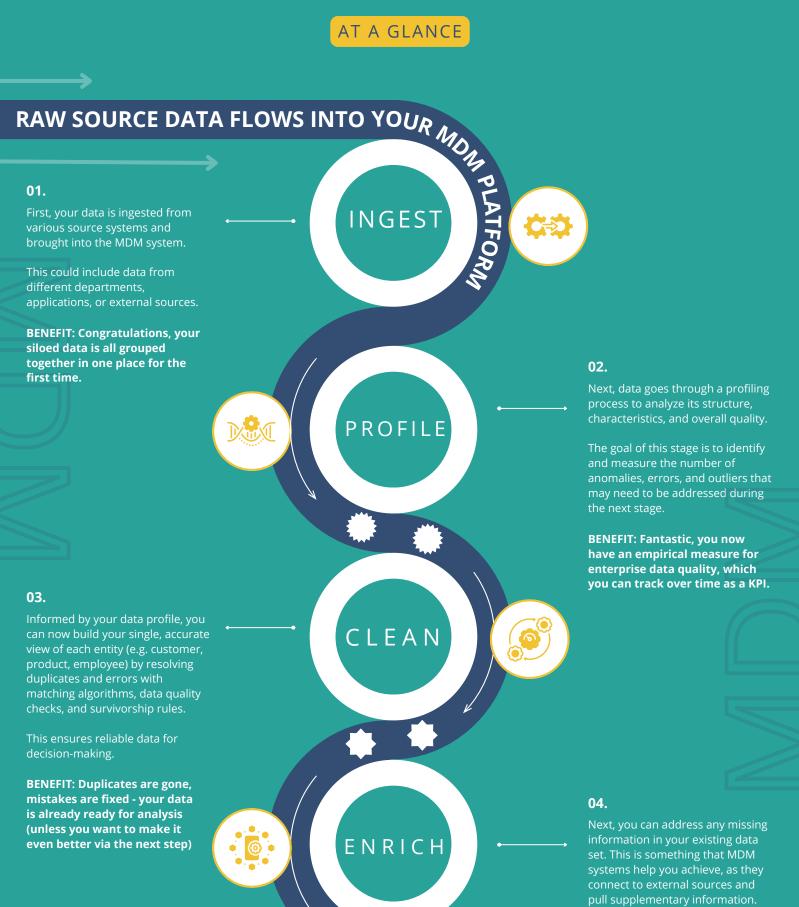
MASTER DATA MANAGEMENT



Typical data enrichment values are geolocation data, demographic information, and contact

BENEFIT: You can't report on missing information, but filling blanks at scale is a slow, manual process. Using MDM to automate filling in missing information saves time and

Now you have all of your data, you need to ensure that it's uniform (i.e. following a consistent format lure) across your enterprise.

STANDARDIZ**E**

05.

This includes converting date formats, ensuring consistent units of measurement, and the enforcement of naming

BENEFIT: This allows different systems to share and use data efficiently. It also stops your report from showing things like 'USA', 'United States' and 'The US' as three separate entities.

CONSOLIDATE

07.

Once the master data is consolidated, it needs to be distributed back to all systems or applications that require it.

up-to-date and accurate

BENEFIT: By returning data to its source, you make it easy for business users to access and operationalize.

DISTRIBUTE

results in more detailed and accurate reports.

06.

You're nearly done. Now you just need to consolidate your newly mastered data into a central repository or a master data hub.

Often, MDM tools provide a centralized repository where your new golden record (i.e. the single, authoritative version of each data entity) is stored.

BENEFIT: Rejoice! Your highquality data is now easy to access by systems and users with the proper authorization.

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