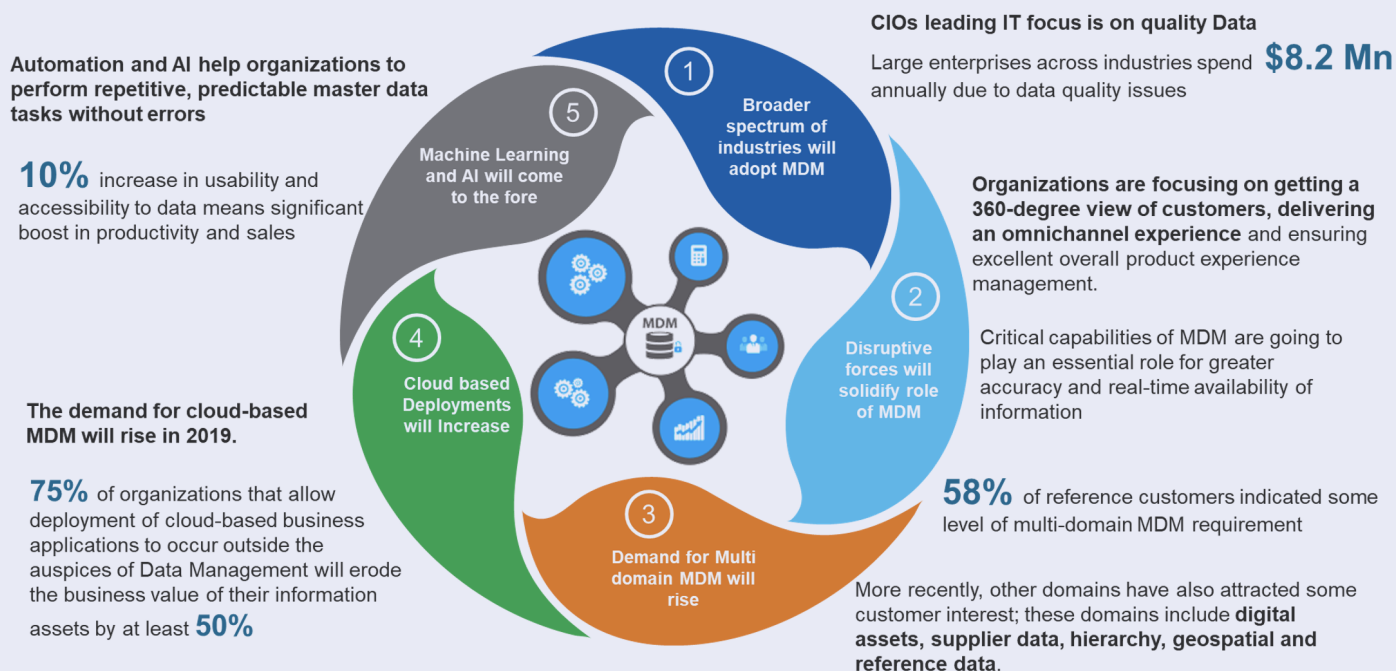# HCLTech | Supercharging Progress™

Accelerating the enterprise **MDM journey**

The importance of data in decision-making lies in consistency and continual growth. Hence, master data is at the heart of every data transformation program, making master data management (MDM) a vital task for any modern enterprise.

Here are some important trends to consider in MDM:

Automation and AI help organizations to perform repetitive, predictable master data tasks without errors

10% increase in usability and accessibility to data means significant boost in productivity and sales

The demand for cloud-based MDM will rise in 2019.

75% of organizations that allow deployment of cloud-based business applications to occur outside the auspices of Data Management will erode the business value of their information assets by at least **50%**

Circle diagram

1. Broader spectrum of industries will adopt MDM
2. Disruptive forces will solidify role of MDM
3. Demand for Multi domain MDM will rise
4. Cloud based Deployments will Increase
5. Machine Learning and AI will come to the fore

MDM (center)

CIOs leading IT focus is on quality Data
Large enterprises across industries spend **$8.2 Mn** annually due to data quality issues

Organizations are focusing on getting a 360-degree view of customers, delivering an omnichannel experience and ensuring excellent overall product experience management.

Critical capabilities of MDM are going to play an essential role for greater accuracy and real-time availability of information

58% of reference customers indicated some level of multi-domain MDM requirement

More recently, other domains have also attracted some customer interest; these domains include **digital assets, supplier data, hierarchy, geospatial and reference data**.

ADViso MDM

Innovation
Pre-defined data models, attributions, workflows and more assist automation and innovation.

Efficiency
Increased efficiency of any enterprise-wide MDM implementation through templates, starter kits, automated testing frameworks, industry-specific MDM solutions and more.

Opportunities with MDM

There are some incredible opportunities enterprises can avail through holistic MDM. Connecting and leveraging master data across functions within an organization will provide huge opportunities for any business-driven outcomes through discovering, understanding and governing master data and using it for better business decision-making:

Automation
This will ensure that an enterprise can reach and sustain high-quality master data and become more efficient in its operations.

MDM in cloud
A cloud-native solution such as cloud MDM will likely have advantages over on-premises solutions with respect to integration with cloud-sourced data and applications.

Multi-domain MDM
Information in day-to-day use cases is required from more than one domain (for example, brand, location, store and product), often coming from a need to provide 360-degree insights.

360° view
The concept of a 360-degree view brings together different kinds of information around a single master data entity. This can include core and application-specific master data, related transactional data, as well as documents or analytical reports.

Application support
This refers to the maintenance of application-specific master data including some rudimentary MDM capabilities offered within the transactional application context provided by different lines of business (LoBs).

ADViso MDM and how it can help

HCLTech's ADViso MDM–Stibo accelerator package is a kickstart solution which will accelerate the Stibo MDM implementation journey for any customer who has an intent to master their data domains using the Stibo MDM system. This package has pre-built templates, frameworks and features which can be customized according to the customer's needs and demands.

WHY:

Without effectively and efficiently managing master data, companies will continue to generate redundant and low- quality data that prohibits the smooth execution of collaborative logistics processes. Traditional IT solutions have attempted to bridge heterogenous systems by building point-to-point interfaces. However, this has led to complex and expensive IT solutions that still do not provide for harmonized data and reporting. the customer's needs and demands.

HOW:

Master data management enables the sharing of harmonized master data, formerly trapped as independent master data in multiple systems and ensures cross-system data consistency, regardless of physical system location. MDM helps companies achieve this challenging goal in a way that leverages the existing system environment and maximizes overall IT investment.

WHAT:

The ADViso MDM–Stibo accelerator package comes with pre-built features which support the mastering of different data domains for any customer and help in achieving the above objectives. It comes with pre-built domain solutions, standards, frameworks and templates.

Features

HCLTech's ADViso MDM is feature-rich to support your unique MDM journey:

40%

ADViso MDM can help our customers with enormous savings in effort and time in comparison to what it takes to build everything from scratch into a brand-new vanilla system.

This is accomplished using the solution's pre-built features which can also be customized according to the customer's needs and demands.

Data model and attributions

1
Pre-built data model for product and customer master domains

2
Relationships and references such as primary image reference, alternative product reference, etc.

3
Pre-built attributions like specifications attributes, marketing attributes, etc.

4
Pre-built attributions for customer data domain with metadata references and their attributions

Data model and attributions

1. A pre-built workflow for enriching new product data, maintaining existing product data, creating new categories and bulk data export configurations, etc.

Categorization and alternate hierarchies

1. A pre-built primary product hierarchy for categorizing products under the below structure –

    • Category– Sub-Category– Product Family– Product

2. A sample alternate hierarchy model for referencing product records

Inbound and outbound integration

1. Pre-defined match and merge rules built to process product data coming in from an upstream system

2. An event processor to enable real-time data processing to downstream systems

WEB UI Interface

1. A pre-built WEB UI interface built for onboarding and enriching product content

2. Sample dashboards and data profile widgets with advanced search functionalities

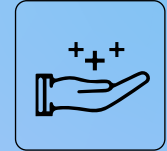3. Pre-built screens for a product 360-degree view

ADViso MDM

Features
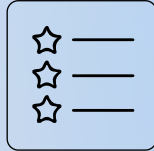
Pre-built data model and attributions

Pre-built categorization and alternate hierarchies

Pre-built workflows and configurations with pre-built integration
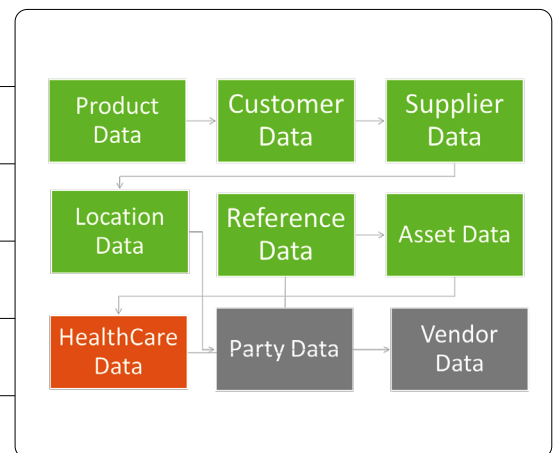
Pre-built WEB UI interface

Benefits

Empowered supply chains with MDM

Enhanced operational efficiency

Rapid digital transformation

Increased business agility

Product Tenets

- Business- and experience-driven

- Industry-specific models for mastering different domains

- AI and automation

- Strong alliance with Stibo

- Flexible product enhancements through our in-house lab

- Tailor-made for the retail and manufacturing domains

Product Data	Customer Data	Supplier Data
Location Data	Reference Data	Asset Data
HealthCare Data	Party Data	Vendor Data

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