Cross-Domain Intelligence with Multi-Domain MDM

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Organizations today are critically reliant on data. When harnessed, high-quality data can drive intelligence, innovation, and growth.

Yet all too often, organizations are hurt by fragmented, ineffective data. This data often proves useless without the appropriate connections and relationships between data domains. Multi-Domain Master Data Management (MDM) can help.

The EnterWorks Multi-Domain MDM solution provides the unified platform organizations need to create a holistic view of enterprise-wide information. This single view of data eliminates the guesswork and uncertainty that results from data gaps and inconsistencies, paving the way for the discovery of powerful insights through cross-domain intelligence.

EnterWorks Cross-Domain Benefits

- **Cost and Resources:** A centralized multi-domain hub saves cost over single-domain systems that require redundant implementation, training, and maintenance.
- **Intelligence:** Navigation and visibility of relationships between data domains aids in informed business decisions.
- **Governance:** Retaining single-domain silos causes organizations to face constant barriers in data governance practices, whereas Multi-Domain MDM increases transparency for dramatically improved data quality and data governance. Plus, empower cross domain roles to make more insightful data stewardship decisions.
- **Agility:** Multi-Domain MDM provides unparalleled visibility to how data interacts across domains, which enables agile business decisions; single-domain systems lead to slower responses and time-to-market because the business lacks common references and business rules across domains.

EnterWorks Multi-Domain MDM provides a seamless technology platform – with unified data governance, modeling, mapping, and management of data domains – to aid cross-domain intelligence and operational excellence.

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Enabling Cross-Domain Intelligence Through Multi-Domain MDM

EnterWorks Multi-Domain MDM enables cross-domain intelligence by allowing organizations to manage multiple domains of data and easily link objects from those domains to create dynamic virtual relationships. All administrative, stewardship, and governance functions across the domains (and implementation styles) can be achieved from a single user interface.

Product Master

Managing product data for a vast number of products, with possibly thousands or even millions of attributes, is a daunting task. Multi-Domain MDM with a Product Master Domain helps companies deliver a differentiated omnichannel customer experience by sharing information seamlessly from back-end to front-end, with trading partners, and syndicating information across channels.

Location Master

Adding a Location Domain enables distributors, manufacturers and other organizations to manage information related to retail store locations, manufacturing plants, warehouses, regions, and more. For example, if a manufacturer sells to a large retail chain, but certain products are not sold in certain regions, they can track and link this product and location information to ensure the right inventory is sent to the correct stores.

Customer Master

Understanding your customer helps your organization deliver relevant, personalized content through the right channels, at the right time in your customer's purchasing lifecycle. As a highvolume merge domain, the Customer Master manages a constant influx of intelligence around customers, prospects, suspects, and influencers. The MDM system must identify activity around a customer and update the profile accordingly. For example, for consumers, the system must ingest marketing data about their household, who else lives there, how much each person makes, and their level of education. For business customers, the system must map their role and demographic information, as well as take in financial and geographic information on the employer's business and operational locations. The intelligence to be built around the customer from external sources makes a highly compelling demonstration of Multi-Domain MDM.

Asset Master

An Asset Domain, including Digital Asset Management (DAM), makes storing, categorizing, and managing images, documents, templates, audio and video files, and related metadata easier than ever. Assets are centrally stored and managed through the MDM system, with capabilities to link relationships and associating assets to information for consistency and easy tracking, searching, and reporting.

An Asset Domain can also be utilized to manage information around physical assets, like construction equipment or spare parts, for example. Tracking the specifics around what equipment is available in each store helps ensure that only compatible products are sent to each location.

Vendor Master

An MDM platform can manage vendor data alongside customer and product data. A Vendor/Supplier Domain enables creating and managing the supplier master record. Organizations can maintain and optimize relationships between customer, vendor, and products through a single platform by standardizing vendor information and processes across brands and geographies.

Reference Master

A Reference Domain allows reference metadata to be obtained from an internal or third-party source, and then sent into the MDM system to be repurposed or utilized across domains or use cases. Examples include color standards, units of measure, or currency exchange rates for pricing transformations in different countries.

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Since EnterWorks supports managing multiple domains on a single instance, our customers are able to navigate between domains and see relationships. This helps them with making informed business decisions.

Examples include:

- Select a product record and see what customers buy that product or vice versa.
- Select a product record and see what vendors sell that products or Vice a versa.
- Select a customer record and see what products they buy and which suppliers they come from.
- Review products sold at a location.
- Pick a Location and see what assets are available at that location.

Solution Features

- **Synchronization** to multiple systems, channels, and touchpoints. This encompasses collecting, ingesting, federating (synchronization with internal systems), and syndicating (synchronization outside the organization). The MDM system can manage bi-directional data synchronization and acts as a "command and control" center that can power and govern data across a variety of applications.
- **Custom workflow engine** featuring highly-collaborative support for multiple tiers of reviewers and approvers, with quick and easy assignment of issues. Create workflows that can consider and include data and data stewards of other domains.
- **Deliver to integrated business applications** that leverage the data, such as multichannel publishing and vendor/ supplier portals.
- **Data quality** with the ability to consolidate and cleanse data across domains with **de-duplication, harmonization, merge/ match, and survivorship.** Domain specific rules that when met, can affect data in other domains.
- **Golden record management** to integrate databases and systems.
- **Dynamic data model** that is highly flexible and configurable by business users; the solution adapts to a company's business, not vice versa.
- **Roles-based user interface** that's flexible and easy to customize without coding.
- **Advanced search and data filtering** to allow for browsing and quickly navigating data.
- **Scalability, flexibility, and configurability** to accommodate evolving business needs and big data initiatives.
- **Hierarchy management** to effectively link and relate names, locations, attributes, requirements, etc.
- **Automate** inheritance of data from one data into attributes of another domain.
- **Dashboards and reports** to monitor and test compliance and validation of information for improved **data governance and data stewardship** support. Plus, provide data governance rules that are applied with different thresholds shared across domains.

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About EnterWorks

EnterWorks is the most powerful Multi-Domain MDM and Product Information Management (PIM) solution on the market today, providing the single view that enterprises need to acquire, manage, synchronize and syndicate all their data and product information.

Integrated, best-in-class tools—including Sales Portal, Publishing with Adobe® InDesign, Automated Workflow Engine, Syndication, and Digital Asset Management.

EnterWorks is backed by a team of industry experts providing unparalleled support and innovation such as cloud deployment. As a market innovator, EnterWorks is also leading the way in emerging technology enablement for artificial intelligence (AI), augmented reality, machine learning, and more.

Why Choose EnterWorks

- Revolutionary Agile Data Fabric™ Technology weaves together data domains
- Business-friendly platform for high user adoption, no coding required Hosted Private Cloud SaaS, Your Private Cloud, On-Premise, or Hybrid
- Perpetual, Term, and SaaS Licenses
- Lowest Total Cost of Ownership
- Fastest Go-Live Times in the Industry

The Right Content. Enabled.

Deliver differentiated experiences across your content value chain with EnterWorks, your Product Information Management solution.

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