.

The importance of quality data

Importantly, AI is only as good as the data you give it. If questions arise about the quality, availability, or currency of your data, then the output of your AI will be questionable, too.

This is because AI systems work by continuously detecting patterns in data and using them to offer predictable outcomes. If you feed AI with inaccurate or outdated information, its results are likely to be similarly inaccurate.

If your business is looking to implement AI, then the trustworthiness of your data should be a top priority.

How MDM helps

MDM improves data quality by connecting silos and streamlining processes to create a single version of the truth. It also makes data stored in legacy systems accessible to AI, which may not have been usable previously.

With a well-governed MDM in place, you can explore new and impactful AI use cases, such as:

- Compliance reporting: using AI to understand changing regulations and prepare compliance reports automatically, saving manual effort and reducing errors

- Dynamic marketing: using AI to analyze real-time customer data and personalize marketing activity based on their changing preferences

- Supply chain optimization: using AI to interrogate deep datasets and anticipate the changing needs of upstream and downstream supply

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Helping the world
do better business

Stibo Systems is owned by a foundation, which means we're not driven solely by profit. We're focused on doing the right thing—to help companies improve their data, make more informed decisions, and do better business. For us, success is about leaving the world in a better place.

The security and innovation of Microsoft The Stibo Systems mission is backed by the close partnership we have with Microsoft.

All of our solutions are provided as Software as a Service (SaaS) on Microsoft Azure, which gives customers peace of mind that their data is held in a secure and reliable cloud environment. In fact, Stibo Systems has achieved Top Tier Partner status within the Microsoft Cloud Partner Program, in recognition of the seamless alignment between our technologies.

In addition to robust cloud security, Microsoft helps us deliver innovation for customers too. Microsoft Power BI capabilities are embedded within the Stibo Systems platform, giving users the ability to analyze and act on data in one seamless interface. And looking forward, we'll soon be offering generative AI capabilities, built on Microsoft Azure OpenAI Service.

Benefits for everyone

The partnership between Stibo Systems and Microsoft is great news for all customers:

Existing Azure customers get faster data transfer between applications and improved integration

Customers with a MACC (Microsoft Azure Consumption Commitment) can purchase a Stibo Systems MDM solution directly from the Azure Marketplace

Both Azure and Non-Azure customers can benefit from benefit from Azure by using Microsoft Fabric, an AI powered analytics platform, to easily integrate their data into the Stibo Systems platform

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A shared ethos of success

Stibo Systems and Microsoft share a strong history and passion for customer success and sustainable practice.
In partnership, we'll apply these principles to help you master your data.

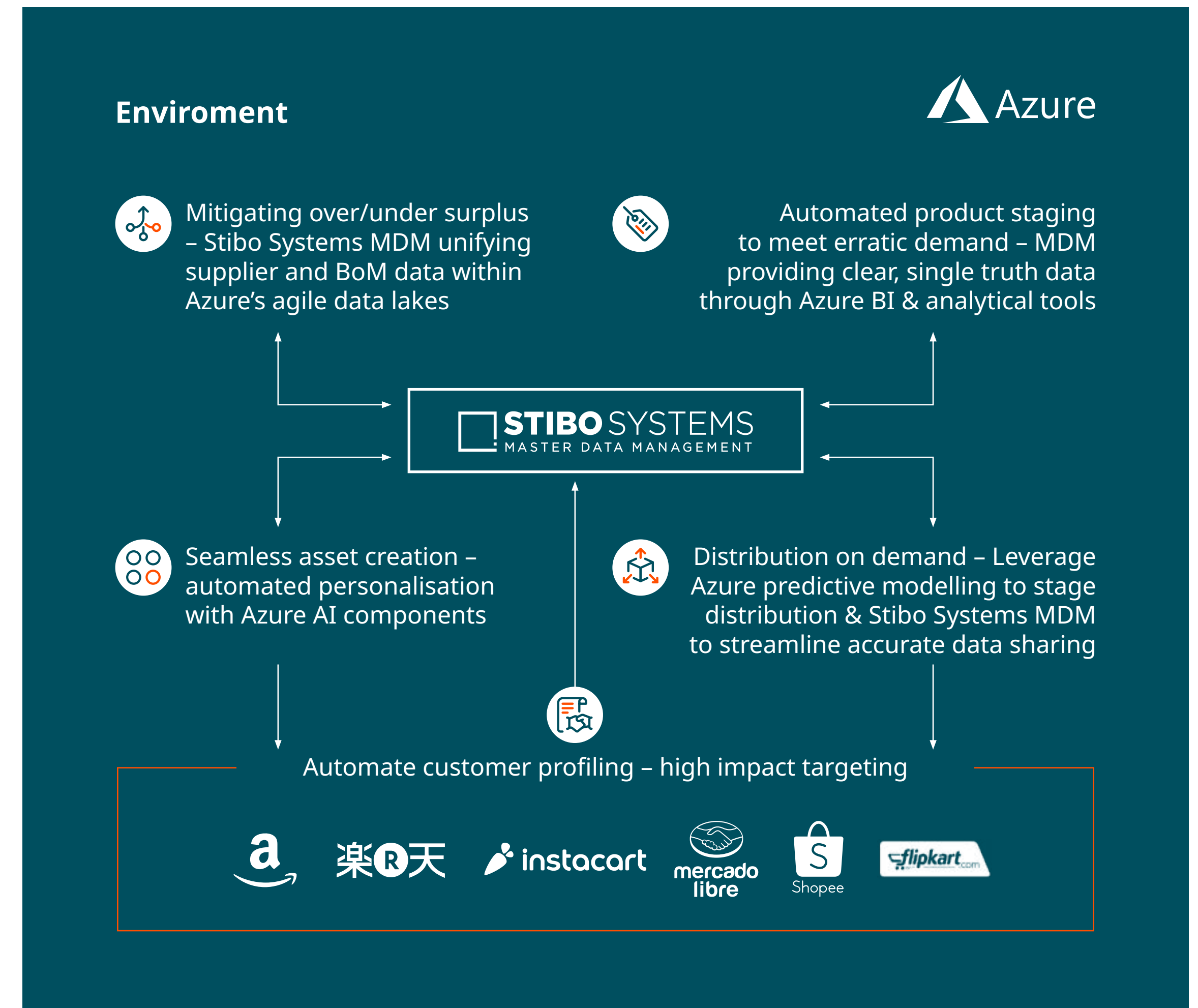| Stibo Systems	Microsoft
We've been managing master data for over 40 years, with a global track record of success and industry analyst support to prove it.	More than 95% of Fortune 500 companies use Azure.
Stibo Systems is a Leader in The Forrester Wave™: Product Information Management, Q4 2023	The Azure global infrastructure serves over 60 regions worldwide —more than any other cloud provider.
As a SaaS business company, our Net Revenue Retention is 112.4%.	Microsoft invests $1bn per year in security to protect customer data from cyberthreats.
Corporate social responsibility and environmental consciousness are integral to our purpose. We plant a tree for each new customer, partner and employee who joins us.	Microsoft has been carbon neutral since 2012 and has committed to be carbon negative by 2030. By 2050, it aims to remove the equivalent of all the carbon it has directly emitted since its founding in 1975.

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■ Microsoft

Accelerating a leading CPG organisation to fostering direct-to-consumer and eCommerce channels

With consumer buying behaviours evolving with a preference to online experiences, a leading CPG was faced with the challenge to transform their business to meet the demand whilst retaining their positioning in offline markets.

By leveraging Stibo Systems solutions & Azure environments, the organisation could foster digital sales channels with the following benefits:

- Transform the business to meet the markets without disruption
- Scale quickly, increasing revenue from digital sales, even whilst the project was yet to mature
- Clear data insights to make the best decisions to meet the markets (align inventory & supplier to the growth)
- Reduce the overall cost of delivering products to the markets whilst increasing profits

Enviroment

△ Azure

Mitigating over/under surplus – Stibo Systems MDM unifying supplier and BoM data within Azure's agile data lakes

Automated product staging to meet erratic demand – MDM providing clear, single truth data through Azure BI & analytical tools

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Seamless asset creation – automated personalisation with Azure AI components

Distribution on demand – Leverage Azure predictive modelling to stage distribution & Stibo Systems MDM to streamline accurate data sharing

Automate customer profiling – high impact targeting

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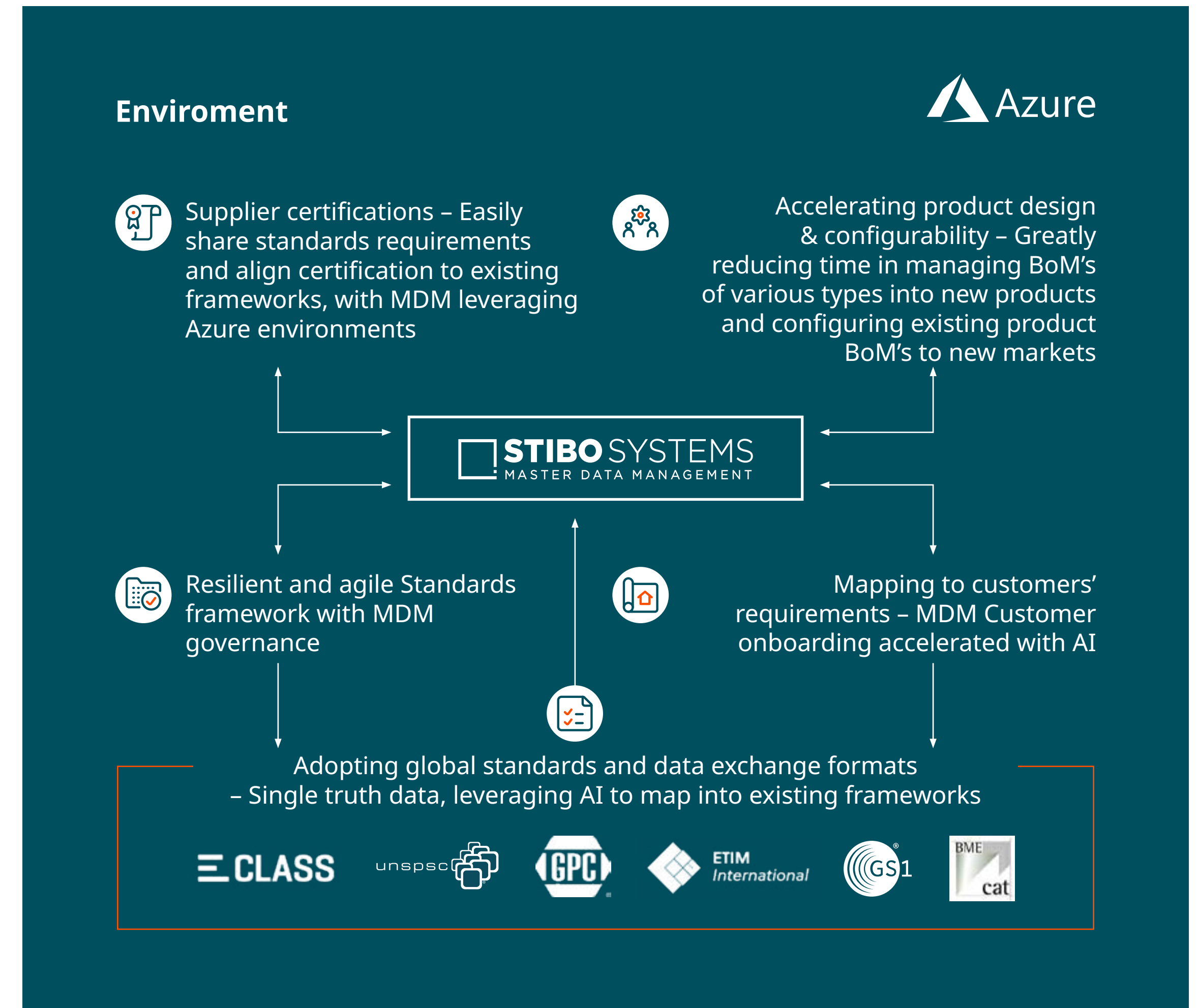MASTER DATA MANAGEMENT

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Mitigating challenges in meeting diverse global standards for one of Europe's largest manufacturers

Industry standards are rapidly evolving due to technological advancements. A global manufacturer was facing challenges to meet globalised trade, increased data volumes, and the need for interoperability across diverse systems and platforms.

By leveraging Stibo Systems solutions & Azure environments, the organisation could meet multiple standards 90% faster with the following benefits:

- Quickly and easily create standards templates
- Automate mapping across multiple standards
- Manage and update evolving standards without disruption
- Integrate sustainable practices, turning compliances into an asset
- Nurture existing relationships & open new markets

Enviroment

△ Azure

Supplier certifications – Easily share standards requirements and align certification to existing frameworks, with MDM leveraging Azure environments

Accelerating product design & configurability – Greatly reducing time in managing BoM's of various types into new products and configuring existing product BoM's to new markets

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Resilient and agile Standards framework with MDM governance

Mapping to customers' requirements – MDM Customer onboarding accelerated with AI

Adopting global standards and data exchange formats – Single truth data, leveraging AI to map into existing frameworks

≡CLASS   unspsc   GPC   ETIM International   GS1   BME cat

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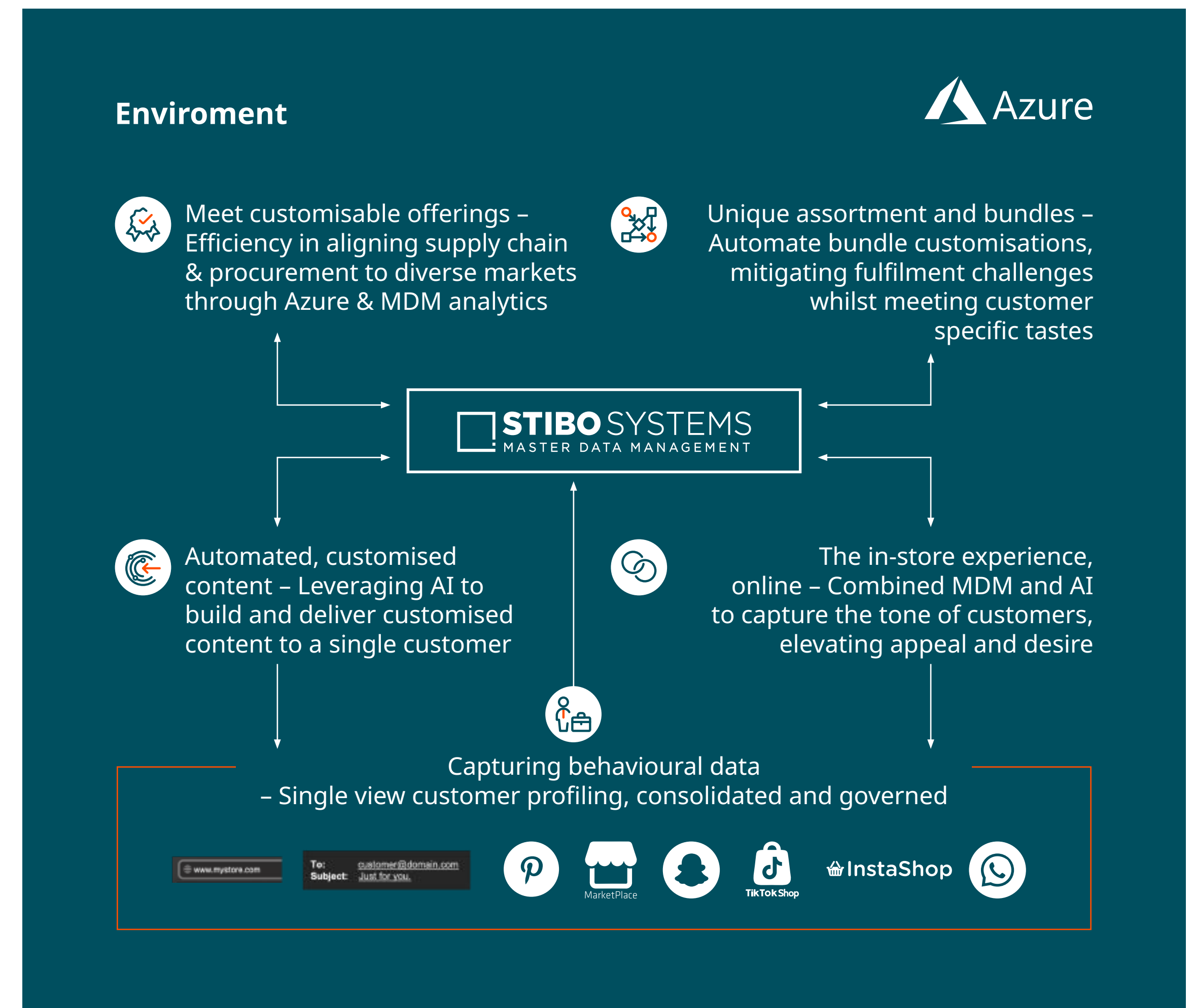MASTER DATA MANAGEMENT

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Beyond personalisation, providing truly unique customer journeys for a well know, global eCommerce retailer

In the eCommerce landscape where customer loyalty is fickle and forever changing, a global eCommerce giant harnesses the power of MDM and AI to deliver in-store experiences in their digital channels.

With the power of MDM & Azure platform and AI tools, our global retail customer is delivering truly unique online experiences for their customers, with benefits such as:

- Seamlessly manage customer interactions with products across all touchpoints
- Efficiently produce & distribute high-volume, varied digital content
- Automate truly personalised content to single customer profiles
- Greatly increased customer loyalty & spend throughout digital channels
- Streamline product expansion to new markets

Enviroment

Azure

Meet customisable offerings – Efficiency in aligning supply chain & procurement to diverse markets through Azure & MDM analytics

Unique assortment and bundles – Automate bundle customisations, mitigating fulfilment challenges whilst meeting customer specific tastes

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Automated, customised content – Leveraging AI to build and deliver customised content to a single customer

The in-store experience, online – Combined MDM and AI to capture the tone of customers, elevating appeal and desire

Capturing behavioural data
– Single view customer profiling, consolidated and governed

Better data.
Better business.
Better world.

Turn trusted data into a competitive advantage with Stibo Systems and Microsoft.

Get in touch to find out more.

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