

8 Important Trends in Master Data Management

As **Master Data Management (MDM)** becomes more critical for driving business success, the more important it becomes to be aware of new technologies and methodologies for capturing, managing, and using master data. AI/ML, cloud, federated architectures, inter-enterprise sharing, global deployment, data platform solutions, and other modern MDM capabilities are driving the next iteration of MDM solutions.

1

Need for multi-domain MDM is on the rise

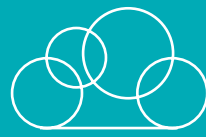


- Single shared view of data across every function
- Data mastering beyond customer and product domains in a single MDM solution
- Support current and future domain requirements
- Ability to see the links and important relationships between domains



2

Accelerated move to the cloud



- Adopts a cloud-first mindset for increased productivity
- Microservices-based modern architecture
- Elastic scale with consumption-based pricing
- Easy to use for business users, data stewards, and IT admins

Use of AI and ML to simplify MDM

- Recommended product categorization for faster NPI
- Scale stewardship with intelligence and automation
- Automated match tuning, data model and mapping recommendations
- Next best action for business users



3



4

Contextual MDM for connecting transactions & interactions



- Combine master data and non-master data for needed context
- Deliver better CX with rich 360-degree customer views
- Blurring lines between MDM and Customer Data Platform (CDP)

5

Pre-built solutions to support key use cases



- Intuitive and easy to use for data experts, business users, and IT
- Purpose built to solve specific use cases
- Preconfigured with data model, workflows, data quality rules, and enrichment



6

Combine MDM and Governance



- Business users define the data definitions, policies, rules, and metrics
- Rules and policies can be executed in MDM with ability to track metrics

MDM for ERP transformation

- Use master data to make standard business processes more resilient
- Improve master data quality and accuracy for ERP implementations, upgrades, and migrations
- Manage and synchronize master data between ERP systems



7



8

All-in-one capabilities



- End-to-end data management capabilities in a single solution so you can find, understand, cleanse, standardize, enrich, govern, protect user privacy, and secure the data
- Eliminates the need for ingestion, quality, enrichment, workflows, security, governance, and reference data management



Want to learn more?

Master Data Management (MDM) is the gold standard for data and analytics, but many organizations still don't understand it. Informatica's "Back to Basics" webinar series explains what it is, why it's necessary, and how it can increase productivity and business value for organizations of all sizes.

[VIEW THE SERIES](#)