

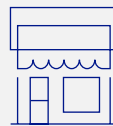
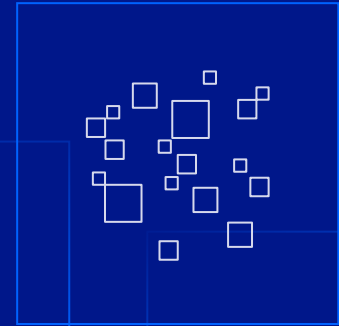
# The heart of digital transformation

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 track product information to respond to emergency situations.



**Banks** use data to increase the quality of customer relationships and trusted interactions.



**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.
- **Integration with big data sources:** Helps get data insights stored in data lakes.
- **Deep insight-driven impact:** Provide deeper insight into data that leads to better and more cost-effective business processes.

## Unlock the potential of your data

IBM Master Data Management drives deeper insights by giving a complete view of an organization's 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.

## Read the e-book

Learn how MDM takes disparate data to actionable insights.

## Read the research report

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

## Learn more

Visit [ibm.com/master-data-management](https://ibm.com/master-data-management)



© Copyright IBM Corporation 2019. IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml). This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

Notice: Clients are responsible for ensuring their own compliance with various laws and regulations, including the European Union General Data Protection Regulation. Clients are solely responsible for obtaining advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulations that may affect the clients' business and any actions the clients may need to take to comply with such laws and regulations. The products, services, and other capabilities described herein are not suitable for all client situations and may have restricted availability. IBM does not provide legal, accounting or auditing advice or represent or warrant that its services or products will ensure that clients are in compliance with any law or regulation.