

CluedIn Master Data Management

CluedIn offers the most Azure-native master data management (MDM) platform available, having reinvented how enterprises prepare data to deliver business insights.

Business goals

CluedIn's mission is to make data work for everyone. Data will fuel the biggest innovations of the future, but that can only happen with a solid data foundation in place and when every user within a business is empowered to use it to its full potential.

Key challenges

According to Gartner®, more than 75% of MDM projects fail to deliver business value. CluedIn changes that by delivering reliable, trusted, high-quality data that businesses need to fuel critical initiatives at speed and with maximum ease.



CluedIn MDM

CluedIn is the Azure-native MDM platform that automates manual data management tasks and allows business users to perform powerful data engineering tasks without any technical expertise. It reduces manual work by a factor of 50 to 1 and helps companies integrate, clean, and validate data up to 60% faster.

Solution benefits

Boost efficiencies and streamline operations

Share information and streamline business processes to foster cross-functional collaboration with ease.

Unlock insights easily

Gain a holistic view of any data object to achieve higher levels of customer engagement, realize efficiencies, and pursue revenue streams.

Harness the power of Microsoft Azure

Get the right insights at the right time through high-quality, trusted data from a founding partner of the Microsoft Intelligent Data Platform and a solution that integrates natively with more than 27 Azure services, including Microsoft Purview and Azure OpenAI Service.

Why CluedIn?

CluedIn was purpose-built to work within the Azure data stack, improving customer experiences through the scalability and security benefits they expect.

Success stories

Using CluedIn, [Norden](#) manages shipping and vessel data to maximize fuel economy and reduce costs.



CluedIn helps [Svevia](#) gain a single view of its employees and supports its environmental, social, and governance ambitions.



[Sunwater](#) uses CluedIn and Microsoft Purview to drive efficiencies and manage costs by efficiently managing its data estate growth.



Get started



Spend smarter and move faster with the Microsoft commercial marketplace. Discover an easier way to find, buy, and deliver the right solutions for your organization's changing needs.

Learn more about CluedIn's solution in the [Microsoft commercial marketplace](#).