



Multidomain MDM

Empower Your Business by Connecting Master Data from Different Domains

Stibo Systems' Multidomain Master Data Management (MDM) is an enterprise-wide solution for the centralized management of master data, improving accuracy and completeness of data and synergizing data across multiple domains.

Fueled by high-quality data and supported by a purpose-built platform, Multidomain MDM enables digital transformation and the execution of digital business strategies based on the collection of data from core data entities such as: products, customers, suppliers, locations, assets, employees and more that typically reside in siloed business systems.

The Multidomain MDM platform integrates, consolidates and syndicates master data from a variety of sources into a single version of truth, providing 360° views of customers and products that can be leveraged by business processes and customer-facing channels.

Improving collaboration

Multidomain MDM enables organizations to build a Digital Business Hub by collecting, managing and sharing data in an up-to-date and enriched version. It ensures end-to-end data consistency facilitating collaboration across departments, operational efficiency and transparency for employees and end-users with an on-demand view of operating units.

The Multidomain MDM platform provides organizations with a foundation of rich and trustworthy data, enabling data-sharing across partner systems, vendors and sales channels, as well as the implementation of emerging technologies.

Providing scalability

Multidomain MDM is built on a single, scalable and integrated platform that allows gradual expansion without reprogramming or new implementations, ensuring quick time to value.

It allows parallel activities, real-time data visibility and the acquisition and sharing of data by connecting internal as well as external sources such as: ERP, CRM, DAM, ecommerce, marketing automation, partner systems, data pools, content providers and more.

Core business challenges solved by MDM

- **Customer retention:** Facilitating a consistent customer experience through omnichannel initiatives
- **Product onboarding:** Removing backlogs and error-prone manual processes associated with product onboarding, ensuring faster time to market
- **Compliance and risk mitigation:** Providing data transparency from end to end, enabling traceability, compliance with industry standards and consumer trust
- **Upsell and cross-sell opportunities:** Enabling connected views of different business entities to leverage and integrate relevant information and create targeted product offerings
- **International expansion:** Using MDM as a global multilingual platform, organizations can quickly add international dealers to their ecosystem, as well as meet international business requirements

Master Data Management delivers superior business outcomes

Providing a foundation of clean and rich data, MDM can drive better business outcomes across the enterprise. Data syndication, de-duplication, golden records and breaking down departmental data silos fuel strategic business goals such as:

- Faster time-to-market and vendor onboarding
- Improved customer experiences based on 360° views
- Operational efficiency through automated data processing
- Better insights and decisions based on trustworthy data
- Digital transformation

Enhancements and features of Multidomain MDM

Multidomain expansion: Focusing on quick time-to-value, enterprises can use a single MDM platform to leverage multiple data domains by integrating any master data entity. Enhanced user experience and workflows support selected business processes. Quick data migration is supported by preconfigured data models.

Data hub enablement: To provide a single source of truth of actionable data assets, Multidomain MDM enables a Digital Business Hub that collects data once from multiple sources and uses it everywhere across sales channels and business partner systems.

Data integration: Facilitating digital enablement and the execution of a data hub strategy, Multidomain MDM provides an open platform with numerous integration options via APIs, plug-ins or custom solutions to connect internal business systems, legacy systems, third-party data sources, supplier and vendor systems and data pools.

Data quality and sufficiency: Focusing on enhanced operational efficiency, business rules and completeness metrics support content sufficiency, reporting and automated workflows.

Embedded analytics: The data analytics platform provides data modeling in one integrated user experience. It enables visualizations from blended data sources, customizable dashboards and outlier detection. As a fully integrated BI engine, the Embedded Analytics Platform and the MDM solution are provided through a single vendor relationship.

Data challenges solved by MDM

- Siloed, duplicated and untrusted data
- Data inconsistencies and outdated records
- Inability to share data securely across the organization
- No clear understanding of data ownership and relationships

A multidomain platform from a partner you can trust to put *Your business first*

Stibo Systems is an innovator in multidomain master data management, with deep experience empowering leading brands to drive success across industries and around the world. Our Digital Business Hub strategy enables organizations to gather their most valuable data assets once – from across multiple systems and data domains – and to distribute them to all users, providing a single, reliable enterprise-wide version of the truth. To learn more about our unique approach, or our Multidomain MDM solution that puts **Your business first**, visit 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.