ON EBX™

INFOGRAPHIC

# Why you need master data management, now

AI, analytics and everyday operations run on the same shared data. If that data is fragmented, everything built on it is too. Master data management (MDM) is how organizations refine it into something they can trust.

WHAT IS MDM, AND WHY DO YOU NEED IT?

## One trusted record for every person, place and thing

Inconsistent, inaccurate data leads to failed processes, poor analytics and unreliable AI. Master data is a single record of each customer, product, supplier or location that has been reconciled, enriched and corrected, giving a trusted view of business-critical data.

Effective master data management means accurate reporting, fewer errors and better decisions. When you can manage and share all your data, you thrive.

THE COST OF DOING NOTHING

## What fragmented master data breaks

### Processes

Orders ship to old addresses, invoices fail and onboarding stalls when every system holds a different version.

### Analytics

Reports disagree, teams spend days reconciling, and decisions rest on numbers nobody fully trusts.

### AI

Models and agents give confident answers built on duplicate, incomplete or conflicting data.

MDM BENEFITS AND KEY USE CASES

## A single view of the truth, shared by everyone

With one source of truth for every entity, and a standard way to manage hierarchies, organizations gain an asset that serves many use cases.

- Data quality
- Shared data
- Easier collaboration
- Single view of the truth

Customer experience · Regulatory compliance · Data security and governance · Supply chain · Product launches · Trusted data for AI

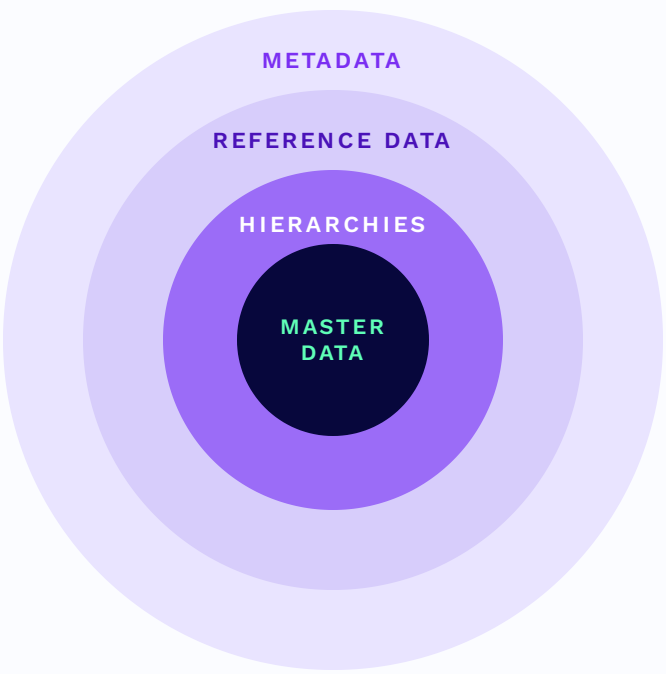
LOOK BEYOND MDM

## Master data is only one kind of shared data

Organizations also rely on public and private reference data, hierarchies and dimensions, and physical and business metadata. They are all linked, so the legacy approach of one siloed application per data type no longer works. A unified data management platform lets you manage and share all of it.

### Reference data

Public codes, such as countries and currencies, and private ones, such as cost centers and segments.




### Metadata

Business definitions, technical schemas, ownership and lineage that give data meaning.

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## Your choice for master data management

For more than two decades, EBX has helped enterprises across industries manage master data, reference data and metadata in a single, model-driven, multi-domain platform.

EXPLORE THE PLATFORM → onebx.com

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