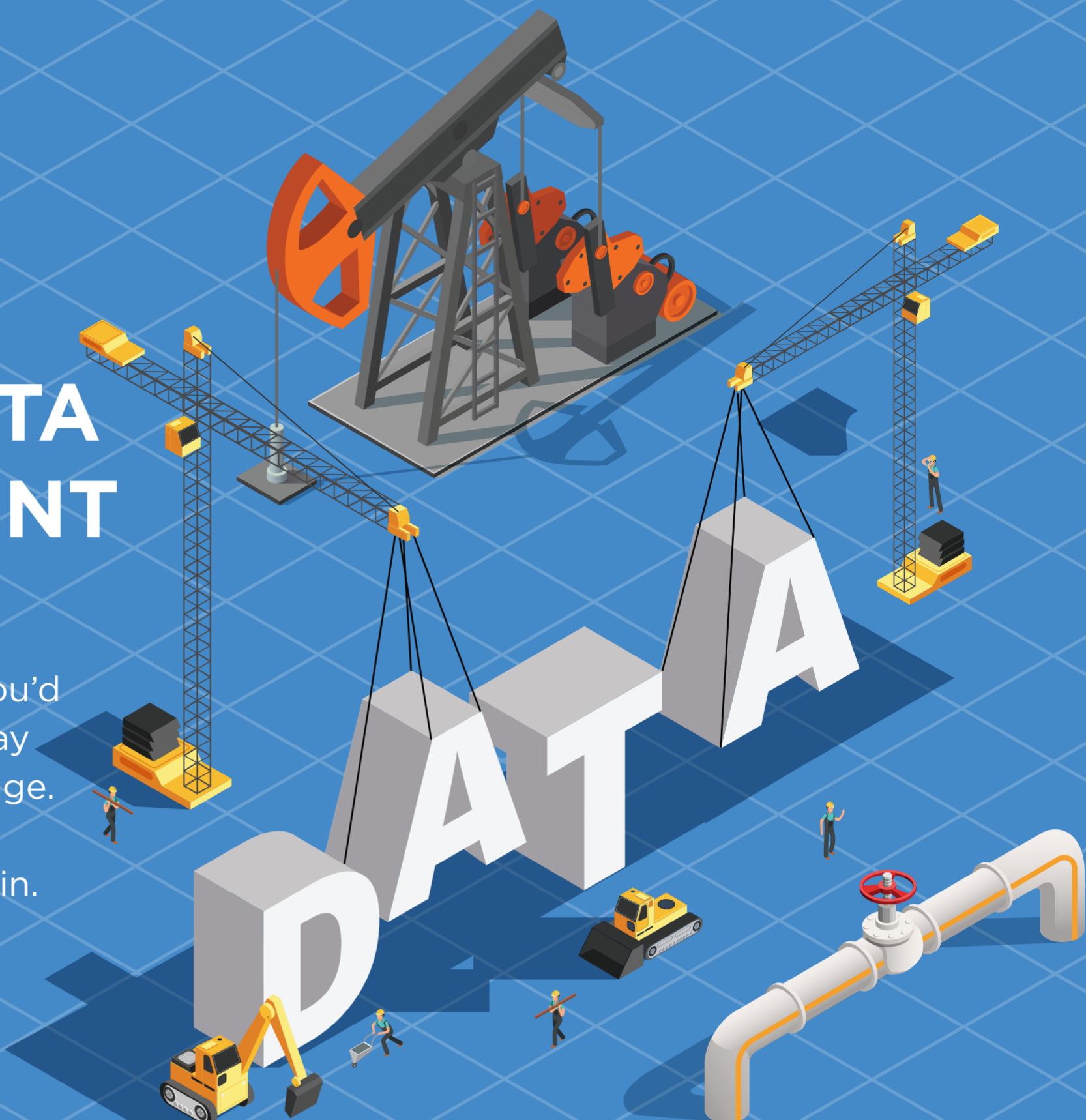


WHY YOU NEED MASTER DATA MANAGEMENT —NOW

If data is the new oil, then you'd better develop a superior way of refining it for efficient usage. That's where Master Data Management (MDM) comes in.

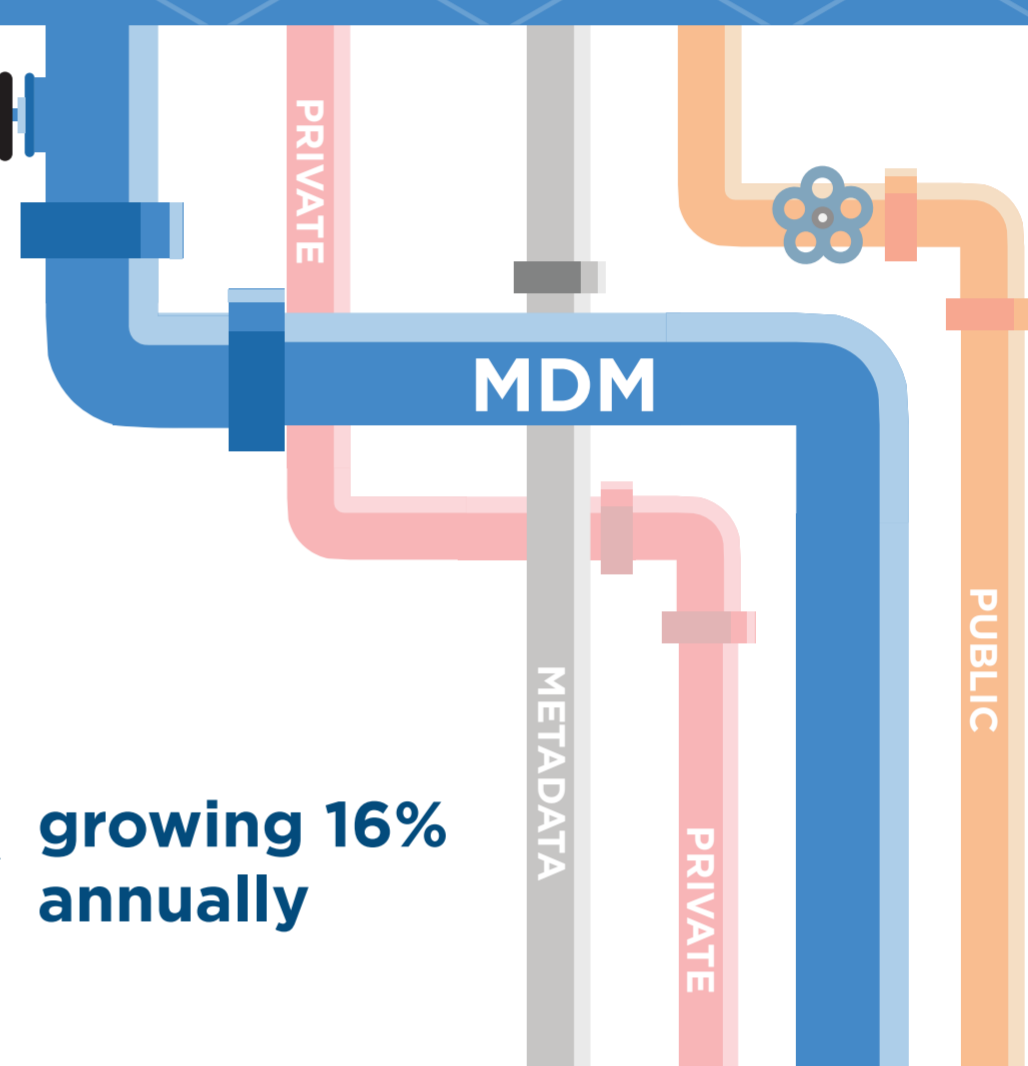


What is MDM, and Why Do You Need It?

Data inconsistency and inaccuracy lead to process failure and poor analytics. **"Master Data" consists of single records of each person, place, or thing that have been reconciled, enriched, and corrected to provide a trusted view of business-critical data.** Effective master data management promotes accurate reporting, fewer errors, and better business decisions. When you can manage and share all your data, you thrive.

That makes MDM a large, fast-growing market. **=\$7B↑** growing 16% annually

Global MDM revenues



MDM Benefits and Key Use Cases

MDM improves data quality, enables consistency, supports workforce collaboration, and provides the elusive "single view of the truth." With one source of truth for all "entities"— data on customers, employees, products, and things, and a standard way to manage and show information hierarchies—you have an invaluable asset for a range of use cases, including customer experience, regulatory compliance, and data security and governance.



Data quality



Shared data



Easier collaboration



Single view of the truth

One More Thing: Look Beyond MDM

Master data is only one type of shared data in your organization. Other data includes public and private forms of reference data and physical and business metadata. This data is all intrinsically linked so you'll need a solution that replaces the legacy, siloed application approach to data management with a unified data management architecture, where you can manage and share all data.

Master Data

HIERARCHIES AND DIMENSIONS

METADATA

PUBLIC & PRIVATE REFERENCE DATA

TIBCO EBX Software: Your Best Choice in MDM

EBX Software is a market-leading MDM solution that helps organizations in a wide range of industries around the world use data more effectively and efficiently. For more than a decade, EBX software has helped enterprises manage all their data in a single, all-in-one, easily deployed, simply managed solution.

For more information, check out [TIBCO EBX master data management online](#).