Gain Greater ROI with a Business-first Approach to Data

Leverage Master Data Management (MDM) to Achieve Efficiencies That Impact the Entire Enterprise

The Data Difference to Operational Efficiency

In the digital economy, data can mean the difference between business success and failure. With quality, well-managed and well-governed information – particularly master data – you can gain a clearer picture of your business instead of floundering in a deluge of disorganized data.

MDM allows organizations to clearly define, unify and manage all of the data that is common and essential, from product design and production to suppliers and partners, from marketing and sales to services and support. Having a central repository for key information gives organizations **a single version of truth**.

It delivers operational efficiencies in a myriad of ways.

- **Boost revenue**: increase sales and deliver significant customer value using deep customer insights.
- **Reduce costs**: spend less time managing redundancies and more time giving users the data they need.
- **Improve collaboration**: increase accuracy and sharing of data between business teams and partners.
- **Minimize risks**: use audit trails, version control and approval processes to meet regulatory compliance.
- **Reduce downtime**: minimize interruptions by ensuring systems use accurate data across the enterprise.
- **Time savings**: centralize data operations where possible and provide self-serve interfaces to external parties.

Deliver Data Value That Bolsters Business Outcomes

- Operate with unmatched data quality
- Eliminate data silos
- Create data transparency
- Remove duplicate, error-prone processes
- Cultivate superior customer intelligence
- Increase design creativity and innovation
- Deliver faster decision making

Efficiencies for Every Aspect of Business

Master data, your key informational asset, includes products, customers, stores/locations, employees, suppliers, digital assets and more. The efficient management of master data improves every line of business in the company.

Lower Data Costs

Build trusted data that removes the need for business users to waste time and resources creating their own data using Excel spreadsheets and ad hoc data stores. You can tear down disparate systems, remove duplicate records and combine incomplete data to create a golden record. This single version of the truth not only connects business systems, it also spurs savings in administrative costs.

Launch New Products Faster

Streamline the entire product and supply chain by onboarding, cleansing and enriching every aspect of product information. You can set product deadlines, establish milestones and handle change orders in seconds. Manufacturers, suppliers and engineers receive accurate updates on product detail changes. Everyone, from shipping to receiving, has real-time access to product specifications.

Improve Product Processes

Reduce the failure rate of new product introduction processes by directly applying the insights gleaned from existing product launches. Quickly apply new data to ideation and creation processes, as well as line planning. Ensure you tightly couple master data and product lifecycle data for improved methods.

Optimize the Supply Chain

Build a better understanding of suppliers, their corporate hierarchy and the products they provide. You can improve vetting processes with new and potential suppliers using a 360° view of related information. You can also identify and reconcile partners from multiple lines of business, as well as visualize the corporate hierarchies of trading partners.

Deliver Exceptional Customer Experiences

Gain a complete and reliable view of customers to supply real-time personalization, customer-centric targeting and omnichannel experiences. MDM fuels marketing and sales strategies by giving enterprises a precise data foundation for segmentation and more. It takes customer data from several sources and creates an accurate, up-to-date and complete record used in CRM, customer service, marketing automation and other systems.

For more information, visit **stibosystems.com**.