Master Data Management – A Single View of the Truth

Data collection is probably the most straightforward aspect of a data-driven business strategy, but combining many databases into an up-to-date, single view of your customers is a challenging undertaking.

Master data management (MDM) links all the critical business data of an enterprise to a single reference point. It reduces errors and helps pave the way for artificial intelligence and other technologies expected to dominate business applications in the 2020s.

Contribute to this Best Practices installment and educate our readers on how to create a master data management system, MDM tips and tricks, and the benefits that will accrue in the decade to come.

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