Data inconsistency and inaccuracy leads to process failure and poor analytics. MDM is how an organization’s most essential data—a master data—is managed and linked to each other using a common architecture. MDM programs are business-led and include the people, processes, and systems to ensure master data is accurate and consistent. When you can manage and share all your data assets, you thrive.

Master data is only one type of shared data asset in your organization. Other data assets include public and private forms of reference data and physical and business metadata. These data assets are 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.

What is MDM, and Why Do You Need It?

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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.

One More Thing: Look Beyond MDM

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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 and in a wide range of industries use their data more effectively and efficiently. For more than a decade, EBX software has helped enterprises manage all their entity data in a single, all-in-one, easily deployed, simply managed solution.

For more information, check out TIBCO EBX online.