



## Multidomain MDM

# Accelerate Your Business by Synergizing Master Data from Different Domains

The Multidomain Master Data Management (MDM) system enables you to drive the complete spectrum of business strategies through digital enablement.

The system empowers you to increase operational efficiency and customer experience, grow your business with new digital initiatives and optimize processes for business-critical data.

Multidomain MDM is built on a single, scalable platform that connects and syndicates master data across all data domains: products, customers, locations, stores, suppliers, assets and employees to create a comprehensive view of your business and operating units, allowing you to leverage accurate, up-to-date information.

By removing silos and integrating several data points across the enterprise, the Multidomain MDM delivers the single source of truth for improved decision making.

Multidomain MDM provides businesses in retail, distribution, manufacturing, automotive, banking, insurance, healthcare and food industry with a consistent and trusted enterprise-wide solution for management of master data.

### Key challenges – solved by MDM

- Slow and error-prone manual data maintenance
- Unsatisfactory customer experiences due to poor quality of customer data
- Insufficient product descriptions and inaccurate specifications
- Lack of integration to dealers' systems
- Lack of data syndication complicating supplier management
- Inconsistent data across systems
- Siloed data in disparate systems

## Overview of Multidomain MDM

	Functionality	Benefits
	Configuration directly in user interface	<ul style="list-style-type: none"> <li>• Easy set-up, with no need for complex scripting, the data models can be worked out by a superuser</li> </ul>
	Phased implementation	<ul style="list-style-type: none"> <li>• Flexibility to add more domains and infinite data records on the same platform supporting system growth with the company</li> <li>• Achieve quick time-to-value</li> </ul>
	Centralized data processes using the MDM system as a central data hub	<ul style="list-style-type: none"> <li>• Syndicating data from existing systems into a “golden record” enabling compliance with industry standards and regulations (GDPR, IFRS, ISO, IEEE, GS1, GDSN and more)</li> <li>• Pushing data from MDM to operational systems</li> <li>• Updating data across all systems through two-way communication</li> <li>• Allowing segregation of data to manage risk and information security</li> </ul>
	Tasks and data visualization can be performed and executed on the fly by data stewards	<ul style="list-style-type: none"> <li>• Data profiling in the hands of the user enabling efficiencies in time and processes</li> </ul>
	Matching and linking data records to identify and source master data across heterogeneous data sources	<ul style="list-style-type: none"> <li>• Gain and retain a high data quality through automatic data cleansing and deduplication</li> </ul>
	Set up business rules	<ul style="list-style-type: none"> <li>• Remove error-prone processes</li> <li>• Secure accountability</li> <li>• Ensure efficient workflows in the organization</li> <li>• Create secure environments for sensible data</li> <li>• Lowered data costs through streamlined processes</li> </ul>
	Integrate business internal data domains	<ul style="list-style-type: none"> <li>• Real-time data management by looking up needed data without having to create the entire record</li> <li>• Synergize information from separate data domains into a 360° view</li> <li>• Increase upsell and cross-sell opportunities</li> <li>• Drive innovation by discovering hidden connections in different datasets</li> </ul>
	Integrate with operational data repositories like ERP, CRM and legacy systems	<ul style="list-style-type: none"> <li>• Enhancing the effectiveness of operational systems and validating data</li> <li>• Eliminate errors from legacy systems</li> </ul>
	Integrate with third-party systems like Loqate, Experian and Dun & Bradstreet to consolidate master data	<ul style="list-style-type: none"> <li>• Address verification and business identification can be leveraged outside of MDM</li> </ul>
	Integrate with supplier systems and data hubs	<ul style="list-style-type: none"> <li>• Secure end-to-end data consistency</li> <li>• Onboard suppliers and launch new products faster</li> <li>• Increase speed to market while maintaining operational efficiency</li> </ul>
	Integrate with dealer and partner systems like e-catalogs and e-commerce systems	<ul style="list-style-type: none"> <li>• Streamline communication and secure consistency throughout the value chain</li> <li>• Improve collaboration with external partners</li> </ul>

## Products encompassed by the Multidomain MDM solution

### Product MDM (PMDM)

- Eliminate product data gaps and rectify inaccurate information through automatic processes
- Manage millions of product items and attributes
- Improve performance when introducing new products
- Deliver data consistency on all marketing and sales channels
- Syndicate data to all stakeholders and business initiatives

### Product Lifecycle Management (PLM)

- Improve all stages of product development from ideation to commercialization
- Leverage multidomain information to understand supply and demand, pricing models, assortments, inventory, sales, quality, and consumer habits to improve future product development
- Manage bills of materials (BOM), specifications, digital assets and supplier information

### Customer MDM (CMDM)

- Identify customers across any channel or line of business
- Connect customer data silos
- Gain an accurate, 360° view of customers
- Improve customer experience and increase loyalty
- Adapt to trends and customer needs based on reliable insights
- Cleanse and deduplicate customer data

## Your business first in managing master data

Stibo Systems' Multidomain MDM solution gives you up-to-date, accurate master data and real-time relationships between domains.

Due to centralized data management and reduced costs affiliated with data maintenance and multiple implementations, Multidomain MDM enables you to reap a higher ROI from individual domains.

Enabling parallel activities and real-time data visibility, it supports a global, cross-functional collaboration.

The result is a business-first approach to using master data to innovate and drive business.

## A trusted partner

Stibo Systems is recognized by leading research analysts as a market leader in master data management systems. The company offers global support to more than 350 world-renown brands from all industries across the globe.

Stibo Systems maintains a growing partner ecosystem that includes some of the world's leading companies and is at the forefront of developing new solutions to support retailers, distributors and manufacturers to optimize their business as they scale.

Stibo Systems uses a fast and seamless implementation model that ensures a quick time-to-value. Prototyping the platform with the client removes the need for client-side programming to ensure a fast, efficient implementation.

For more information, visit [stibosystems.com](https://stibosystems.com).

## About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM solutions based on a unique business-first, people-centric approach. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to improve the customer experience, drive innovation and growth, and create an essential foundation for digital transformation. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit [stibosystems.com](https://stibosystems.com).