



DATA **TRUST** – A NECESSARY PIECE OF THE 'MODERN DATA ESTATE'

Azure and Profisee MDM – Better Together

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DO YOU **TRUST** YOUR DATA?



60% of customers struggle with a missing piece of the 'data estate'

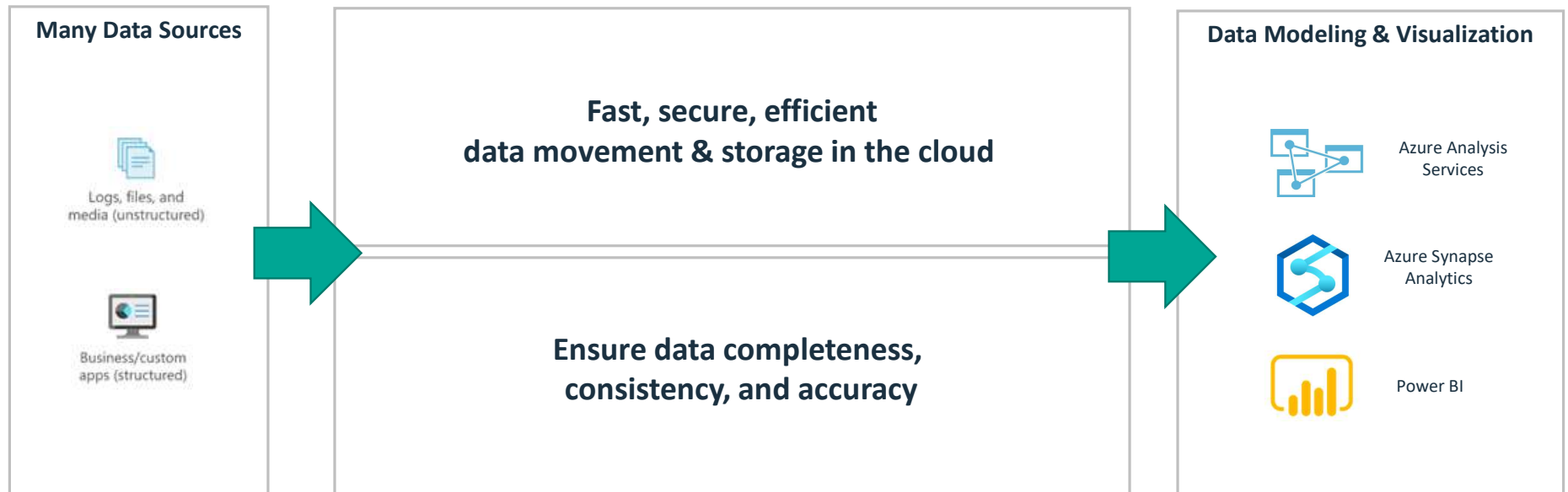
They do not **TRUST** their data

Profisee MDM can fill the gap



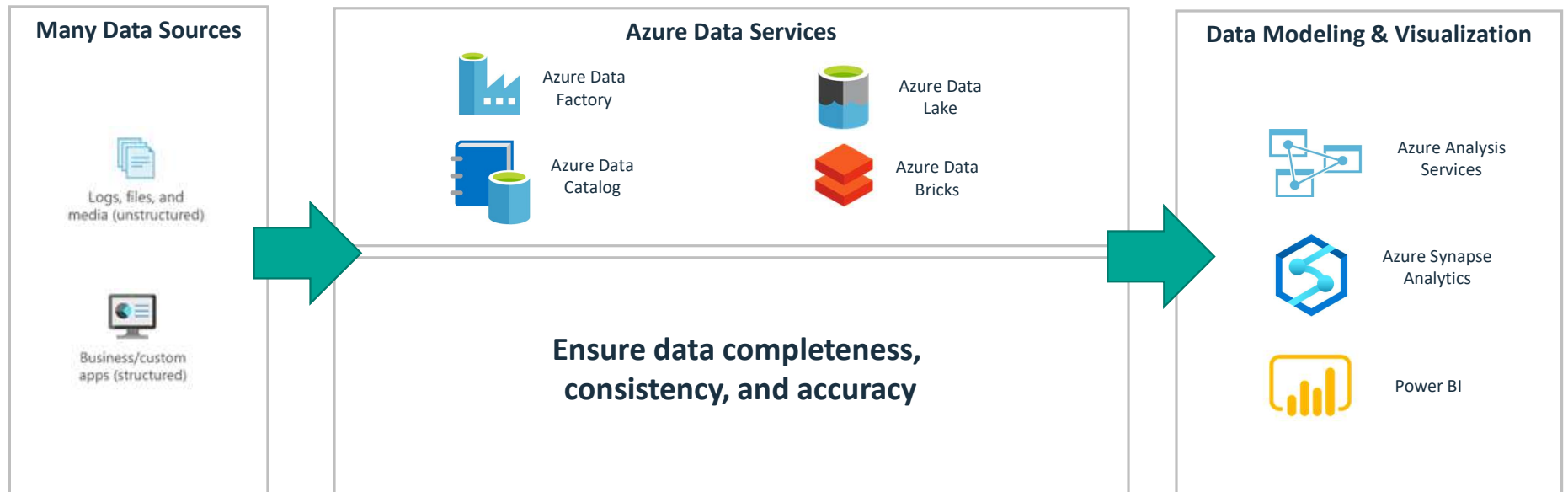
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MODERNIZING THE DATA ESTATE



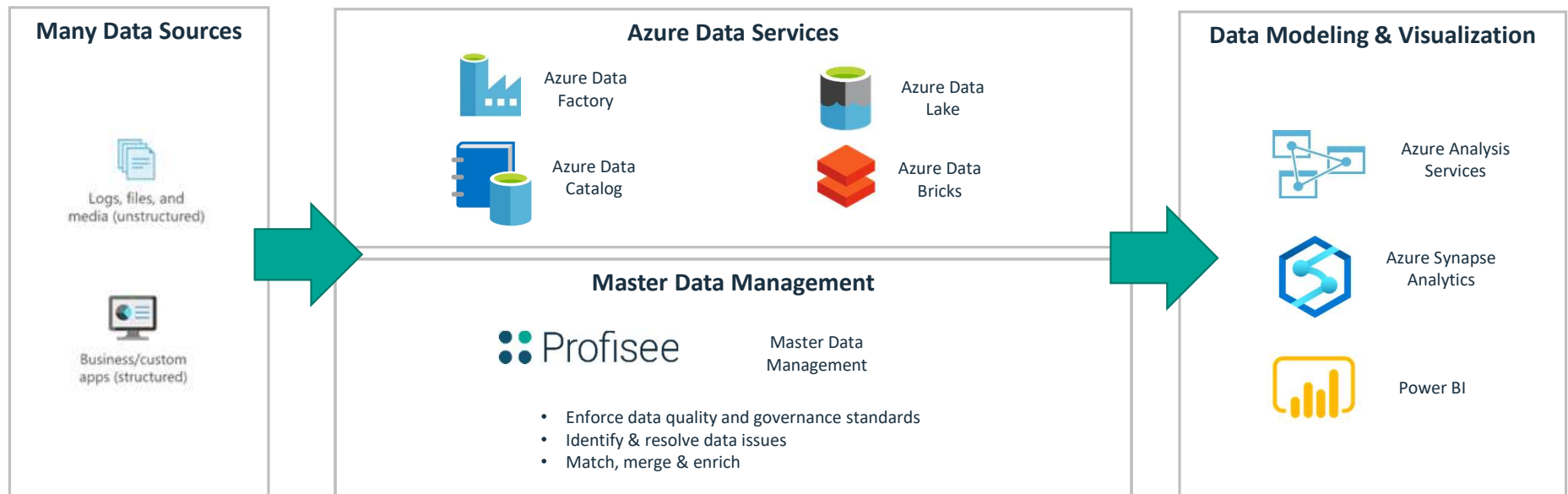
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MODERNIZING THE DATA ESTATE



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MODERNIZING THE DATA ESTATE



For Microsoft:

- Drives account ACR/ACA/ADS
- No competitive overlap
- Close bigger deals faster
- More customer success













For Customers:

- Complete solution to **modernize the data estate**
- Build **trusted data** foundation
- Reduce cost, increase agility



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PROFISEE IS THE BEST MDM SOLUTION FOR MICROSOFT

Profisee MDM	Informatica MDM
 Cloud-native (containerized) PaaS solution (BYOL on the customer tenant)	 VM-based install OR Informatica-hosted
 Requires SQL/Azure SQL DB	 Does not require any Microsoft stack
 No competitive overlaps	 Directly competes with Azure Data Factory, Azure Data Catalog
 No domain limitations – in pricing or technology	 Different product and pricing schemes for different domains
 Volume-based pricing grows with the customer	 Expensive to buy, expensive to own
 Highly flexible with rapid implementation	 Slow and expensive to implement



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VERTICALS AND USE CASES

	<ul style="list-style-type: none"> • Customer /vendor master – Improve relationship management and revenue visibility • Product master – Standardize product descriptions and attributes and alignment of supporting reference data
	<ul style="list-style-type: none"> • Provider Hub – Provide master reference for care providers, qualifications, locations, etc. - match and merge information from many source systems • Reference Data Management – Centralized control of enterprise-wide reference data - drives improved reporting with reduced manual effort
	<ul style="list-style-type: none"> • Customer master – Match, deduplicate, standardize and enrich customer data to drive up-sell and optimize service • Asset management – Master for IT assets across the enterprise
	<ul style="list-style-type: none"> • Item master – Manage workflow and reference data for menu items • Location master – Provide enterprise-wide master reference for restaurant locations
	<ul style="list-style-type: none"> • Multi-domain master – Standardize patient, diagnosis, procedure and outcome - enables data mining for cancer research • Part data mastering and Reference Data Management – drives data governance



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DATA **TRUST** – REQUIRED FOR THE ‘MODERN DATA ESTATE’



Profisee MDM builds TRUST in
data and fills the gap in the
modern data estate



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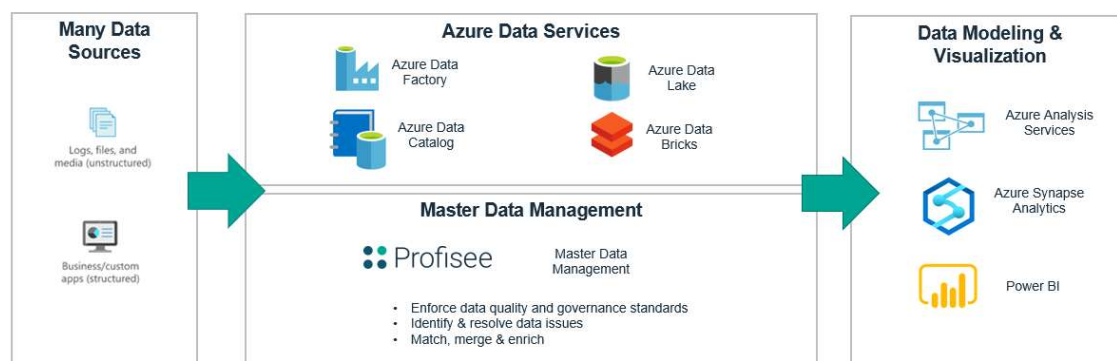
PROFISEE BATTLE CARD FOR MICROSOFT

OCP Co-sell Prioritized

ELEVATOR PITCH

“Profisee brings *trusted data* to the ‘Modern Data Estate’ ”

MODERNIZING THE DATA ESTATE



For Microsoft:

- Drives account ACR
- Drives ACA accounts
- No competitive overlap
- Bigger, faster deals

For Customers:

More complete solution to modernize the data estate

Average ACR	Average \$6k/month for Profisee MDM + drives added ADS workloads
Average ACV	\$250K for Profisee MDM (scales with size)
Business Model	Cloud-native (containerized) PaaS solution (BYOL on the customer tenant)

Why MDM?

- Master Data Management is a toolset to manage and integrate disparate data so it can be combined and trusted in business applications
- Core features include matching, golden record mastering, data quality, governance, data stewardship, multi-domain coverage and more
- The alternative is poor, incomplete data that cannot be trusted

Sell to:

- Any company looking to 'Modernize their Data Estate'
- Information Technology: CIO, CTO, CDO, BI/Data Warehousing Executive, Data Architect
- Business: CMO, CFO, COO, and their direct reports

Key 'pains' to listen for:

- We cannot trust our data – it is fragmented, inconsistent, duplicated, incomplete
- We struggle with data governance and/or data quality
- We need a single view of “X” (e.g., Customer/Product)
- We spend a lot of manual effort on data remediation
- Our data is too 'messy' for reliable use of AI/ML

Key solution functionality:






- Golden record master – for any data domain (customer, product, asset, location , vendor, citizen, etc.)
- Reference data management
- Matching and Survivorship
- Data Governance, Data Quality
- Data Stewardship/Workflow
- Data Verification/Standardization/Enrichment



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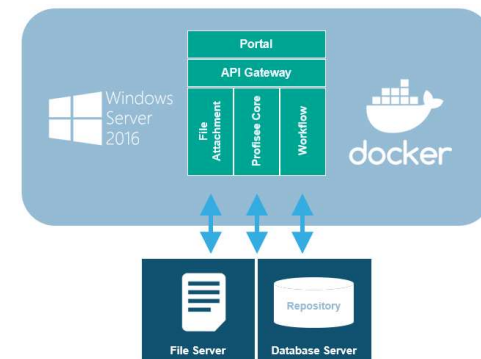


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OCP Co-sell Prioritized

True PaaS architecture

- Containerized microservices
- BYOL model
- Immediate deployment n Azure
- Leverages Azure infrastructure – Azure SQL DB, etc.



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