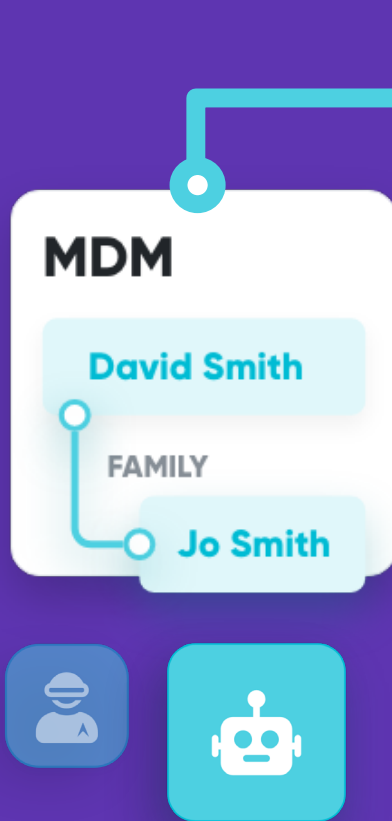


# Master Data Management

An augmented, multidomain MDM hub for mission critical deployments.



The screenshot shows the Ataccama ONE Master Data Management interface. The left sidebar contains a navigation menu with categories: OVERVIEW, CUSTOMER DATA (Master Party, Master Address, Master Contact, Master ID Document), PRODUCT DATA, CONSENT MANAGEMENT, DRAFTS, AI MATCHING, and REFERENCE DATA. The main content area displays a comparison of two Master Party instances (ID 2031 and ID 2035) with fields like Party Id, Customer Type, First Name, Last Name, Gender, Birth Date, Personal ID, and Group Size. Below this is a table of related entities (Instance Party) with columns for ID, Source ID, Instance Party Master ID, and Match Rule Name.

ID	Source ID	Instance Party Master ID	Match Rule Name
1	1,003	100	fulln+adr+doc
1	1,523	300	fulln+adr+doc
2	1,009	1004	
3	1,010	1005	initials+bd+doc+adr
3	1,012	1007	initials+bd+doc+adr
4	1,015	1012	



# Robust & easy-to-use enterprise MDM hub. Fast.

Quickly set up an MDM hub for any data, flexibly consolidate and author master and reference data, manage golden records, and provide data to systems, processes, and users.



## Rapid model development

Ataccama ONE catalogs your source data, discovers data domains and relationships, and identifies data quality problems.



## AI-powered matching

Our AI analyzes your data and proposes pre-configured matching rules, which you can test, edit, and fine-tune.



## Flexible implementation style

Combine MDM implementation styles as you like and fulfill the most demanding requirements.

**"A product that has the width in regards to functionality but also the depth in capability for each domain."**

CIO in the Finance Industry

## Smart MDM ready for anything



Ready for **any data domain, data volume, industry, or deployment.**



**Augmented stewardship UI** with all essential metadata next to your master data: business terms, profiling, and data quality.



Runs in the cloud, on premises, or in a hybrid setup.



**Easily extend your solution** with new entities thanks to our flexible data model



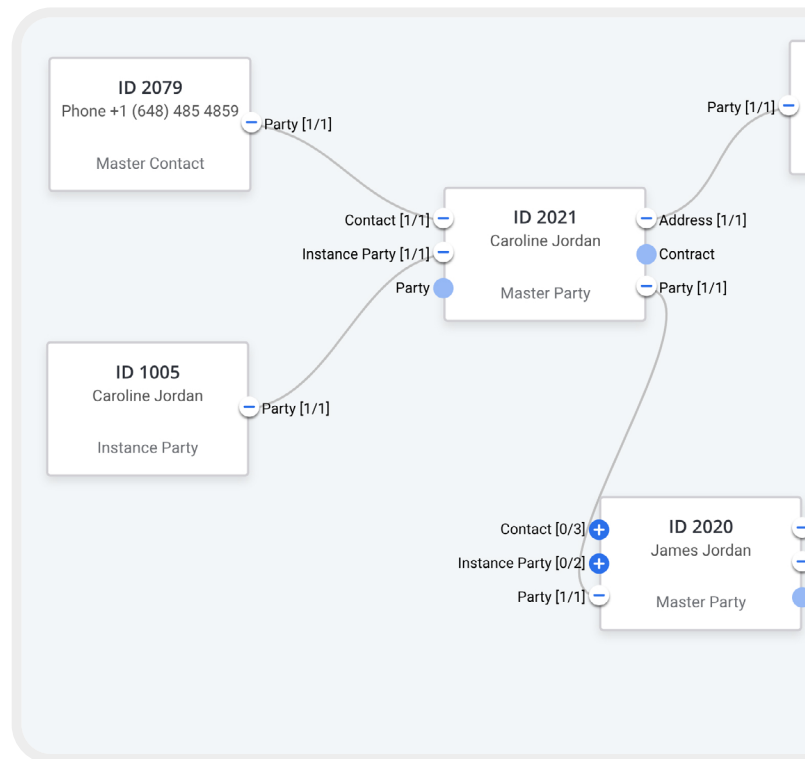
**Achieve accurate matching** with our built-in data quality engine.



**Enjoy less configuration** with pre-generated data load interfaces, APIs, and UI.

# Everything you need to manage master data

- ✓ Golden record management
- 👤 Stewardship & governance
- 📄 Reference data management
- 🤝 Workflow & change approvals
- 📊 Data quality management
- 📖 History & auditing
- 🔗 Integration & application data management
- 🏗️ Relationship & hierarchy management



## Two-way sync in batch, stream, or real-time mode

Flexibly acquire and provide data to downstream applications, users or source systems.

# You can't do MDM without data quality

Without validated and standardized source data, you cannot achieve reliable matching results.



You need a data quality tool for that, and we have one built into our MDM.

The screenshot shows a software interface for Master Data Management (MDM). On the left is a navigation menu with categories like OVERVIEW, CUSTOMER DATA, PRODUCT DATA, etc. The main area displays a table of 'Master Party' records. The table has columns for DQI, Party Id, First Name, Last Name, Gender, Birth Date, and Customer. A red box highlights a validation error in the 'First Name' column for Party ID 2,837, with a message: '1 validation message: First name was not verified.'

DQI	Party Id	First Name	Last Name	Gender	Birth Date	Customer
✓	2,831	John	Smith	Male	1976-06-24	Person
✓	2,832	James	Jordan	Male	1954-11-07	Person
✓	2,833	Caroline	Jordan	Female	1991-08-19	Person
✓	2,834	Smith	John	Male	1978-12-16	Person
⚠	2,835	J	Smith	Male	1978-11-16	Person
⚠	2,836			Male	1978-11-16	Person
⚠	2,837			Male	1978-11-16	Person
⚠	2,838			Female	1984-06-04	Person
⚠	2,839	Janette	Smith	Female	1982-01-05	Person
✓	2,840	Anton	Lesse	Male	1958-09-08	Person
✓	2,841	Jill	Sturdy	Female	1962-05-20	Person
✓	2,842	Sandy	Hettinger	Female	1965-09-21	Person
✓	2,843	Thomas	Donathan	Male	1964-02-04	Person
✓	2,844	Tony	Wimber	Male	1971-03-15	Person
✓	2,845	Tony	Vimber	Male	1971-03-15	Person
✓	2,846	David	Baggerly	Male	1948-03-05	Person
⚠	2,847	D	Baggerly	Male	1948-03-05	Person
✓	2,848	Gery	Boland	Male	1957-10-27	Person
⚠	2,849	Michael	Timber	Male	1977-05-01	Person
✓	2,850	Jane	Jordan	Female	1982-05-01	Person



Understand data domains and specific data quality problems with data profiling



Validate and cleanse source data with 300+ data quality functions available



Monitor data quality of your master data and ensure data accuracy

Challenger on the MDM MQ

Gartner

Vendor with the happiest customers



Globee® Awards Gold Winner



Trusted by leading brands across the world



Learn more at [ataccama.com](http://ataccama.com)

