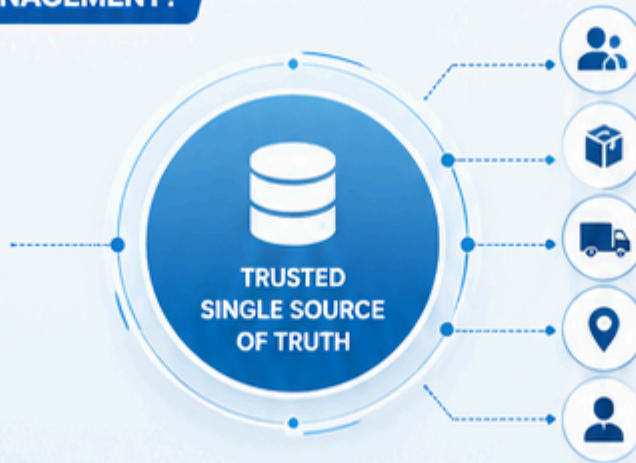


Master Data Management Workflow: From Raw Data to Trusted Business Insights

1 WHAT IS MASTER DATA MANAGEMENT?

DEFINITION

Master Data Management (MDM) creates a single, accurate, and trusted view of critical business data across the enterprise.



KEY DATA DOMAINS

- Customer Data
- Product Data
- Supplier Data
- Location Data
- Employee Data

2 MASTER DATA MANAGEMENT WORKFLOW



3 BUSINESS OUTCOMES OF MDM

WHY MDM MATTERS

MDM drives trustworthy data across the organization, enabling better experiences, smarter decisions, and operational excellence.



4 MDM IN RETAIL & CPG

USE CASES

- ✓ Omnichannel Personalization
- ✓ Product Information Consistency
- ✓ Inventory Optimization
- ✓ Supplier Data Management
- ✓ Customer 360 Enablement



BUILD A TRUSTED DATA FOUNDATION

Enable accurate analytics, AI, and personalized experiences with modern MDM.

TALK TO EXPERTS >