## Master Data

Milk

Safeway →

□
□
□
□ ←

Bread

Rewards Card

| Name |
|------|
| Address |

} Master Data

Material Master ← { → Product Name
                    → Product Description

Pricing Master ← { → Price
                   → Discounts
                   → Cumulative

# B2C

## Amazon.com

☐ Account

☐
☐

→ Name
→ Adress
→
→
→ Credit Card

} Customer Master Data

# B2B

HP ← Best Buy    Customer

Header } →    Customer – Best Buy ←
Line Items ⌐    Tax        – ✓
Material – Comp-101 ⌐    Corp/Govt – Corp/Retail ←
Material {    Weight – 5 lbs    Ship       – ✓ ←
Volume – 1 Cuft    Adress     → ←
Plant – SFO    Call       →
Tax –    Pager      →
Bill       →

# Master Data

→ Collection of properties of an object

→ Created once

→ Used again & again.

→ Changed Occasionally.

→ Source of data in transactions.

# Master Data

```
                        Master Data
         ┌──────────┬───────────┬──────────┬──────────┐
         ↓          ↓           ↓          ↓          ↓
    (Customer)  (Material)   (Vendor)  (Pricing)   (Asset)
         ↑          ↑           ↑          ↓          ↓
        SD         MM          MM         SD        FICO
                                          MM
                                          CRM
```