Gain a Single, Trusted View of Location and Retail Site Information with Location MDM

Operating your business more efficiently and profitably, while creating differentiated customer experiences and services, requires an in-depth understanding of your locations. Stibo Systems Location Master Data Management (Location MDM) centralizes, manages, governs and shares location and site data – about your stores, corporate offices, distribution centers, etc. – with your departments, location marketing applications, real estate and facilities management systems and more. With a single, trustworthy view of your site information, you can make better operational and financial decisions, keep customers and store managers informed with the latest information and respond more quickly to changing business needs and external events.

Centralize site-specific information with Location MDM

Because location and site information are often stored in multiple spreadsheets, databases and applications across various business units, teams and regions, it can be time-consuming and costly for retailers to understand where money is being spent and how those sites are operating. Location MDM provides the centralized management of geographic, site and inventory data attributes, as well as governance to maintain data integrity.

With Location MDM, companies can address complex challenges such as:

- Finding information about a specific retail site or store

- Evaluating new potential sites based on a set of preferred attributes

- Identifying and reconciling duplicate site data stored in different business systems

- Tracking property portfolio changes resulting from mergers, divestments, closures and rebrands

- Providing consumers with up-to-date store information such as operating hours, safety measures, parking options and availability of services such as Wi-Fi or in-store/curbside pickup

- Viewing performance metrics by site, square footage, region, operations, advertising sales, retail segmentation and other attributes to drive actionable insights

- Providing precise delivery information, with both accurate, validated addresses and longitude/latitude coordinates for delivery bays or terminals

Key benefits of Location MDM

- **Improved customer experience**
  Optimize the shopping experience with localized marketing and product assortments, as well as timely communication about store operations and available relevant services.

- **Faster innovation and operational agility**
  Keep pace with trends by quickly creating, updating and implementing changes to information about delivery options, offerings, brands, services, hours and business models.

- **Comprehensive location analytics**
  Add context to location analytics by enriching store location data with local points of interest, parking, footfall, drive times, consumer demographics and competitor site data.

- **Centralized financial management**
  Manage real estate property portfolios, associated mortgage, loan, rental and tenancy agreements, along with insurance, services and maintenance

Turn location data into a valuable, actionable asset

Location MDM provides complete transparency across all operational site data (such as corporate locations, stores, distribution centers, franchises, etc.), as well as external site data (competitors, customers, partners, suppliers, etc.) through the following functionality:

- **Data integration**: Consolidate, cleanse and standardize data from hundreds of source systems before synchronizing the mastered location data with websites, mobile apps, location marketing tools and other enterprise applications such as Oracle Retail and SAP Retail Site Master and Demandware. Integrate with any IT architecture via Location MDM's open web services platform.

- **Data modeling, governance and workflows**: Ensure data policy rules are monitored and managed to provide data that is trusted and accurate. Governance workflows can be used for approving store changes and providing periodic notifications about maintenance and repairs, remodeling, new construction and other site activities, making collaboration between corporate and store-level teams easy.

- **Hierarchies**: Build different hierarchies based on division, region, district, trade area and store information for a full understanding of the property portfolio. Aggregate sites with similar attributes into clusters and define sales territories, enabling comparison of multiple sites in the same territory based on user-defined attributes.

- **Centralized repository**: Establish a single, 360° view of all location information and site-specific attributes by eliminating duplicates and merging data sets, leveraging automated processes, business rules and workflows to track changes and data matches.

- **Data enrichment**: Validate addresses and enrich location information using third-party data sources such as D&B and Loqate. Enhance with location-related data such as demographics, competitors, purchasing power, consumer spend, etc.

- **Configurable dashboards**: Improve data stewardship by tracking accuracy, completeness and currency of all location data, including attributes such as verified square footage and address cleansing, standardization and scoring for deliverability via a role-based data quality

What you can do with Location MDM

- Centralize, manage and share location and site attributes
- Make better site and brand decisions
- Provide consistent customer experiences
- Select, construct, open and manage new sites
- Streamline operations and manage maintenance contracts
- Manage store equipment, fixtures and fittings
- Rapidly share updated store information with customers

dashboard. Attach or link to documents, images, policies, contracts and more.

A seamless solution from a partner you can trust

Stibo Systems is a proven innovator in multidomain MDM, with deep experience empowering leading retailers to drive success across industries and around the world. Companies are leveraging Stibo Systems Multidomain MDM platform to combine location data with other data domains to gain deeper insights into their operations and achieve benefits such as:

- Optimizing product distribution by combining location data and product data
- Delivering personalized promotions by combining location data and customer data
- Increasing supply chain efficiency by combining location data and supplier data
- Ensuring stores are properly staffed by combining location data and employee data

To learn more about how Location MDM can help unleash the power of your retail location and site data, visit **stibosystems.com/locationmdm**.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at **stibosystems.com**.