



AMITECH

WHITE PAPER

Master Data Management



MASTER DATA MANAGEMENT

Companies that are really serious about making use of data soon adopt master data management techniques and tools to drive improved data quality, increased operational efficiency, and higher quality analytics. At Amitech, we coordinate with our technology partners IBM and Informatica to consolidate and integrate data into pragmatic master data management solutions.

What is Master Data Management?

Master data management is a comprehensive method that identifies the most critical information within an organization and creates a single source of its truth to power business processes.

Benefits of Master Data Management

- More consistent, accurate information
- Effective communication with vendors and partners
- Improve business processes efficiency
- Increase business performance

One of Amitech's partners, Informatica, highlights the importance of master data management, stating that 86% of marketers say they could generate more revenue if they had better customer information. Additionally, \$2.01 billion is the amount that the median Fortune 1000 company that could boost revenue annually by increasing data usability by 10%.

How Amitech Can Help Optimize Data Administration and Create More Impactful Insights
Amitech Solutions will identify specific business needs, consolidate data into a single source of truth, and provide a variety of ways to use the data. First, our team will gather information about the current state business processes and technology capabilities, specify MDM technology needs, and identify objectives for each data domain. Next, a technical team will iteratively deliver MDM features that regularly provide business value to business users. Finally, through effective handoff and knowledge transfer, teams will be able to sustain and support the new processes and technology. After these phases, you will have the information you need, and have the knowledge of how to use it.

A business-aligned MDM implementation will:

- Improve overall decision making by increasing the quality and accessibility of data
- Decrease the cost of data administration
- Improve patient care
- Lower costs



MASTER DATA MANAGEMENT

We offer a variety of information management solutions and have deep MDM experience. Additionally, we have close partnerships with IBM and Informatica, two leading MDM solution providers that are easy to deploy and solve the most complex and unique business challenges.

About Us

As a leading healthcare analytics and strategy consulting firm, we guide our clients by focusing on the most innovative approaches to data analysis in healthcare to discover insights for healthcare systems and insurers. We believe in change. We believe in data. We can help you use data to change and ultimately lower costs, improve quality of care and achieve better business outcomes. Amitech is based in St. Louis and has more than two decades of experience as well as industry-leading talent in the business analytics, information management, strategy consulting, population health, clinical analytics, care management, digital health and big data fields.

