

THE RISING IMPORTANCE OF LOCATION DATA

How master data management turns location data into a valuable, actionable asset



Location data: What it is and why it matters

Location data is more important than ever, and can include information about a company's locations and real estate assets, providing details regarding their:

 OFFICES	 STORES	 SERVICES, HOURS AND OPTIONS	 EMPLOYEES
 WAREHOUSES	 SUPPLIERS AND VENDORS	 OPERATIONAL INFORMATION	 PARTNERS
 PRODUCT ASSORTMENT	 SEGMENTATION/MERCHANDISING	 CUSTOMERS	 DIGITAL ASSETS WEB/SOCIAL

LOCATION, LOCATION, LOCATION.

It's always been important but more so now than ever before.

85%

of business leaders believe location data is very/extremely important to their success in the coming year.¹

Poor location data creates costly complexity

Inaccurate, disconnected location data results in inefficiency, lost opportunity and negative outcomes, such as:

 DEFICIENT INFORMATION FOR CUSTOMERS	 DIFFICULTY PROVIDING PERSONALIZATION	 LACK OF TRANSPARENCY INTO LOCAL OPERATIONS	 INCONSISTENCY ACROSS CHANNELS
 MISMANAGED SUPPLIER ONBOARDING	 FRAGMENTED DATA IN MULTIPLE SYSTEMS	 INABILITY TO PERFORM ANALYTICS	 TROUBLE MAINTAINING COMPLIANCE

Master data management puts location data in the right place

Whether you're managing many locations or looking for insight on where products are selling/who's buying them, multidomain MDM enables you to create incremental value from location data.

 INTEGRATE DATA ACROSS MULTIPLE SYSTEMS	 APPLY GOVERNANCE TO INSTILL TRUST	 MAKE MORE INSIGHTFUL STRATEGIC DECISIONS
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Take control of location data with master data management

MDM provides a solution to manage and drive value from location data, relating it to products, employees, suppliers and more, enabling businesses to run better and fuel transformation and growth.

 IMPROVE LOYALTY Drive more effective, personalized marketing campaigns and customer experiences	 DRIVE REVENUE Increase upsell and cross-sell, launch location-specific promotions and reduce returns
 ACCELERATE TIME-TO-MARKET Launch new products, to the right customers in the right places at the right time	 UNIQUE EXPERIENCES Enable differentiation by creating innovative, engaging data-rich experiences
 EXPAND GLOBALLY Meet local requirements and launch targeted multi-language promotions across multiple markets	 ENABLE TRANSPARENCY Bring data together to drive deeper insights, creating data transparency and instilling trust

Customers today want to know more than where the closest coffee shop is located. They want to know about seating, safety precautions and delivery options. Not to mention where the coffee was grown, and how it got there. In this kind of environment, the ability to leverage location data can set brands apart. Multidomain MDM enables businesses to deliver this type of data transparency, insight and more. To find out how to put location data on the map for your organization, visit stibosystems.com/mdm.

Source: ¹Hanover Research, The State of Location Intelligence 2018