

# Master Data Management (MDM) Studio

## For Microsoft Dynamics AX 2012

To-Increase Master Data Management (MDM) Studio for Microsoft Dynamics AX 2012 helps companies manage master data between companies and applications by ensuring uniform, manageable, accurate, consistent, and accountable data. The solution coupled with **Connectivity Studio** enables organizations to make more data available globally as master data. MDM Studio helps businesses by integrating multiple entry points that create data across companies to a single source or a central database.



### Business Needs MDM Studio Meets

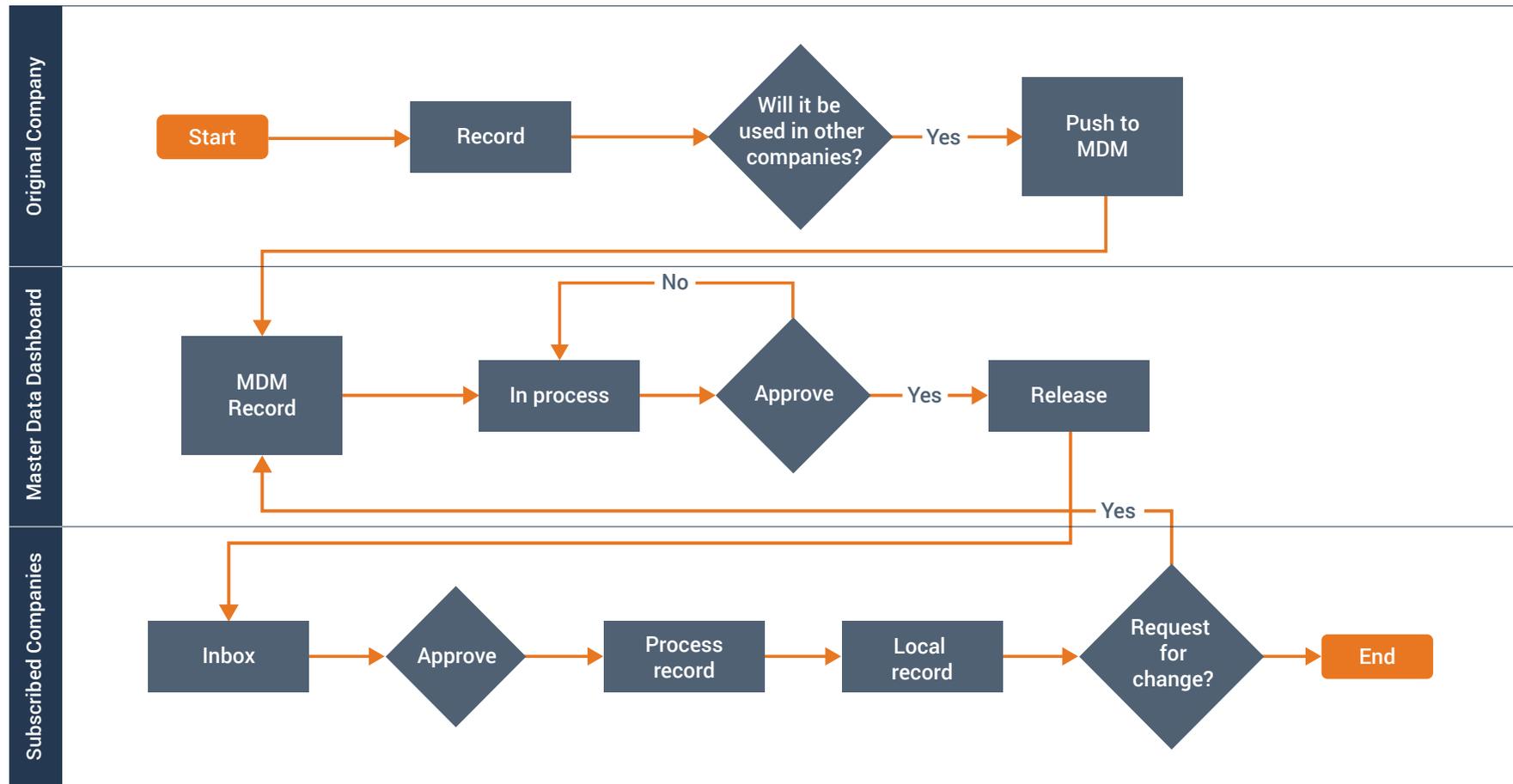
The solution addresses several important business requirements like:

- **Gain reliable business insights** - Access to trusted data drives better insights which in turn leads to better business decisions.
- **Deliver consistent data to customers and partners** – MDM Studio helps create reliable and consistent customer records. Based on this data, businesses can deliver personalized offerings to your customers.
- **Ensure integrated data governance** – A role-based workflow-driven structure allows business and IT users to collaborate in the creation of master data.
- **Enable quick understanding and reporting on critical information** by accessing quality reliable data. This data simplifies the implementation of Business Intelligence (BI) for an interactive analysis.

# Benefits

- 1 Improve operational productivity by eliminating poor data quality** across different departments and companies and under diverse application landscapes.
- 2 Eliminate duplicate data** by automating the process. Automation saves costs and enables a standardized and accurate view across multiple sources ensuring that there is one source of the truth.
- 3 Centralize the data management to only one master copy** where data stewards managing and overseeing the organization's data assets to help provide business users with high-quality data that is easily accessible consistently.
- 4 Ensure data compliance** by having access to operational data of sufficient completeness, validity, accuracy, and granularity.
- 5 Synchronize the central master data** with different systems, companies, and applications securely.
- 6 Access to non-technical business users** allowing them to effectively manage data and collaborate with the IT team.
- 7 Manage the master data centrally or de-centrally i.e.** centrally - when there is one owner of the master data and de-centrally – when different legal entities or companies own the data.
- 8 Address changes to master data effectively** by taking a more formalized approach enabling control of master data and ensuring data integrity.

# Master Data Management Process



In the above diagram, first, the original company creates a new customer or a record and determines if this record will be used in other companies as well. If yes, through Microsoft Dynamics AX 2012, you can push the data to Master Data Management. This is then managed, verified, and approved by Data Stewards after which the data is pushed to the other companies. These other companies receive the same and after approving the data, records it. The companies can make this data more suitable for themselves for which they raise a 'change request'. This request goes to the central inbox, to the Data Steward, who processes the request and releases the data again.

## Features

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### **Data stewards manage and approve master data**

Data stewards are responsible for management and proficiency of data stored in an organization. They are also responsible for approving master data changes.

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### **Data replication**

Comprises functions for both manual and automated data replication.

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### **Multiple data management scenarios**

You can create master data domains for multiple entities. You can manage data centrally – when there is one owner of the master data and de-centrally – when different legal entities or companies own the data.

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### **MDM entities**

Determine and model the master data you would like to share like items, customers, vendors, projects and more. You can also manage the deployment of a setup like -customer groups, vendor groups, any other parameters. It also comes with the flexibility to extend your own process of extending projects with sub-projects or single level bill of materials (BOM's) with multi-level BOM's.

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### **Flexibility of data mapping**

Create different mappings for global data, regional data and local data in case you do not want to share all the master data details with all companies. For example, the user can convert information like the price of a product to the local currency format.

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## Change request management

Manage changes - in data structures, value lists, the inclusion of new data sources, and changes in new regulations etc. All these mainly organizational means are comprised in the design for data governance - including organization model and assigned responsibilities.

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## Integration with Connectivity Studio

The integration with Connectivity Studio's advanced mapping capabilities ensure configurations of integrations. It improves systems integration management by increasing the reliability, consistency, and reusability.

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To know more on Master Data Management (MDM) Studio, write to us at [learnmore@to-increase.com](mailto:learnmore@to-increase.com) ▶