

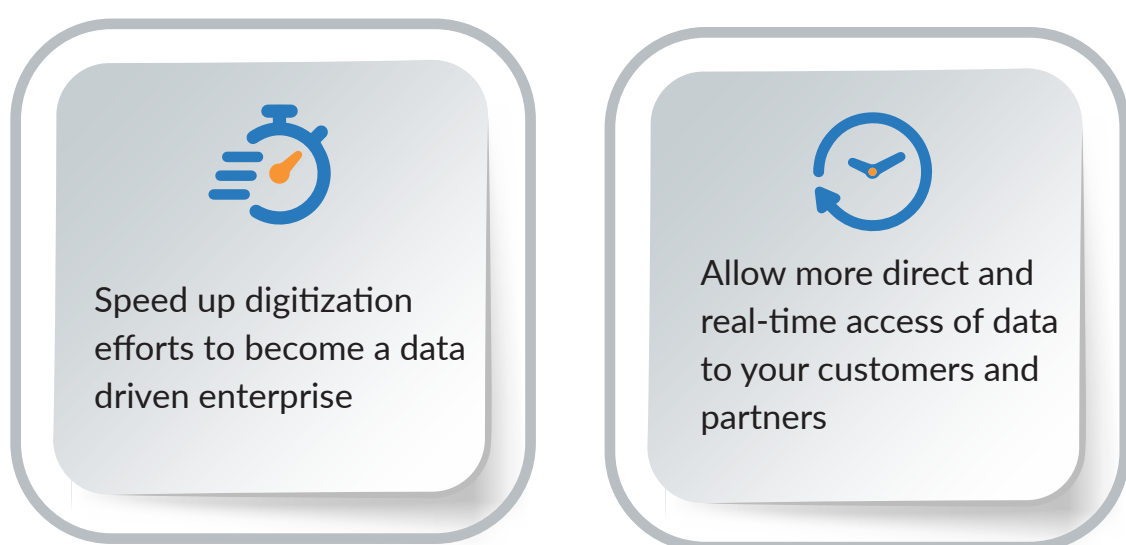
Master Data Management (MDM)

The Second Wave

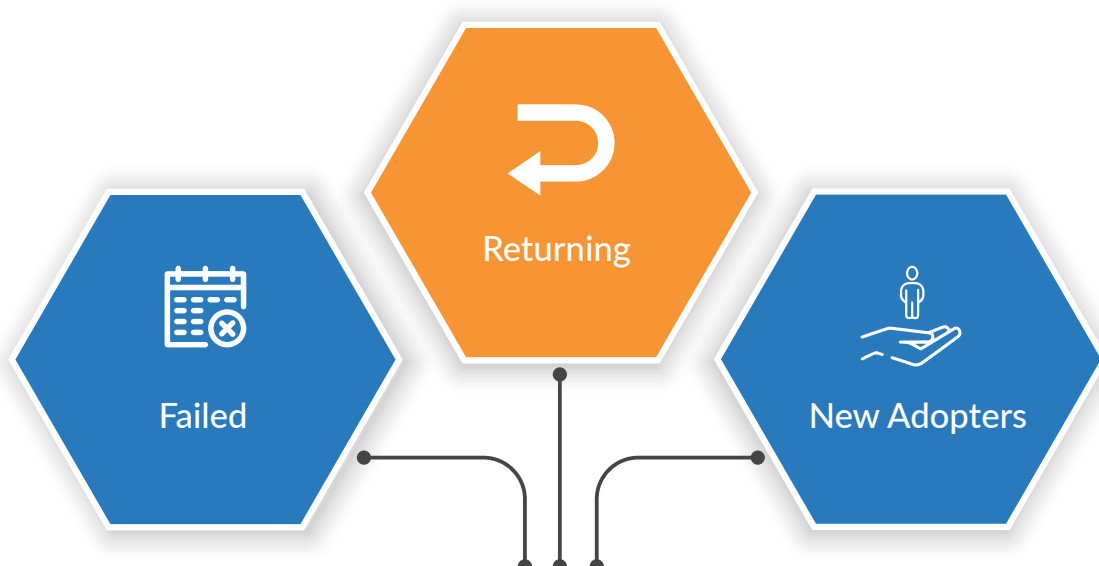


The first wave of Master Data Management (MDM) started in the early 2000s. Early adopters from a few industries, which included Banking, Insurance, CPG, and Retail, started implementing MDM for customers, products, and a few other master data domains. After 20 years, the second wave of interest in MDM is here.

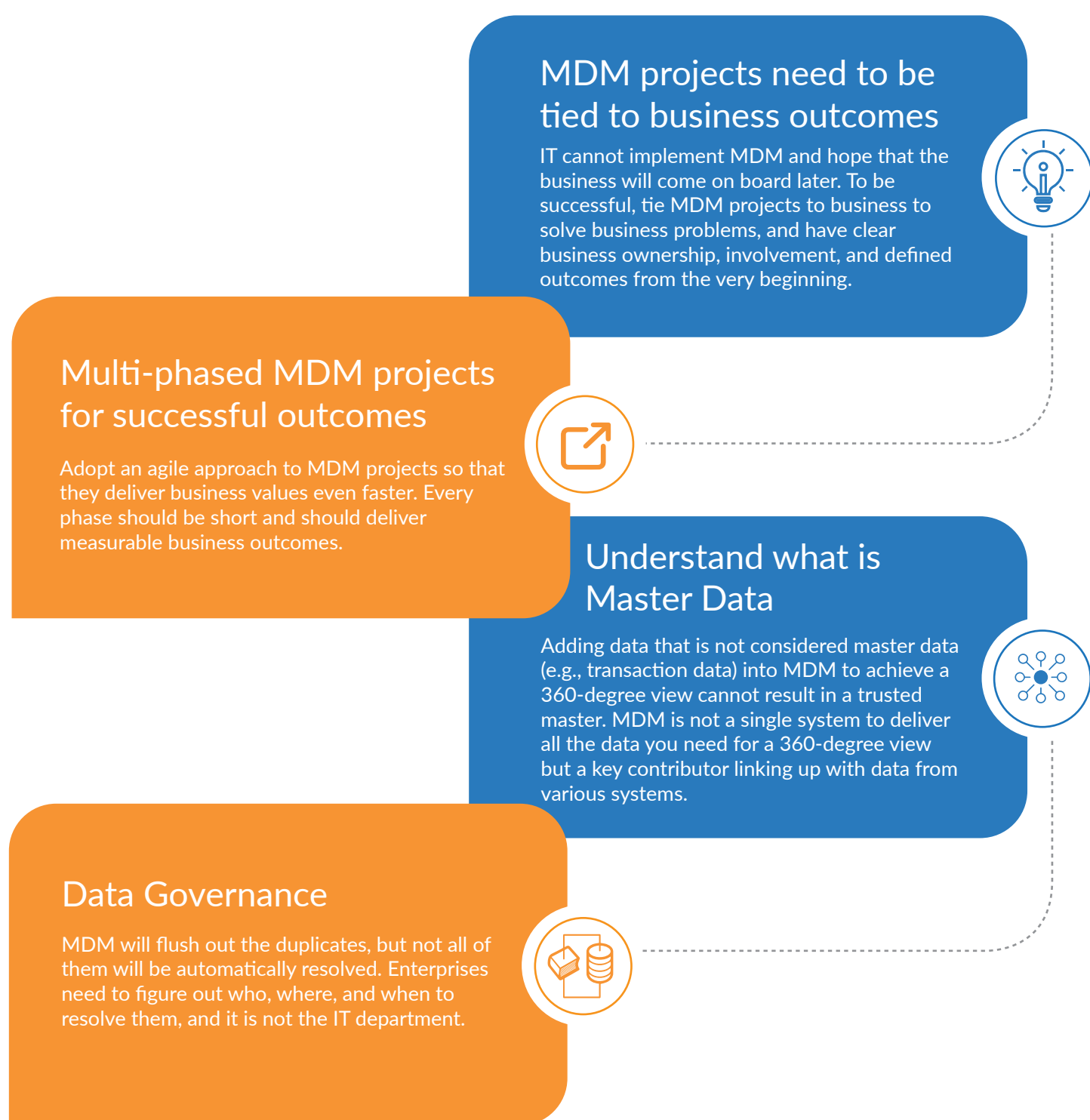
Make MDM a part of the data strategy to **resolve data inconsistencies** across multiple systems and establish a **single version of the truth**.



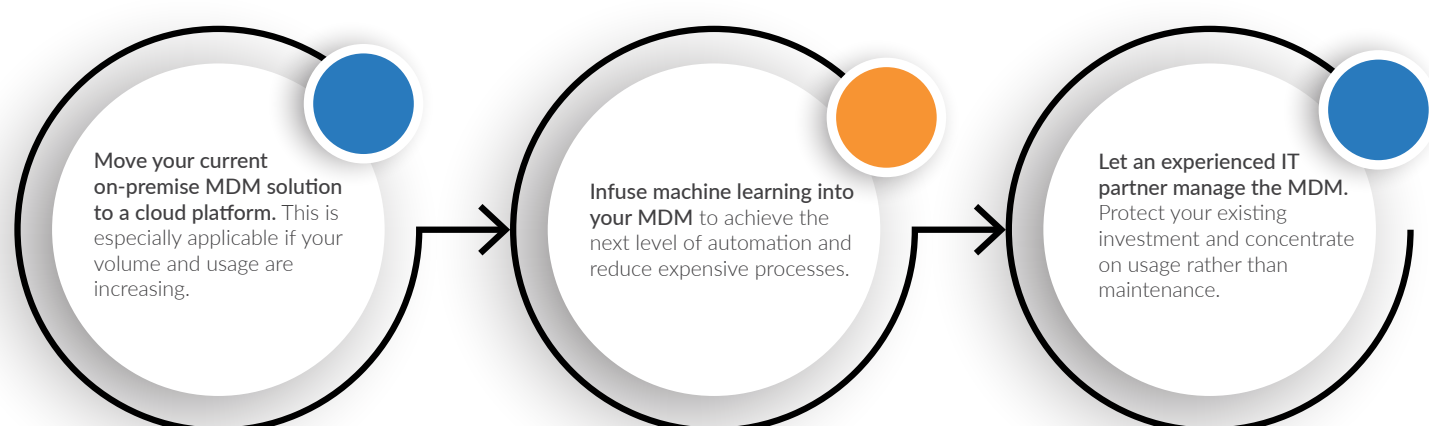
The second wave of adopters



Lessons from the first wave Important tips for implementing MDM

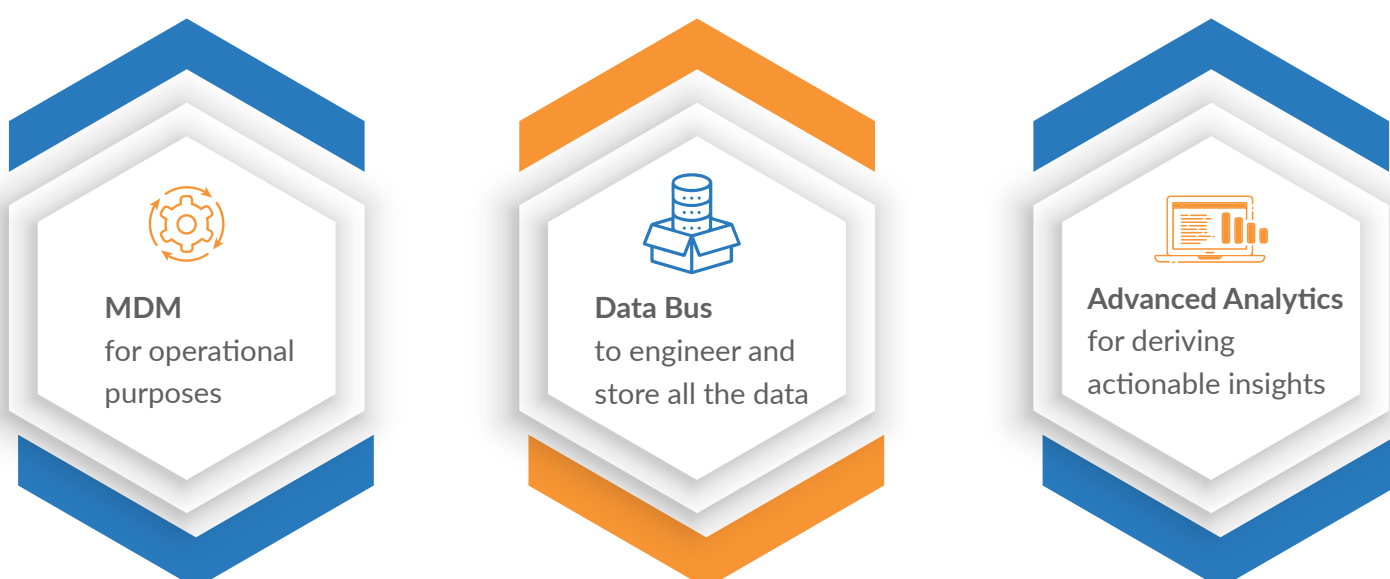


A few alternatives to consider before replacing the current MDM solution



Mastech InfoTrellis Enterprise Intelligence Hub (EIH)

All-in-one platform that combines MDM with Data Bus and Advanced Analytics capabilities



Learn at velocity and scale with EIH.
We Architect Enterprise Intelligence.