

EDM Webinar

Keys to Managing Data Across Complex Enterprise Environments

A conversation with



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Sales Director
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EDM Council



Moderated by **Mike Meriton** Co-Founder & COO, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement
- EDM Council Co-Founder & First Chairman (2005-2007)
- EDM Council Finance Board Chair (2007-2015)
- Former CEO GoldenSource (2002-2015)
- Former Executive for D&B Software and Oracle
- FinTech Innovation Lab – Executive Mentor (2011 – Present)



Today's panel

Moderator



Mike Meriton
Co-Founder & COO
EDM Council



Sumit Nagpal
Sales Director
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Will Ponton
Product Manager
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Managing data in complex environments

68%

of organizations say disparate data negatively impacts their organization

Data Trends Survey 2019

47%

of newly created data records have at least one critical error

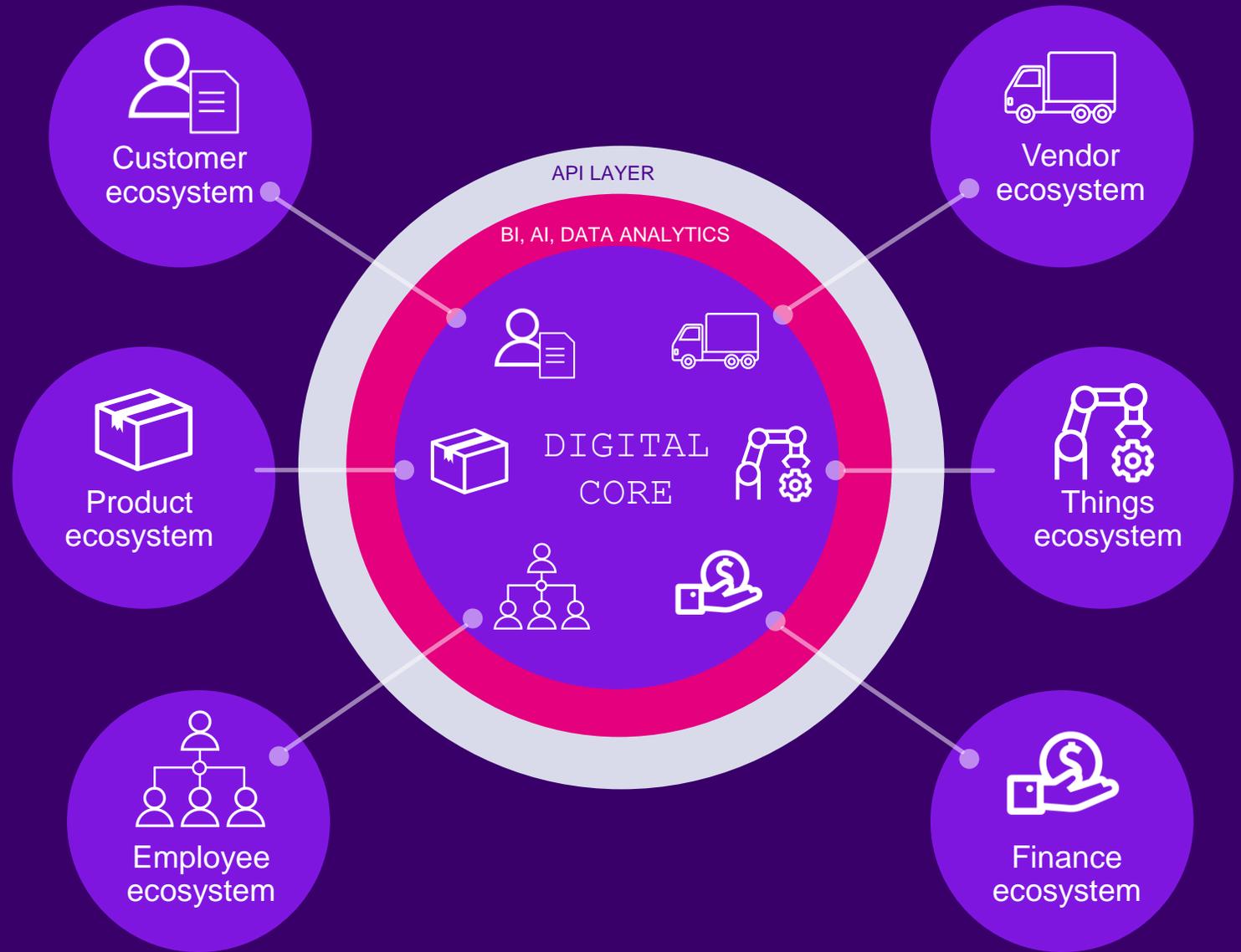
HBR

84%

of CEOs say that they are concerned about the integrity of the data they are making decisions on

Forbes

Critical business data is more dispersed than ever.



To compete and thrive
in today's economy...

your core business data must
be fast, compliant, and available everywhere it's needed—faster.

Master Data: Your Most Critical Data

Parties



Everyone who interacts with the business

- Prospects
- Customers
- Suppliers
- Employees

Reference Data



List of values that provide context to master and transactional info

- Countries
- States
- Segments
- Classifications

Locations



Actual places that support the business

- Addresses
- Sites
- Subsidiaries
- Zones

Financial



Reporting and accounting categories within the business

- Chart of Accounts (CoA)
- Cost Centers
- Price Lists

Things



What the business produces or manages

- Products
- Assets
- Services

Poll 1: How are you managing your master data now? (Pick One)

- Not sure/Nothing formalized
- De-centralized approach
- In-house centralized approach
- External MDM solution in place

Poll 2: What challenges do you have in managing your master data? (Pick all that apply)

- The process is too manual
- The golden records have quality issues
- Synchronizing master data across business functions
- Maintaining an independent audit trail of data changes
- Understanding relationships between different domains

Poll 3: How satisfied are you with the quality and management of your master data? (Pick one)

- Bad – we need some help
- Poor
- OK
- Very good

Questions?

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Thank you!

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