

# EMPHASIZING MDM: IS YOUR DATA DELIVERING RESULTS?

Plenty of companies talk about the strategic importance of data, and how it will fuel long-term growth and stability for their organization. However, a cohesive data management strategy that empowers analytics is more rare. Top companies have found the right approach to master data management (MDM) that delivers results.

**Best-in-Class companies are:**



**as compared to All Others.**

→ Read the full report: [Modern MDM: The Hub of Enterprise Data Excellence](#), May 2017, Aberdeen Group

**The bottom line:** While MDM is a technology category in its own right, top-performing companies treat it just as much as a philosophy for handling their data. This philosophy goes beyond just centralization of data and espouses diversity in the data infrastructure, accessibility for a broader range of users, and fluidity in movement of data across the organization. These ideals translate to substantial and repeatable results for top companies.