

AI is the driver, data is the priority. MDM is the key to your **AI success**.

Unify, Trust and 360-View Your Data

Eliminate data silos and create a shared version of the truth everywhere – all in one place

Scale Governance With Less Work & TCO

Empower teams with consistent, governed, high-quality data with intuitive, AI-powered data apps

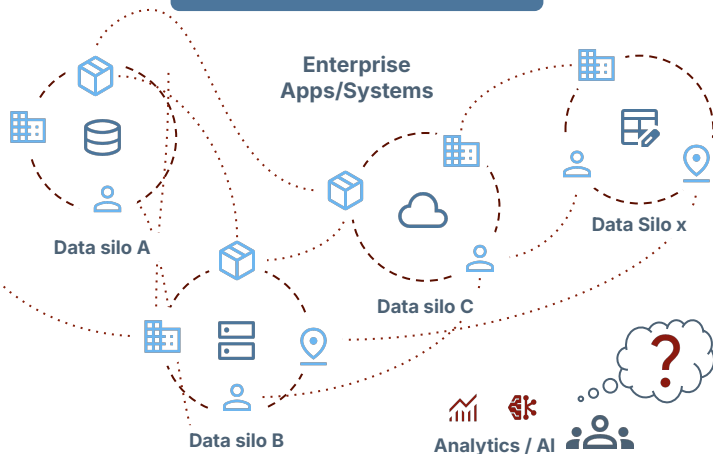
MDM is the Highest Quality Data Product

Deliver the most trusted, high quality golden data to power your AI and agentic solutions at scale

What is master data management (MDM)?

MDM is a discipline that combines people, processes and tech to create a single source of truth for your critical data (customers, products, suppliers etc.). It provides faster, more reliable decision-making, while also reducing effort for data/IT teams to ensure high-quality, governed data – by enabling better collaboration and alignment.

Without MDM



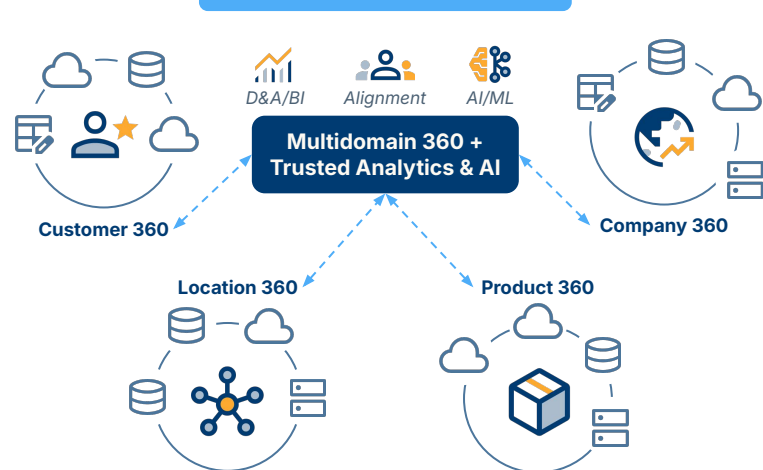
Siloed Data,
Not Unified

Duplicates
& Errors

Inconsistent
& Unreliable

Bad Quality
& Governance

With MDM



Trusted,
Unified D&A

Automated,
Cleaned Data

Consistent
& Reliable

Better Data
Quality & Gov.

Common MDM Domains



Person



Entity



Employee



Product



Hierarchies



Finance



Places



References