

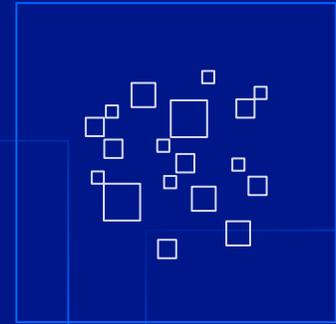
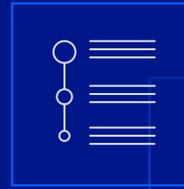
The heart of digital transformation

Master data management and a 360-degree view of data

At the heart of a digitally transformed organization is data—data that can be securely accessed by everyone in the organization to enable new product creation, superior customer experiences or deeper marketplace insights.

However, there are growing challenges to deliver the right data to support business needs. These challenges include increasing the accuracy and pervasiveness of data across the enterprise, empowering business users, meeting governance requirements and delivering a complete view.

To evolve and compete, businesses are using **master data management (MDM)** to not only deliver trusted and governed data, but to also create a modern analytics foundation that includes self-service and machine learning capabilities, a 360-degree view and analytical MDM.



Retailers depend on data to accurately time an increase in inventory levels.



Insurance carriers use data to offer new lines of coverage to policy holders.



Healthcare providers can view all patient data to make more informed decisions about critical care, thanks to data.

What is master data management?

Master data management provides a single view of critical entities typically stored and potentially duplicated in siloed applications; information about customers, suppliers, partners, products, materials, accounts and more.

When properly established, MDM can help achieve customer-centric or product-centric objectives and business results with a trusted, 360-degree view of organizational data.

MDM gives businesses the capability to easily find, reconcile and consume data and identify relationships within context across a variety of use cases. Businesses are then able to:

- 1 Maintain trusted, accurate and governed data to gain a complete perspective of key entities and make substantiated decisions.
- 2 Provide secured and managed access to all types of data to drive deeper insights in a self-service manner.
- 3 Engender a strong relationship between departments, so line of business, IT and research, for example, hold a shared vision for transformation.
- 4 Deliver operational master data management for business processes and applications, and analytics master data management for self-service customer and product analysis.

By incorporating MDM into your information architecture, you can build:

- **Trusted views of data:** Manage master data for single or multiple domains including customers, suppliers, products, accounts and more, across unstructured and external data from diverse sources.
- **Product information management and collaborative data management:** Streamline activities across users and enable the creation of a single view that can be used strategically throughout the organization.
- **Centrally managed and distributed reference data across the enterprise as a standard:** Provide a single, trusted view of critical business data to users and applications both on premises and on cloud, helping to reduce costs, minimize risk and improve decision making.
- **Confidence through big data:** Get clean, consistent and timely information.
- **Deep insight-driven impact:** Provide deeper insight into data that leads to better and more cost-effective business processes.

“IBM Master Data Management drives deeper insights by giving a complete view of an organization’s most valuable data.”

It’s time to better manage your most valuable data

IBM Unified Governance and Integration empowers organizations to enable discovery transformation, self-service access and collaboration to accelerate insights for the people and systems that need it.

Watch the video

Learn how MDM has saved lives and millions of dollars for a major retailer.

Read an analyst’s report

Discover what Aberdeen Group considers to be a best-in-class approach to MDM.

Learn more

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