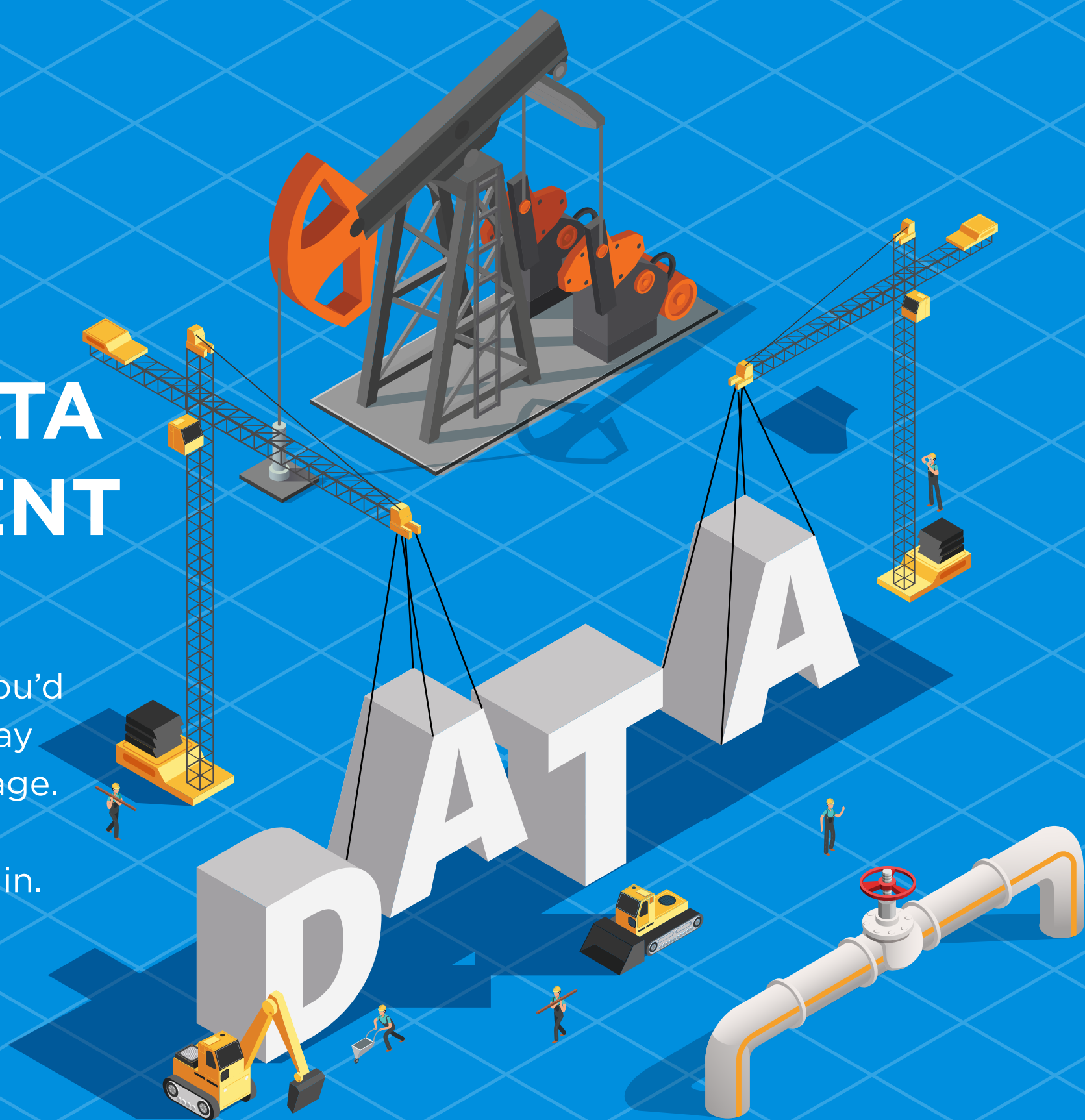# WHY YOU NEED MASTER DATA MANAGEMENT —NOW

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 leads to process failure and poor analytics. **MDM is is how an organization's most essential data—aka 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.

## 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.

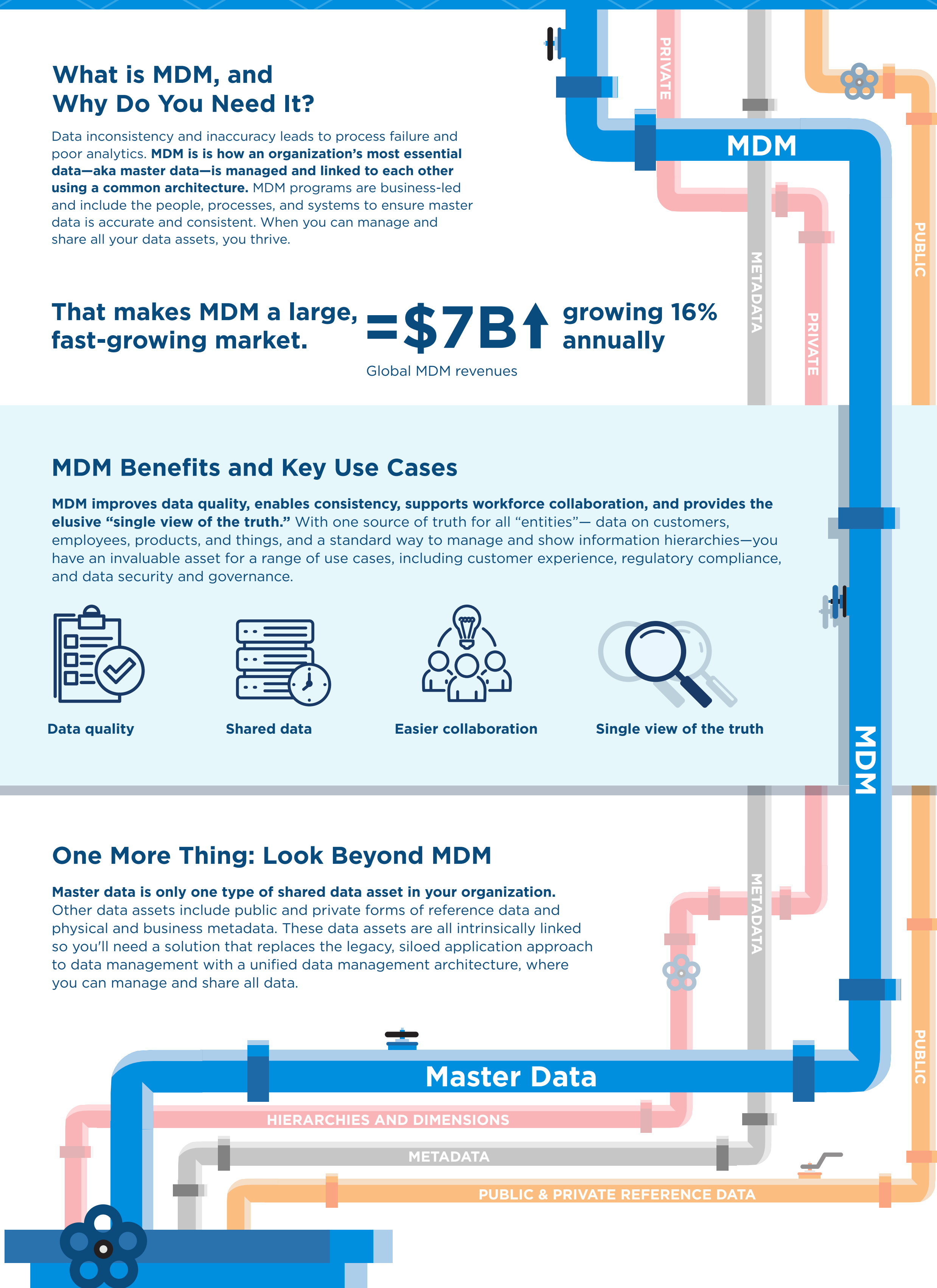**Data quality**    **Shared data**    **Easier collaboration**    **Single view of the truth**

## One More Thing: Look Beyond MDM

**Master data is only one type of shared data 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.

MDM

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 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.**

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