

Identifying & Implementing MDM Strategies & Linking it to Your Business Processes



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Agenda:

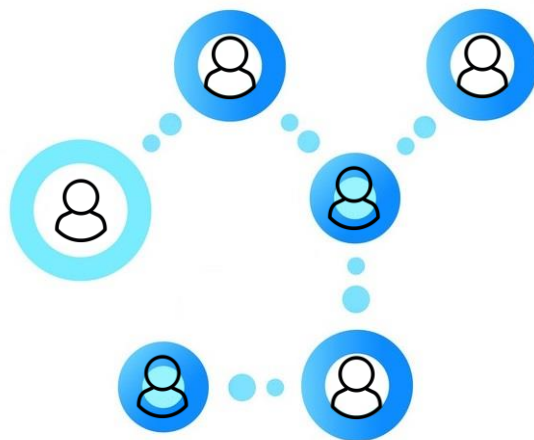
What is Master Data Management?

When is it time for an MDM strategy?

MDM Discussion

What is Master Data Management?

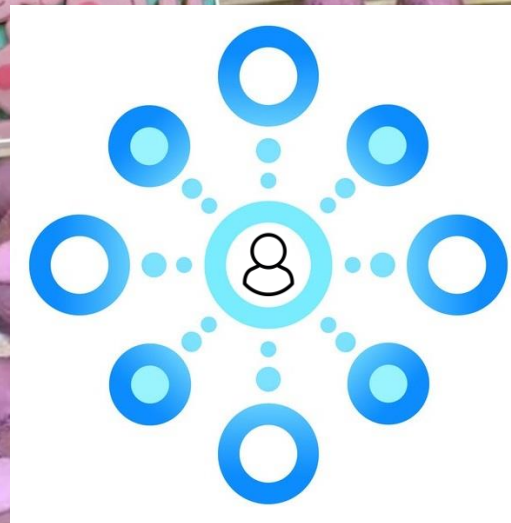
Without MDM



Decentralized

NAILED IT!

With MDM



Centralized

Copies of Data

When is it time for an MDM strategy?

Campaign to attract new customers

Ordered new stock

Multiple invoices

Over committed on credit limit

Duplicate email campaigns



Discussion:

Identifying & implementing MDM strategies
& linking it to your business processes



