

The background of the entire page is a photograph of a person's hand holding a pencil, pointing at a technical drawing or blueprint on a desk. The drawing includes various circular diagrams and tables. The AJUSTEO logo is overlaid on the top part of the image.

AJUSTEO

Master Data Management

White Paper



Christian Guillaumin
Sales Director

Co-authors



Laurent Ortola
Certified Data Architect
DAMA/CDMP




What is Master Data Management ?

A true pioneer of digital transformation and a "Data-Driven" strategy, Master Data Management is the cornerstone of organizational development and a forward-looking concept in data management.

But what exactly is
Master Data Management ?

- ④ Why is it so beneficial to implement it in your company?
- ④ What data can be managed through MDM?

This White Paper, based on our experiences, will present best practices in this area and provide the keys to avoiding the most common pitfalls.



Summary

- Market Trends.
- What is a Master Data?
- Observations regarding Master Data.
- Principles of MDM.
- Challenges of MDM.
- MDM Data Governance.
- Keys to the Success of an MDM Project.
- MDM Platform.
- MDM Clients' Vision.
- And you ?

The mastery of data remains a major asset for a company wishing to stay competitive and sustainable in a constantly evolving economic environment.

84% Digital transformation projects fail due to poor data quality.

Source Forbes

Many industries have been compelled, due primarily to technical and legal reasons, to focus on the quality, validity, and traceability of data and the associated processing procedures. These companies have been required to implement centralized repositories, which guarantee data quality through the use of sometimes highly specialized software.

43% of organizations do not have a formal strategy for governing their data."

Source Gartner

12%
Of revenue

This is what poor data quality costs on average.

Source Experian Data Quality

With a global volume that doubles every 18 months, data is an indispensable growth driver. Companies that have implemented data governance, including data quality initiatives, can achieve a significant increase in their turnover on average.

Unfortunately, this potential is largely untapped, as the proportion of data that is actually usable within companies remains relatively low.

System migrations (ERP, CRM, etc.), mergers and acquisitions, or simply the preparation of activity reports, often reveal data quality problems.

The objective of this White Paper is to extract all the expected value from data; first, it is necessary to master the data called Master Data, which is the backbone of a company's data.



The main objective of this White Paper is to deliver a state-of-the-art understanding of Master Data Management.

A hand holding a pencil points to a technical drawing on a desk. The drawing includes a circular diagram with various components and a table with multiple columns and rows. The text "MARKET TRENDS" is overlaid in the center.

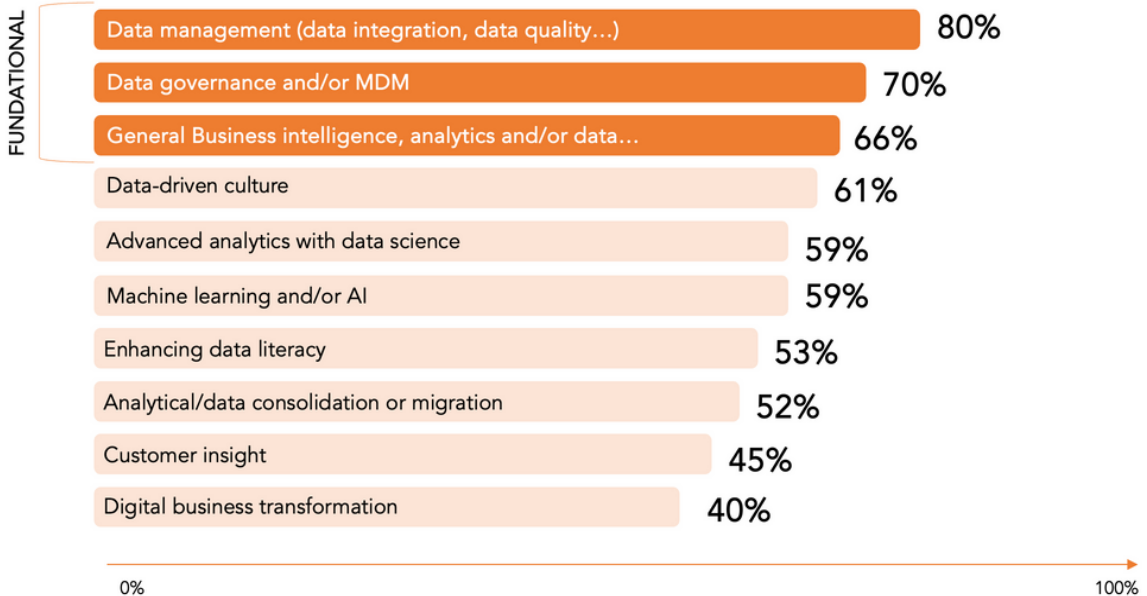
MARKET TRENDS

Market Trends

Data Quality :

A 2024 Priority for Chief Data and Analytics Officers (CDAO)

Source Gartner



WHAT IS A MASTER DATA?

What is a Master Data ?

Master Data :

- They are business data that are relatively stable, unique, and essential for the company's operations and interactions with third parties.
- They must be identifiable by a unique description, shared, and recognized as such throughout the enterprise.
- They are foundational and critical to all company activities.
- They must be of high quality in terms of business usage (complete, controlled, current, reliable, consistent, deduplicated, standardized).
- They must be grouped and centralized in a MDM solution in order to be exposed in a consolidated form as a single source of truth that feeds other information systems and both internal and external consumers of the company.
- They can be produced internally or collected externally (e.g., from suppliers, online sales platforms, institutional sources, free or paid databases).
- They must be protected and can only be modified by authorized personnel.
- They are commonly used by a large number of stakeholders (internal or partners).
- They exhibit relative stability (often referred to as cold data), as opposed to more volatile data such as operational data (e.g., transactional data).

What is a Master Data ?

Commonly implemented Master Data domains in large organizations.

- ④ **The network of third parties is vast and includes**
B2B and B2C clients, suppliers, consumers and business partners.
- ④ **The product line includes**
finished goods (consumer units and logistics units), kits, packages, goods, and services.
- ④ **The organization**
departments, companies, sites, subsidiaries, and people.
- ④ **Financial structures**
cost centers and profit centers.
- ④ **Depending on the domain :**
closed, administrable, or fixed value lists are added to ensure the quality of reference data.

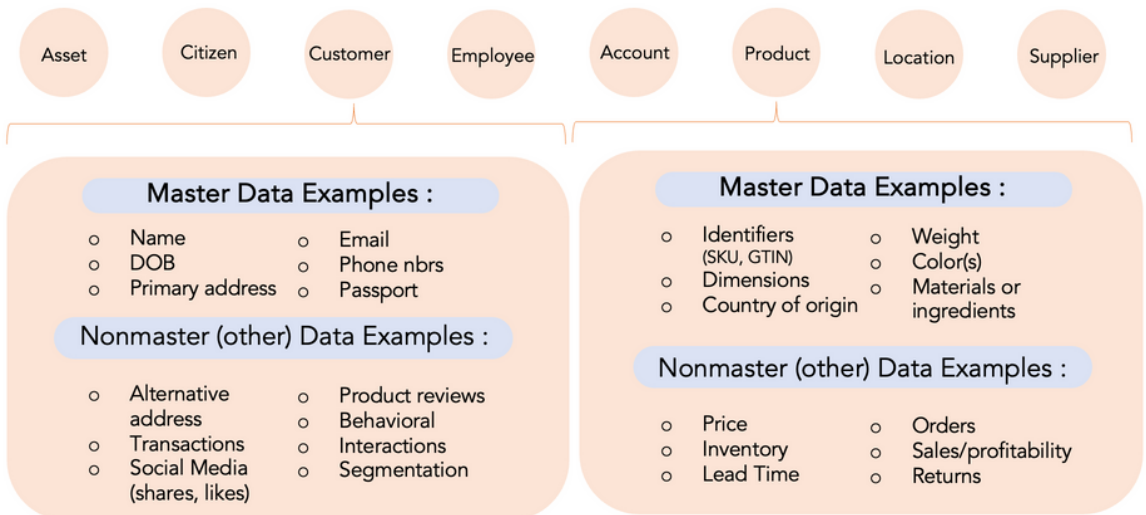
Classifications, also known as hierarchies, taxonomies, nomenclatures, or trees, are used to categorize reference data and sometimes carry contextual information.

Important note:

It is recommended that each classification carries only one business concept.

For an object, we distinguish between :

- Reference Data (Master Data), which are the key data that generally vary little,
- and other data called operational data.



A hand holding a blue pen pointing at a document with charts and graphs. The document features a bar chart with blue, red, and yellow bars, and a line graph with green and red lines. The text "OBSERVATIONS REGARDING MASTER DATA" is overlaid in the center.

OBSERVATIONS REGARDING MASTER DATA

Observations regarding Master Data

Critical data is still too often scattered across disparate applications and files, hence the difficulty in :

- Having a single, complete, and controlled data set,
- Identifying and sharing trusted data, and
- For the company to make quick decisions on unqualified data.

Always more needs and complexity :

- There is an increased demand for information from various sources such as consumers, regulations, and innovations.
- Information sources are multiplying both internally and externally, including suppliers, data pools, open data, cross-functional teams, and even customers themselves.
- Businesses are dealing with multiple distribution channels and serving multiple consumers.
- There has been a rise in mergers and acquisitions.
- Companies are expanding and diversifying their activities.

- **There is an increase in the volume of data**, both in terms of the number of entities (customers, products) and the amount of information associated with each entity.
- **Reference Data is becoming more complex and voluminous**, encompassing structured, semi-structured, and unstructured data.
- **Data is being stored in various locations**, including on-premises systems, cloud environments, and hybrid setups, making it more challenging to manage and govern.
- **Data is subject to increasingly stringent regulations**, such as the GDPR.
- Data must meet quality standards, including timeliness, accuracy, relevance, and completeness, to satisfy customer and partner demands.
- Data is being shared more frequently both within and outside the organization, through a growing number of channels, reaching customers, partners, administration, employees, and more.
- The increasing capability of tools to handle large volumes of semi-structured and unstructured data has led to a surge in data utilization.



Impacts of Poor

Master Data Management :

These points highlight the severe consequences of poor data quality and management in an e-commerce setting. Specifically, they indicate that:

- **Inaccurate or incomplete product data** can lead to lost sales, as customers are unable to find the products they are looking for.
- **Duplicate customer data** can increase the risk of fraud and lead to operational inefficiencies.
- **Errors in invoices** can result in disputes, refunds, and damage to customer relationships.
- **Manual data cleaning** is time-consuming and reduces productivity.
- **Poor data quality** can hinder the ability to launch new products or execute targeted marketing campaigns.
- **Using spreadsheets for managing reference data** is inefficient and error-prone.
- **Customer dissatisfaction** due to data-related issues can drive customers to competitors.
- **A damaged company reputation** can have long-lasting negative consequences.
- **Ultimately, poor data quality can lead to significant financial losses.**

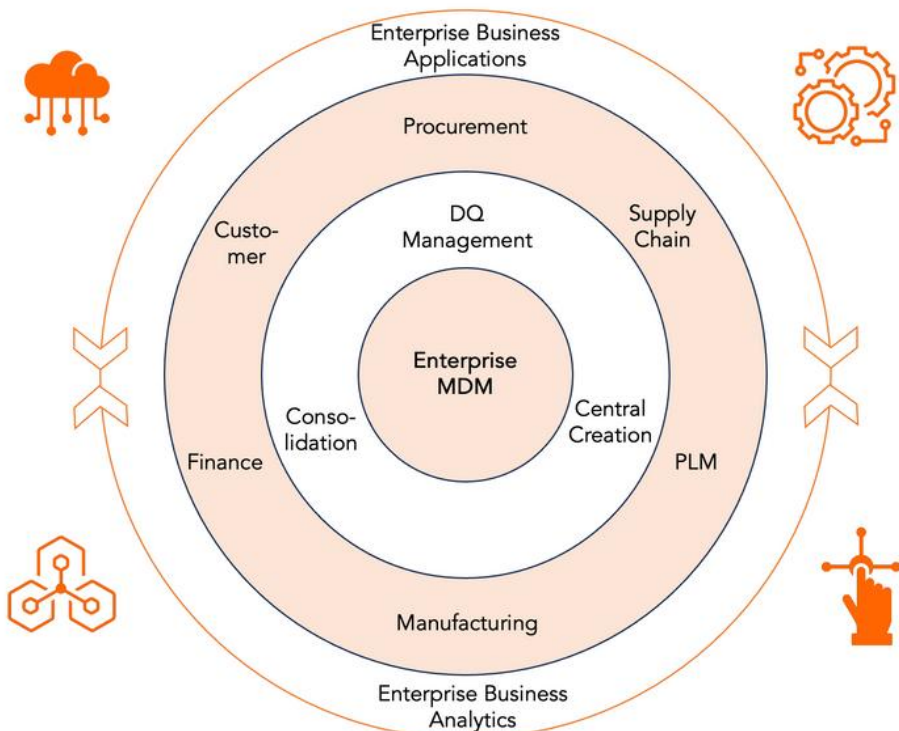
PRINCIPLES OF MDM

Principles of MDM

Master Data Management (MDM) is a data management method that handles an organization's key reference data (e.g., products, customers, suppliers, organizations) and allows for the sharing of all reference data within the organization and externally (e.g., with customers, partners).

"Master Data Management (MDM) is not merely a solution, but rather a collection of essential elements that must be implemented, including governance (organization, roles, processes, security, management rules, exposure), as well as technology and integration into the IT system.

The absence of a unified and controlled management of the company's key data (which represents a significant part of its assets), sources of value, results in a loss of efficiency, reduced competitiveness, increased operational risks, and an erroneous global vision of the activity. This impacts the operational performance and therefore the financial results of the company; but also the customer relationship, when the data disseminated through the different distribution channels is duplicated, inconsistent, , or partial.





CHALLENGES OF MDM

Challenges of MDM

Implementing an MDM project is only worthwhile if it brings real added value to the business and contributes to the digital transformation of the company.

Today, companies of all sizes and sectors must manage increasingly diverse problems and meet increasingly complex requirements. Our clients regularly ask us for advice to achieve target objectives dictated by internal needs, the market, or regulatory requirements. But how can we respond without having a minimum of information about data quality, update processes, and human and systemic constraints?

Understanding your data and having it available within a high-quality data foundation are the key factors in achieving this excellence.



Challenges of MDM

MDM will allow for end-to-end control of Master Data, but also of :

- Having a unique vocabulary for each data element throughout the company (known as corporate jargon), providing guarantees on the data in terms of uniqueness, reliability, and freshness.
- Managing the company's responses to regulatory requirements at a single point with a traceability of changes reducing risks.
- Securing access to Reference Data and modifications only by authorized persons.
- Having an open, extensible, scalable solution to facilitate integration through its ability to integrate new needs and business objects and easily extend the data model, add rules, processes, roles, rights, etc.
- Creating a centralized view of the information made available to internal and external consumers.

- Improve productivity, operational efficiency, and business management to make better decisions.
- Master end-to-end processes for ensuring the quality of reference data and managing its business lifecycle.
- Improve marketing campaigns and knowledge management.
- Streamline the application architecture and reduce maintenance and data integration costs.
- Reduce time-to-market and costs.

Sales Effectiveness

- Consolidated customer view across all channels
- Transactions driven by full picture of the facts
- Collaborative sales and promotion planning

Supply Chain Efficiency

- Enabled real-time collaboration with partners in supply-chain and products development
- Faster throughput of higher volumes through supply-chain to the end customer

Procurement Decisions

- Transparent picture of suppliers and products
- Costs savings due to fact-based supplier selection and rationalization

Optimized Asset Utilization

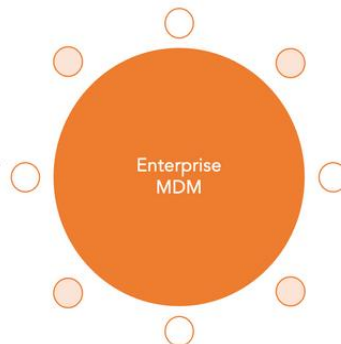
- Ability to use technical assets to capacity
- High product quality due to well maintained production systems
- Minimized safety risks for maintenance staff and operators

Readiness For Change

- Readiness for automation, e.g. to cope with information needs from AI, IoT, and BigData
- Ability to exchange trusted master data with business partners
- Ability to respond to mobile need
- Cloud Readiness

Finance Effectiveness

- On-time group closes
- Accurate IT Resource Planning
- Support compliances to IFRS, SOX etc
- Business flexibility



MDM DATA GOVERNANCE

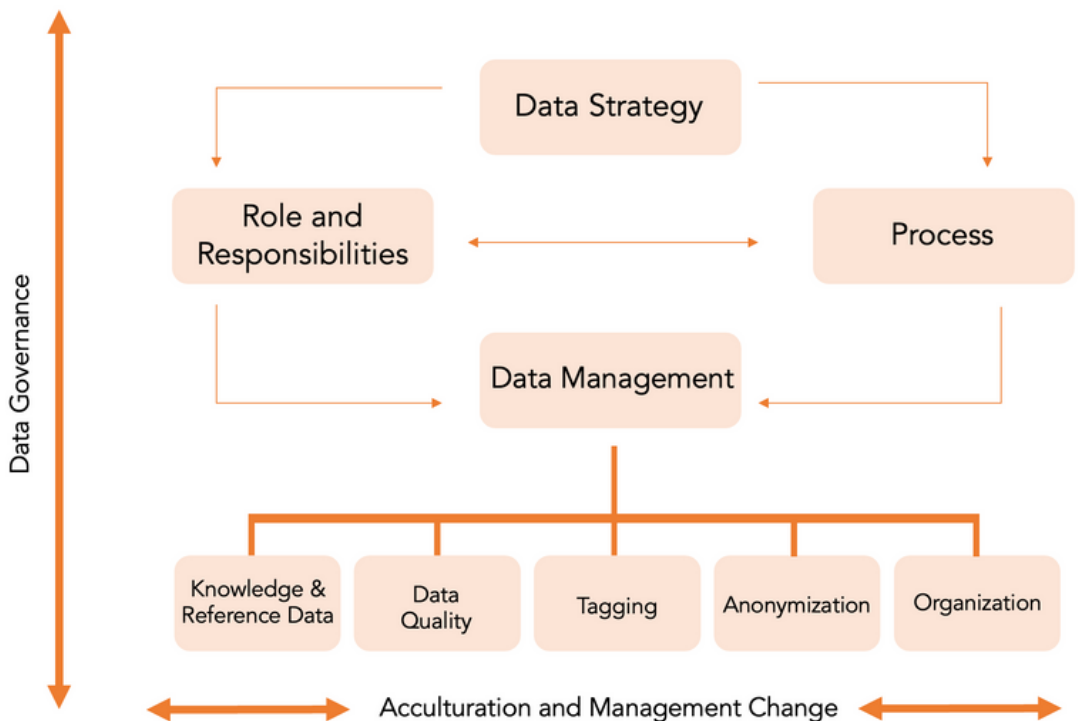


MDM Data Governance

What are the challenges of data governance for an MDM?

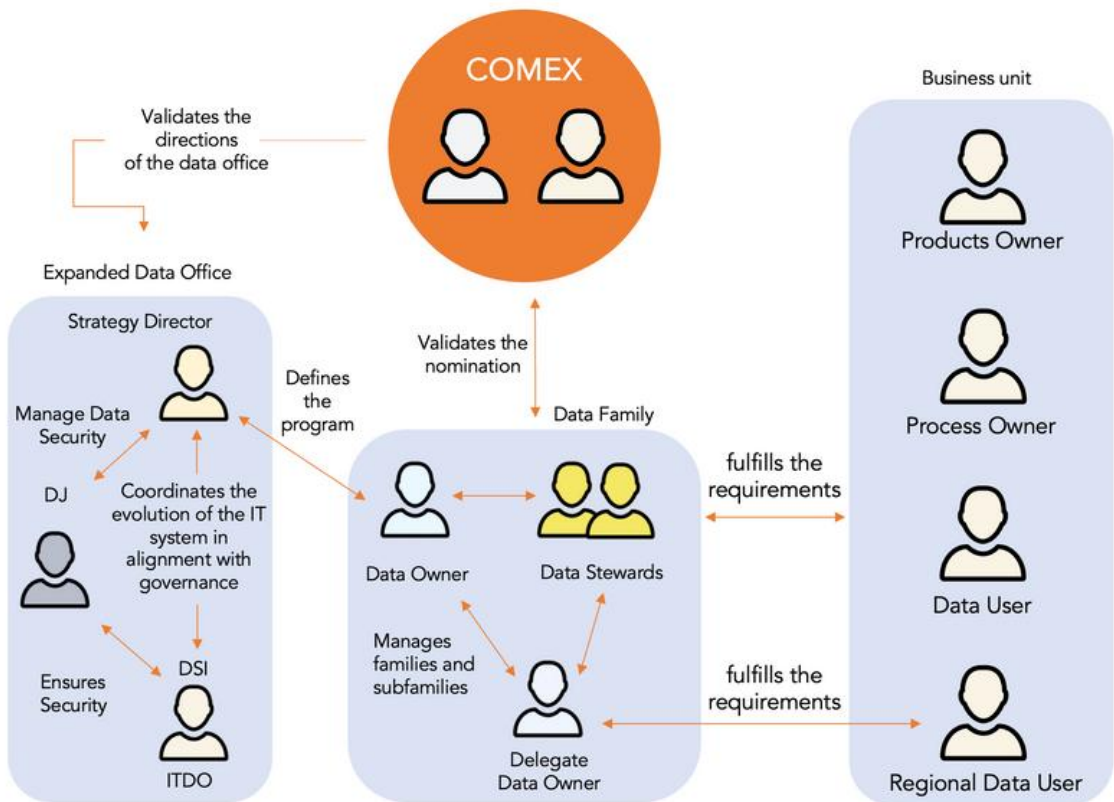
- Data governance is a set of practices, operating rules, roles, and processes that facilitate better data management and the extraction of its real value.
- The first step is to define the data governance policy and the applicable procedures for future data management projects.

Principle of Data Governance for a MDM



MDM Data Governance

The data governance project should be managed by a dedicated organization composed of IT and business resources. These profiles have roles and responsibilities that promote the adoption of governance throughout the company.

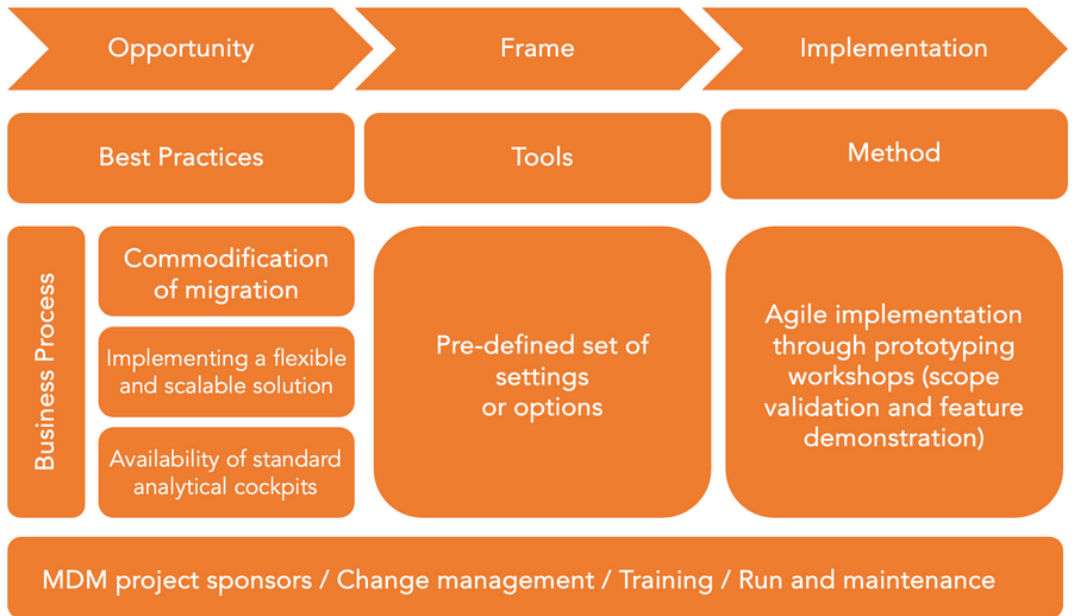




KEYS TO THE SUCCESS OF AN MDM PROJECT

Keys to the success of an MDM Project

The key steps of MDM are defined according to several phases and rely on various methods and tools identified below.



An MDM project is, in itself, a project like any other, both business and IT, requiring careful attention to the sub-projects that make up the project and vigilance at every stage.

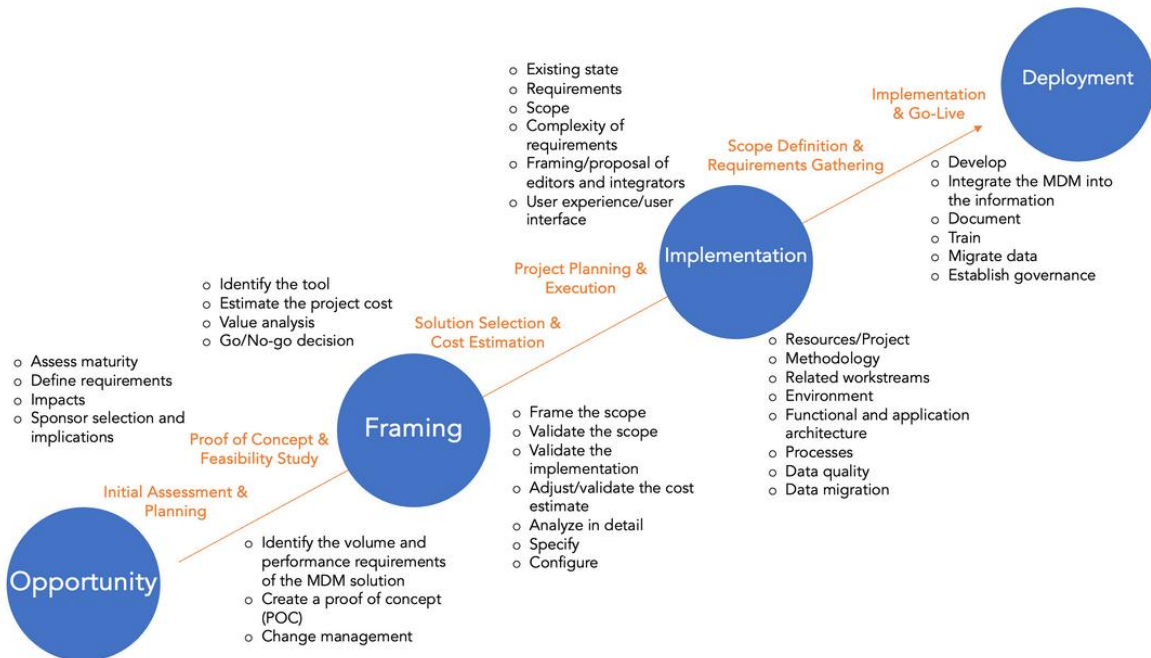
MDM solutions are generally very flexible in terms of configuration, but a significant part of the project that is often underestimated is the integration with legacy systems.

Keys to the success of an MDM Project

No off-the-shelf solution is magical !

Mastering and expressing your needs, the involvement of sponsors and business/IT resources, and precise project management are the keys to success.

► What should one be vigilant about ?

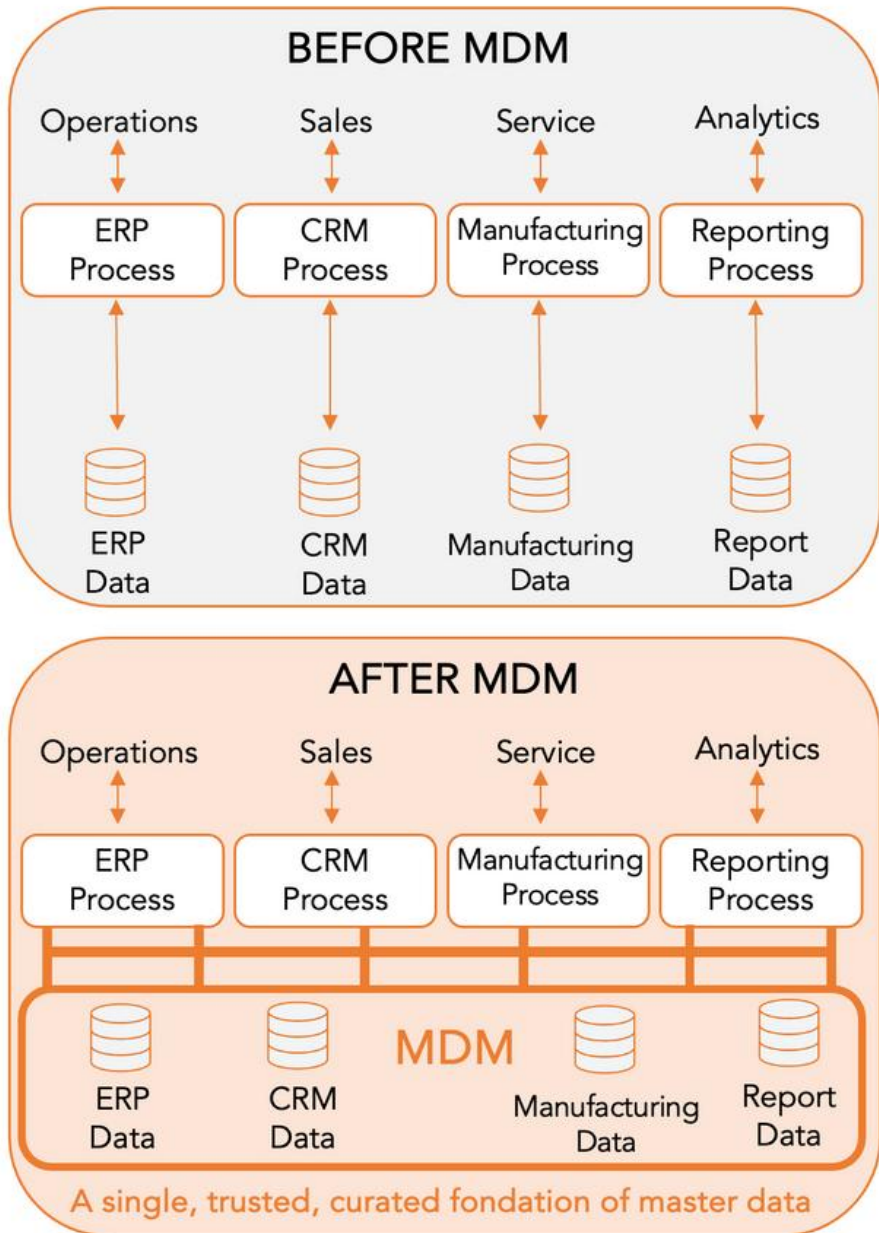


Keys to the success of an MDM Project

The project areas to be addressed

- Technical architecture and environments.
- Functional and application architecture.
- Data dictionary and data model.
- Data governance (Processes and roles from acquisition to exposure).
- Data quality (Rules to define).
- Integration into IT systems (Incoming and outgoing flows).
- Data migration (To anticipate, define quality KPIs and identify the current and target quality for data migration).
- IT impact (e.g. decoupling, redesign, development of new flows...).
- Testing (to anticipate). Deployment (automatic procedure).
- Change management (to anticipate).
- Volume and performance of the MDM solution (Proof of concept, load testing).

Keys to the success of an MDM Project



Keys to the success of an MDM Project

Key success factors

- Clear project strategy, stakes and objectives defined.
- Project scope and structural needs precisely defined.
- Clear roadmap, priorities, planning and predefined work packages.
- Flawless mobilization of business and IT teams.
- Strong commitment from the publisher and integrator.
- Rigorous, precise and transparent project management.
- Chosen solution adapted to business and IT requirements.
- Existing systems (take into account and don't reinvent everything).
- Business requirements (be careful not to overcomplicate, especially rare cases).
- Regular prototyping for business users to avoid late reviews or rejections.
- Change management identified and anticipated with a well-defined organization and roles.
- Knowledge transfer to business and IT teams.

Keys to the success of an MDM Project

Main cost items of an MDM Project

- ◉ **Upstream of the project :**
 - POC, POT, POV.
 - ROI evaluation.

- ◉ **Project :**
 - **Software License:** Acquisition or subscription to MDM software, and if not currently available, an integration/interoperability layer.
 - **Environments:** Acquisition or leasing of hardware and software environments.
 - **Integrator:** A third-party company responsible for integrating the MDM solution with existing systems.
 - **Vendor Expertise:** The level of technical knowledge and support provided by the software vendor.
 - **Internal Resources:** IT resources (project management, development) and business resources (requirements gathering, testing).
 - **External Resources:** If necessary, external assistance for project management, business analysis, testing, data migration, etc.
 - **Training:** Training for end-users and IT staff.
 - **Change Management:** Strategies to manage the impact of the MDM project on the organization.

- ◉ **Maintenance :**
 - Software license and vendor support.
 - Application maintenance and integrator support.

The background features a complex network of thin, light-colored lines that resemble fiber optic cables or data paths. These lines are densely packed and curve across the frame. Interspersed among the lines are numerous small, orange-brown dots, suggesting data points or nodes. Several larger, white, pill-shaped objects with orange-brown markings are also visible, possibly representing specialized components or data packets. The overall aesthetic is clean, technical, and futuristic.

MDM PLATFORM

MDM Platform

Blueway

Presentation

Blueway has been at the forefront of information system modernization for over two decades. Our comprehensive platform empowers IT departments to streamline data mapping, enhance data quality, and automate business processes. We equip organizations with the tools they need to thrive in today's dynamic business landscape.

MDM Vendors' vision

To ensure the success of a Master Data Management project, a methodical and rigorous approach is essential. Good IT project management practices, an understanding of MDM challenges, and consideration of the impacts on data governance are crucial. An MDM project should be approached functionally and structured in iterations to test and adapt the repository to business needs.

Adopting data repositories within an organization requires a pragmatic approach that includes all stakeholders in the change management process. It is not enough to model the repository: it is crucial to consider governance through simple interfaces (IMH) and processes (BPM), to ensure data quality with Data Quality features, and to leverage this asset through dissemination (ESB) and exposure (API Management).

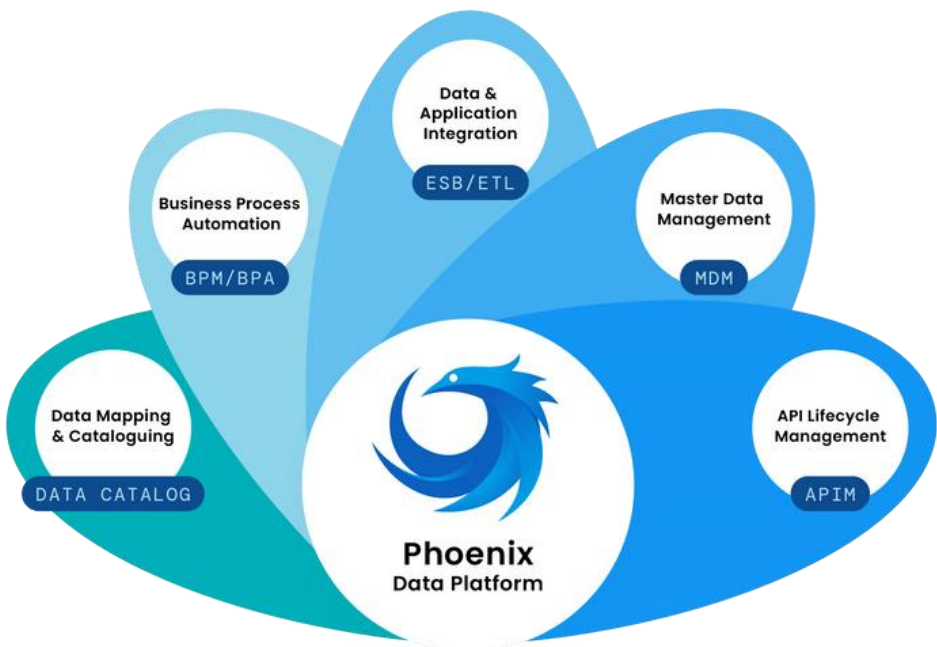
MDM Platform

Blueway

The proposed solution

The Phoenix platform manages the entire data lifecycle, from integration into IS applications, quality assurance, to exposure via APIs. A unique, low-code, and scalable solution to meet all data management needs.

Designed to simplify the daily lives of IT teams and business departments, Phoenix enables the management of two essential and complementary dimensions for your digital transformation: data (capture, synchronization, quality, storage, sharing, exposure) and processes (modeling, role definition, execution modalities, user interfaces, alignment with IS).



MDM Platform

Blueway Customer Case Study

Company:
Scael

Context & Challenges:

- Modernizing the IT system to make it more agile and communicative.
- The need to place "third parties" (farmers, clients, suppliers, etc.) at the center of exchanges.

Solution:

- The implementation of the THIRD-PARTY reference took place in a context of a rapidly changing/replacing IT system.
- Phoenix's data integration and MDM capabilities enable a simple and rapid methodology.

Benefits:

- A new vision of the "third party" (new attributes, ...) across multiple companies.
- Improved data quality through new validation rules. Mobilization of business units around the definition of the "third party".
- A new way of working (low-code, autonomy, relationships with business units).

Company:
Clariane

Context & Challenges:

- As a healthcare facility management company, Clariane was grappling with scattered and duplicated data across its establishments. This resulted in inefficiencies and a lack of data governance. Centralizing and streamlining the data was crucial to enhancing the quality and efficiency of their services.

Solution:

Clariane adopted Blueway to centralize its data reference. "Atome" manages the establishments, while "Humanae" handles the employees, with automated workflows ensuring accurate and up-to-date information entry. This significantly improved data quality and governance.

Benefits:

- **Data quality:** Elimination of duplicates and inconsistencies.
- **Time savings:** Automated processes reduced administrative tasks from days to minutes.
- **Improved governance:** Clearly defined data responsibilities.
- **User satisfaction:** User-friendly tools and easy adoption.
- **Flexibility:** Ability to add new features as needed.

Company:
Monnaie de Paris

Context & Challenges:

- As the oldest institution in France, Monnaie de Paris needed to consolidate its customer data to orchestrate an omnichannel strategy after years of IT system evolutions.

Solution:

- Implementation of a Unique Customer Reference (UCR): Deduplication, data quality improvement, and control.
- Implementation of a Service-Oriented Architecture (SOA) for the integration and dissemination of UCR data, particularly between the website (Magento), the store management tool (Cegid), and the ERP (Sage X3).

Benefits:

- A complete view of the "customer".
- Improved customer experience.
- Standardization of data exchanges and significant improvement in maintainability.

MDM Platform

Informatica

Presentation

Informatica (NYSE: INFA) is a global leader in enterprise cloud data management. The company specializes in optimizing and leveraging data, using artificial intelligence (AI) to transform businesses' critical assets (data) into drivers of growth and innovation. Operating in approximately 100 countries, including France, Informatica serves more than 5,000 clients across various sizes and industries.

MDM Vendors' Vision

In 2024, the trend towards cloud adoption and the widespread use of Artificial Intelligence is accelerating organizations' awareness of the importance of mastering their data. This paradigm places data governance, especially the management of data reference models, at the heart of organizations' concerns as they seek to achieve their business objectives.

Among the major challenges encountered in MDM projects in recent years, Informatica has noted a certain priority for the following use cases:

MDM Platform

Informatica

- Create a consolidated 360° view of customer data to optimize sales efficiency, the customer journey, and offer a personalized shopping experience.
- Optimize the supply chain through better management of supplier and product data.
- Master sensitive data and ensure regulatory compliance (GDPR, AML-CFT, ESG, AGEC, ...).
- Enable a transformation of the company and its information system (Cloud, ERP/CRM modernization) by rationalizing costs, thanks to improved data quality and governance.
- These various initiatives require relying on technological capabilities to master data throughout its lifecycle.

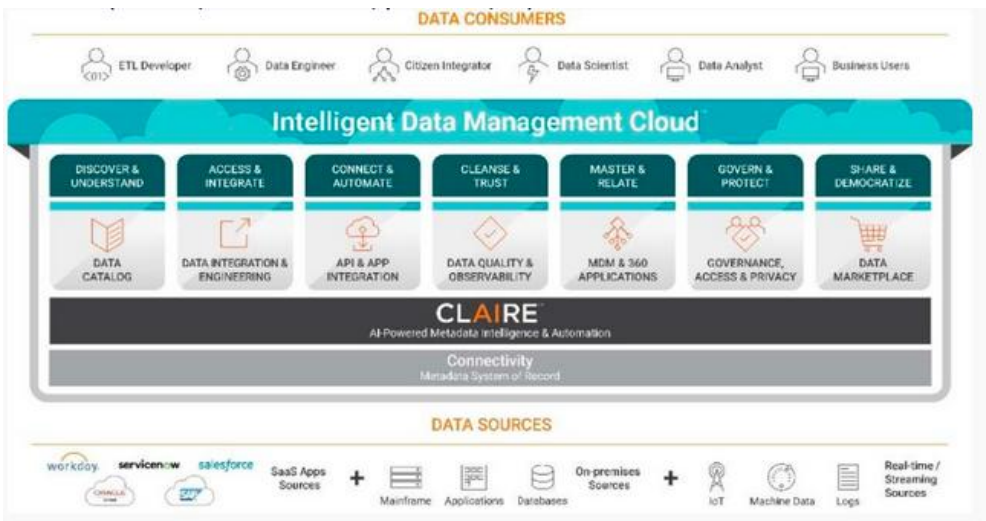


MDM Platform

Informatica

The proposed solution

To address these significant business challenges, Informatica has developed an innovative solution called Intelligent Data Management Cloud (IDMC), a comprehensive data management platform powered by AI. This platform enables the connection, management, and unification of data across various multi-cloud and hybrid environments, facilitating the modernization of companies' business strategies. This SaaS platform has a multi-domain MDM (Master Data Management) service, allowing management of all types of data reference models (customers, suppliers, products, etc.).



The MDM (Master Data Management) available within the IDMC platform is a modern solution, with simple and intuitive user interfaces that do not require development skills (low/no-code). The solution has pre-configurations (accelerators) by data type and industry, as well as an Artificial Intelligence engine to accelerate the implementation of the platform and facilitate its daily use.

MDM Platform

Informatica Customer Case Study

Customer's case Number 1

Company:

A clothing retail chain.

Context and Challenges:

The company wanted to revamp its loyalty program by consolidating customer information from both online and physical stores.

Solution:

- **SaaS MDM (Master Data Management):** Implementing a cloud-based MDM solution to manage customer and prospect data.
- **Data-as-a-Service (DaaS):** Using a service to verify and enrich contact information.

Benefits:

- **Improved customer experience:** A more personalized and consistent experience across all channels.
- **GDPR compliance:** Ensuring that customer data is handled in accordance with data privacy regulations.

Customer's case Number 2

Company:

A food manufacturing company that supplies products to large retailers.

Context and Challenges:

Product data was scattered across multiple systems (PLM, ERP, PIM, Excel), and was consolidated manually. This led to numerous data quality issues, particularly regarding regulatory information.

Solution:

A cloud-based Master Data Management (MDM) solution to manage product and packaging data.

Benefits:

- **Faster time to market:** Streamlined processes to introduce new products.
- **Regulatory compliance:** Ensuring that product information adheres to regulations related to ingredients, allergens, etc.

Customer's case Number 3

Company:

A service provider to clients in the retail industry.

Context and Challenges:

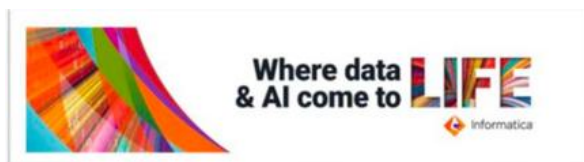
The company is undergoing a complete organizational transformation, requiring a modernization of its IT system. This includes a migration to the cloud and a replacement of SAP ECC with SAP S4/HANA.

Solution:

A cloud-based Master Data Management (MDM) solution to manage all of the company's reference data (customers, contracts, suppliers, employees, etc.).

Benefits:

- **Securing IT modernization projects:** The MDM solution helps to ensure the success of the company's IT transformation initiatives.
- **Cost rationalization:** Streamlining processes and reducing data redundancy can lead to significant cost savings.



MDM Platform

MaPS System

Presentation

MaPS System is a comprehensive and innovative solution, specializing in Master Data Management (MDM), Product Information Management (PIM), and Digital Asset Management (DAM), founded in 2011. Designed to meet the complex data management needs of businesses and integrate seamlessly into your existing systems, MaPS System excels at centralizing, harmonizing, enriching, and distributing (both internally and externally) the critical information your business relies on.

Within MDM, reference data encompasses third-party information such as suppliers, stores, customers, manufacturers, distributors, and more.

MDM Vendors' Vision

Since its inception, MaPS System has gained the trust of over 80 clients worldwide, a testament to the effectiveness and reliability of its solutions. In short, MaPS System positions itself as a key partner for manufacturers, distributors, service companies, and institutions seeking to optimize their data management, improve operational efficiency, and strengthen their market competitiveness. Thanks to its focus on data quality and the flexibility of its solutions, MaPS System helps companies transform their data into a true strategic asset.

MDM Platform

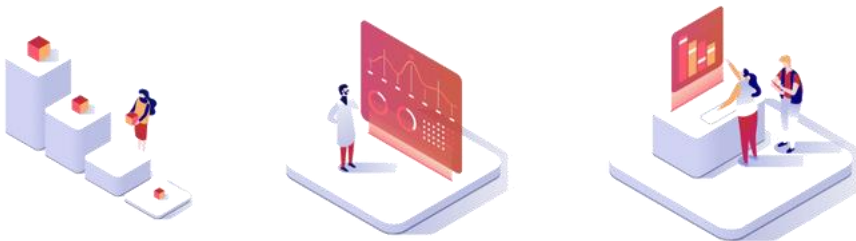
MaPS System

The proposed solution

MaPS System streamlines data management processes, reducing errors and improving data quality. The platform offers collaborative workflows, integration with existing systems, and data governance modules, maintaining high quality standards.

Flexible and customizable, MaPS System adapts to the specific needs of each company. The modular solution includes customization of data models, workflows, and user interfaces, ensuring seamless integration and rapid adoption. MaPS System manages both standard and sophisticated data models with numerous levels of nesting and variations.

MaPS System offers a comprehensive range of features through a set of modules: CoreData - MDM and PIM (Master Data Management, Product Information Management) integrating standard functions for configuration, integration, enrichment, and data exposure through exports and APIs. DataExport enables the creation of highly customizable exports, DQM (Data Quality Management) allows for the configuration of incoming data quality rules and quality within the solution, DAM (Digital Asset Management), PIM (Product Information Management), BPM (Business Process Management), as well as AI-related functions.



MDM Platform

MaPS System Customer Case Study

Customer Case Number 1

Company:
Metro France

Context and Challenges:

Metro France sought to simplify the process of acquiring information from its suppliers.

The goal was to establish a single source of truth for product information and related reference data.

They aimed to leverage the GS1 Group's data model while integrating their unique business and IT requirements.

Additionally, they needed to implement business processes for product enrichment and provide a solution that could be configured by internal Product Owners.

Key figures:

- + Over 200,000 product references
- + 3,000 suppliers
- + 100 stores
- + 60 users

Benefits:

- # **Reduced data acquisition costs:** Streamlining the process of gathering and managing product information.
- # **Simplified business processes:** Streamlining operations and improving efficiency.
- # **Optimized data quality:** Ensuring the accuracy and consistency of product information.

Customer Case Number 2

Company:
Groupe FBD

Context and Challenges:

Groupe FBD aimed to centralize product, store, and supplier reference data across its various retail brands.

The goal was to establish a single, unified source of truth for all product information that could be accessed by various systems within the company, such as enterprise resource planning (ERP) systems and design tools.

Key figures:

- + Over 100,000 product references
- + 250 suppliers
- + 580 stores
- + 5 retail brands

Benefits:

- # **Centralized reference data:** A single, unified source of truth for product information.
- # **Improved interdepartmental collaboration:** Enhanced communication and coordination between different departments.
- # **Streamlined business processes:** Reduced manual data entry and improved efficiency.
- # **Data enrichment:** Improved data quality and completeness.

MDM Platform

Reltio

MDM Vendor's Vision & Success Story

Accelerate business value with trusted, interoperable data

At Reltio, we believe data should accelerate the speed of business and fuel success. Reltio's AI-powered data unification and management offerings deliver unified, trusted data where and when it's needed, so that enterprises can be responsive to changing business needs.

Powered by the Reltio Connected Data Platform, Reltio's solutions — 360 Data Products, Multidomain Master Data Management (MDM), and Entity Resolution — unify disparate data sources in real-time, creating a single, trusted source of truth.

Reltio helps businesses overcome their challenges around Master Data Management, Data Integration, Data Governance, Data Quality, Data Preparation as well as Customer Insights, Risk, Compliance and Regulation.

Vision: Every business initiative starts with trusted data

To remain competitive in today's dynamic business environment, companies must digitally transform. But siloed, unreliable data makes this virtually impossible. Most enterprises operate in a world of fragmented and untrustworthy data, making it challenging to get timely data to all the downstream systems, digital channels, and teams that need it.

Reltio delivers trusted, interoperable data whenever and wherever it's needed for your business. That means reliable core data for AI initiatives, customer-facing digital applications, critical business processes, analytics, and more. With a 10-year innovation lead, our first-of-its-kind, cloud-native SaaS platform unifies multisource, siloed data into interoperable data. Our platform enables business responsiveness with a flexible architecture that can adapt to your ever-changing requirements. We are shaping a future where enterprises activate interoperable data to improve efficiency, manage risk, and drive growth.

MDM Platform

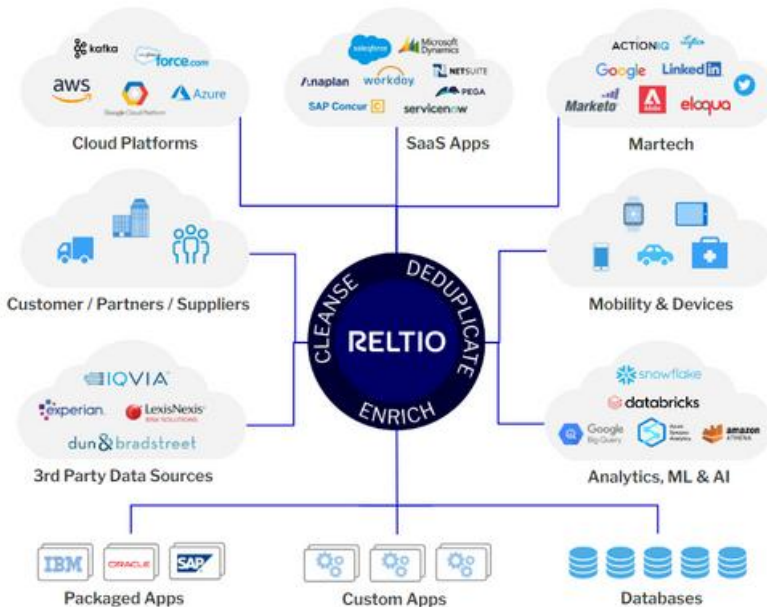
Reltio

Reltio unifies, manages and mobilizes your data

Reltio's cloud-native master data management (MDM) SaaS platform breaks down information silos to manage master data effectively and gain a complete view of relationships between people, products, places and activities. In short, it unifies – in real time – core data from multiple sources into a single source of trusted information.

Reltio's AI-driven SaaS platform deduplicates and standardizes your data across any data domains, using pretrained ML-based matching and data anomaly detection. And your data is continuously validated and enriched with third-party data in real-time, so you get a more comprehensive view of your customers and your operations. Part of our core platform, our velocity packs include prebuilt data models, configurations, and integrations to enable you to go live with value-driving use cases in just 90 days. With data quality and governance built in — fueling your CDPs, data warehouses, analytics, AI, and more — you can be confident that your data is accurate and trusted across the enterprise.

Reltio unifies complex data across the enterprise



MDM Platform

Reltio

Customer Case Study

Customer case Number 1

Company:
AstraZeneca

AstraZeneca achieved live patient master in just 14 weeks; life sciences company has improved omnichannel experience with trusted data

Challenges:

- Needed to improve patient satisfaction
- Required a 360-degree view of patient profiles
- Aimed to consolidate 12 million patient records across multiple brands

Solution:

- Reltio Connected Data Platform - Customer 360
- Reltio as a hub for patient data to deliver omnichannel drug and program communications
- Reliable data foundation to deliver omnichannel patient experience

Benefits:

- 14 weeks to live patient master
- 12M aggregated profiles
- Improved customer experience across all channels

Customer case Number 2

Company:
Schneider Electric

Schneider Electric uncovered several million dollars in new sales opportunities; realized cost savings, sales opportunities, and more effective service operations

Challenges:

- Wanted to improve customer experiences and speed resolution of customer issues
- Needed to streamline sales and service processes
- Maintaining home-grown MDM solution was unsustainable for one person

Solution :

- Unified data across 20 systems comprised of 5M organizations and 13M individuals
- Enriched customer data with integration to Dun & Bradstreet
- Reltio Connected Data Platform as the authoritative source

Benefits :

- Several millions of new potential sales opportunities uncovered
- Saves hundreds of thousands in shipping costs per year
- 50% less time to create a new account in operational systems

Customer case Number 3

Company:
Radisson Hotel Group

Radisson Hotel Group leverages unified data to improve services and streamline processes; enhances customer experience and aides effective sales and marketing

Challenges:

- Disjointed customer and guest experiences
- Inability to track and offer discounted pricing
- Unable to deliver meaningful insights due to poor data

Solution :

- Reltio Connected Data Platform provides a flexible, trusted data foundation
- High-performing, cloud-native solution with scalability
- Multi-domain MDM to support phased approach

Benefits :

- "OneMDM" central hub with over 15 connected systems and 30+ processes streamlined
- Enhanced customer experience and service delivery
- Better data quality for accurate reporting and insights

For more information on how companies benefit from using Reltio, please go to reltio.com/customers

MDM Platform

Stibo Systems

MDM Vendor's Vision & Success Story

Your Master Data, the Key to Your Business Success

Your Master Data are critical to your business. A single, decisive source of information for your operations, supporting your key processes. Their acquisition, management, and sharing rely on a fine-grained governance that breaks down data silos.

Master Data Management is more than just a tool; it's a corporate culture and strategy with a holistic role in providing accurate, up-to-date, complete, and reliable information to support business processes and decision-making.

Stibo Systems : Master Data Management Multi-domain Leader

Goes beyond product data with a unique and integrated SaaS MDM platform that enables you to manage all your data reference systems (product data, customers, suppliers, establishments, etc.). We support the largest companies in their data transformation with the goal of improving the reliability and quality of your data by providing you with secure, verified, and usable data references.

MDM Platform

Stibo Systems

MDM Vendor's Vision & Success Story

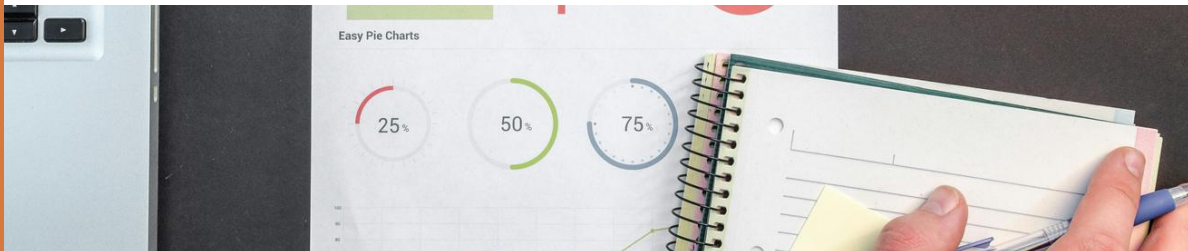
"The biggest advantage of multi-domain MDM is the ability to add and manage all types of reference data on the same platform."

- IT Manager for product and supplier data integration, French company specializing in the production, processing, and distribution of materials.

"The acceleration of our time-to-market [...] as well as the simplification of our product data management [are the main results observed] : the ease of publication with Stibo Systems is astounding."

- Interview Le Monde Informatique, Project Management Officer, French retailer specializing in garden products.

Get access to all the detailed customers success stories online www.stibosystems.com



MDM Platform

TIBCO

Introduction

TIBCO Software Inc. is a Business Unit of Cloud Software Group that provides enterprise software. TIBCO Software is specialized in data/application integration, MDM, Data Management, B2B process automation, data virtualization and it has been a significant player in the enterprise software market for many years.

MDM Vendor's Vision & Success Story

Since the beginning of EBX in 2000, our vision has always been that what is needed is a solution that can address every needs. A solution that should be completely agnostic, in terms of what kind of data that should be managed. It means that it should be able to address the typical Parties and Products domains, but as well any other need, such as Finance, Geographies or Reference Data in general, but as well Metadata. Our vision is as well that the solution should directly provided all the required capabilities (workflows, data quality, integration, etc..) without needing any other solution, but that the use of external solutions should be possible at the same time. This is why we created EBX, an all-in-one multi domain solution.

MDM Platform

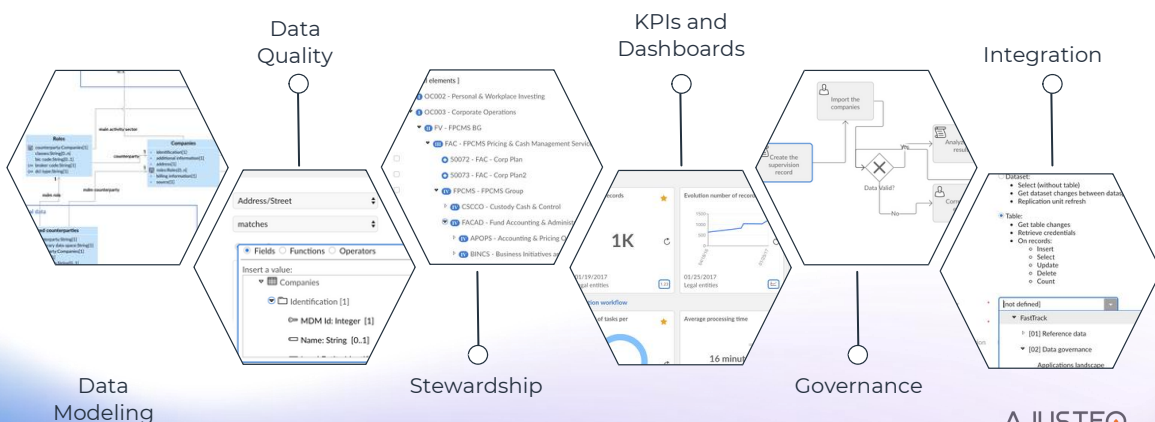
TIBCO

Solution (Description)

TIBCO EBX is a single software solution to model, manage, and govern shared data, wherever you want (on-premises or in the cloud) that could be described like this:

- Your-model-driven: Implemented with your data/workflow/security models, auto generated UI, API, Datastore etc.
- Multidomain: Manage any domain of data and their hierarchies
- Scale: Increased capacity, built for high data volume
- All-in-one: Includes all the capabilities you need, across the entire lifecycle, in one box
- Designed for business teams: Encourage adoption and collaborative data governance with workflows guidance
- Support for all MDM implementation styles: Consolidation, registry, centralization, coexistence
- Designed for collaboration: EBX provides a single unified User Interface servicing multiple personas.

Chart of your Platform



MDM Platform

TIBCO

Customer Case Study

Customer case Number 1

Company:

A leading Brewing company

Challenges:

- Manage data from 24 countries
- Carry out largest digital transformation program (SAP Central Finance Rationalization) from 16 R3 instances to 1 SAP S/4 Hana
- Provide a Global MDM tool and create the Customer Master Data and Finance Master Data

Solution:

- TIBCO EBX to centralize and manage all the Customer and Finance Master Data
- TIBCO Integration to address all the data flows

Benefits:

With EBX the company could mainly:

- Support the Core Business
- Implement the new API paradigm
- Manage distribution, warehousing, and fulfillment services via EDI Communication (Advanced Shipping note..)
- Run the Customer centric program
- Support Data Normalization: SAP ECC, SAP 4/HANA, SAP MAG..

Customer case Number 2

Company:

Multi-chain fast food restaurant group

Challenges:

As a global and very decentralized organization, they needed global multidomain MDM program (Menu items, Suppliers, Restaurants, Franchisees, Finance, Reference Data)

Solution:

TIBCO EBX to centralize and manage all the domains and reference data

Benefits:

The company reached the following results:

- Faster menu item introduction
- Streamlined restaurant opening
- Improved analytics
- Better product customization for franchisees

Customer case Number 3

Company:

A leader in beauty & cosmetics

Challenges:

As part of a SAP migration program where they wanted to migrate 22 SAP ECC instances to a few common ERP Core on SAP S/4 Hana, they wanted to create a global data governance and harmonizing processes, to create a core enterprise Data Referential

Solution:

This company choose TIBCO EBX, for its features:

- Comprehensive MDM available capabilities
- Customizable toolbox
- Open to standard data exchanges (API)
- Rich workflow capabilities
- Data access securitization

Benefits:

One single worldwide instance where hundred of users manage many domains (Customer, Point of Sales, Finance, Supplier,...)



MDM CLIENT'S VISION

MDM Client's Vision

La Redoute

THE PROJECT

1 year
+20 people
reintegrated 6 million products
+30 million media
cleaned up 8 million products
managed data for 450 marketplace vendors

Context and Challenges

With 6 million products, 30 million media assets, and 450 vendors on its marketplace, La Redoute aimed to overhaul its publication process. The goal was to consolidate data, enrich it, and ensure its quality, ultimately enabling the publication of certified product data (Golden Data) on web and mobile marketplaces and key internal systems.

This product data overhaul complemented the redesign of the marketplace system.

The purpose of this product data repository was to:

- group items into product sheets to improve the user experience;
- prepare and quality-assure product EANs and media for publication;
- manage the taxonomy and nomenclature; and
- expose these product data clusters in multiple ways to
- facilitate the transformation of the rest of the information system.

Ajusteo's guidance

Ajusteo, a specialist in MDM and inter-application data integration, has provided its technical and functional expertise, along with its knowledge of key enterprise applications.

Thanks to its senior consultants, Ajusteo has analyzed the existing situation and improved the solution to meet the company's transformation challenges.

Data is now a **business asset** for La Redoute, an enterprise asset for various departments.



MDM Client's Vision

Fast-Moving Consumer Goods

THE PROJECT

3,000 products
10 performance analysis axes
100 subsidiaries
1,000 users,

Context and Challenges

The goal of this global group was to equip its corporate office and 100 subsidiaries with consistent and homogeneous data on critical performance metrics and growth drivers. To achieve this ambitious goal, the company faced significant business challenges:

- Over 10 performance analysis dimensions, in areas such as markets, brands, customers, and products...
- Approximately one hundred autonomous subsidiaries spread across the world, each with its own tools and methods for analyzing results.
- A hierarchical complexity of data analysis, both global and with local mapping.
- The creation of a global collaborative platform addressed these challenges, providing significant benefits to the company:
- A single source of truth for the entire company and its subsidiaries.
- Homogeneous, consistent, reliable, and real-time accessible data with fine-grained access control.
- A centralized data governance for optimized and secure information management.

Ajusteo's guidance

To meet these needs, Ajusteo developed an MDM that provides shared critical data, including all the criteria and requirements of the company.

Thanks to this solution that enables data collection, storage, and advanced visualization, the company is equipped with tools to make informed decisions based on unified, accurate, and reliable data.

This **worldwide project**, due to the vast amount of data to be processed, is a testament to Ajusteo's expertise and our shared ambition. We are committed to providing high-quality data to improve our clients' performance and organization.



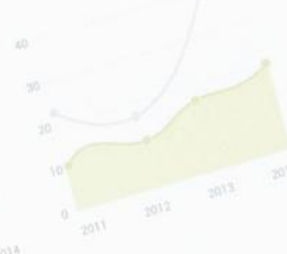
AND YOU ?

Morris Charts

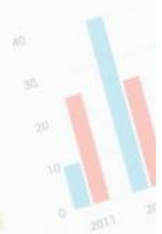
Line Chart



Area Chart



Bar Chart



Sparkline Charts

Line Chart



Bar Chart



Easy Pie Charts



And you ?

Are you interested in reconsidering your data quality management approach?

Our experts are here to assist you.

Ajusteo is an independent consulting firm, founded in Lyon in 2003, specializing in the data value chain.

We support a variety of organizations (private and public sectors) in defining, implementing, and leveraging their data assets.

Our passionate consultants bring their technological expertise and management experience to your ambitions.

We provide 360-degree support, from defining data strategy and roadmaps to project management and change management.

