
Accion Labs

MDM Capabilities



Delivering Innovation Through Engineering Excellence



- **15+ years**
of experience building customer-facing complex products & digital solutions
- **5500+ employees**
across 21 global locations with majority delivery in India, EE, LATAM, APAC
- **AI-first solutions**
providing accelerated digital transformation
- **59 active clients**
with \$1Bn+ revenues
- **34 proprietary IPs**
with 13 dedicated to AI
- **Production ready AI / GenAI systems**
across diverse industries

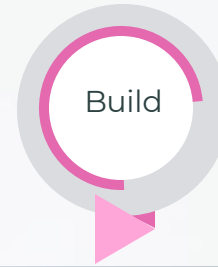
Our Services

(Deep Dive)



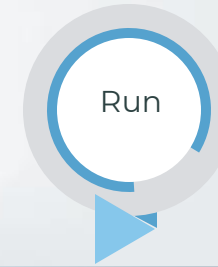
Digital Strategy & Innovation

- Strategic Planning
- Digital Product Strategy
- Data and AI/ML
- Roadmap
- Enterprise Architecture
- Emerging Technology
- Innovation
- Design and Prototyping
- Design Thinking
- UI/UX Prototyping
- Assessments and Analysis
- Data Privacy and Ethical AI
- Competitive Analysis
- ROI and Investment Planning



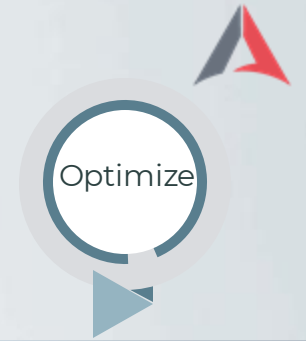
Software Development & Engineering

- Architecture and Development
- Cloud-Native Architecture
- Full-Stack Product Development
- API and Microservices
- Enterprise Solutions
- Modernization
- Data and AI Engineering
- Data Pipeline and Warehouse AI/ML
- Model Development IoT and Edge AI
- DevOps and Security
- CI/CD and DevSecOps
- Serverless Architecture



Operations & Management

- Cloud Management
- Infrastructure
- Orchestration
- Cost Management
- Edge Computing
- Performance and Security
- Application Monitoring
- Cybersecurity
- Automation
- Database Optimization
- Automation and Support
- RPA Orchestration
- Chatbot/Voicebot Integration
- Auto-Provisioning and IaC



Performance Optimization & Analytics

- Analytics and Insights
- Product Analytics
- Customer Journey
- Optimization Predictive and Prescriptive Analytics
- Continuous Improvement
- A/B Testing AI-Driven
- Personalization Feature Management
- Efficiency and Governance
- FinOps for Multi-Cloud
- Data Governance and Quality Real-Time
- Dashboards and Reporting

Enterprise Solutions & Consulting

Product Portfolio Rationalization

Legacy Modernization and Re-engineering

Data Strategy and AI Readiness

5P Agile Transformation

Enterprise Platform Implementation

Application and Product Managed Services

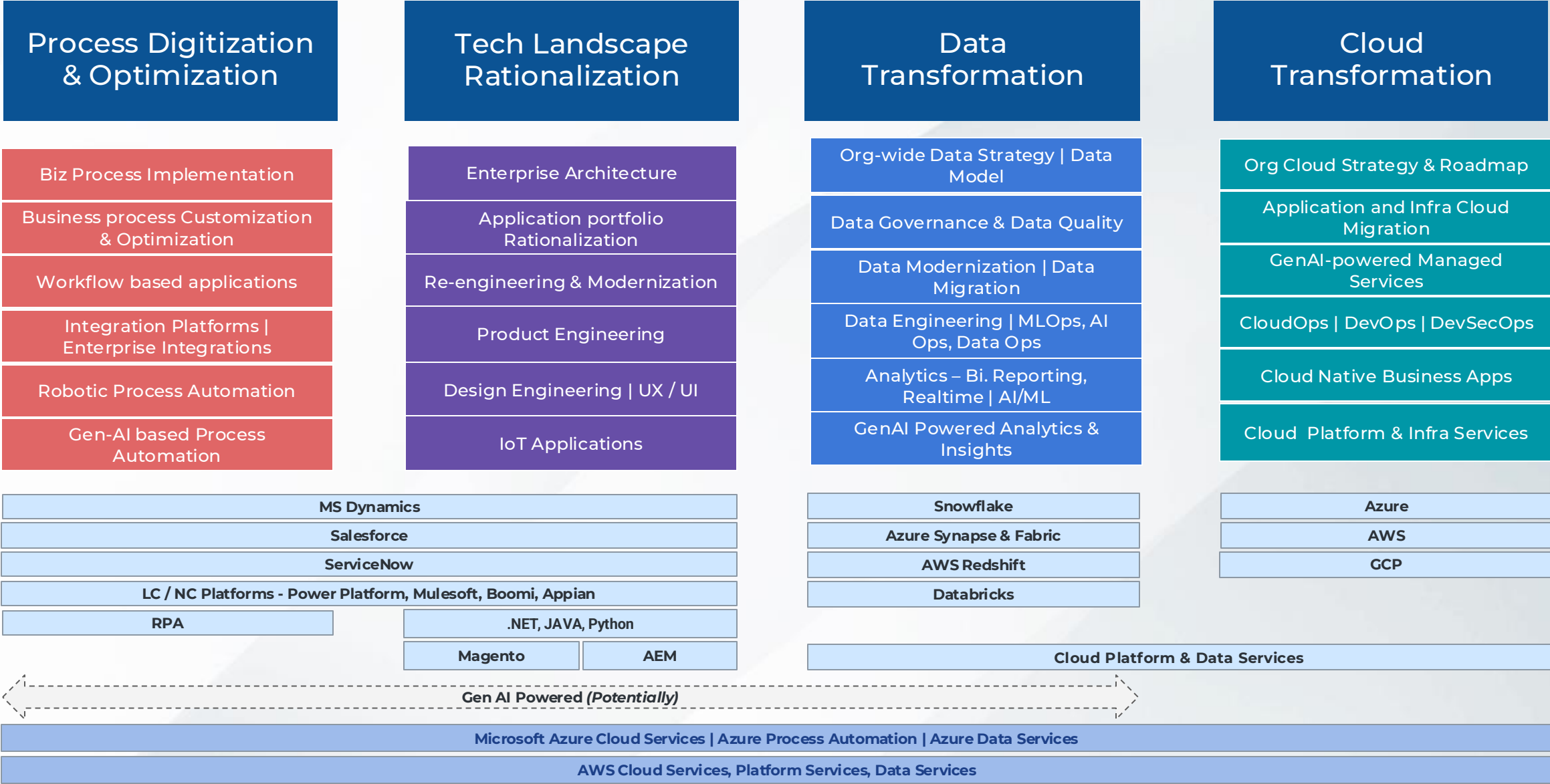
Professional Services

Accion Labs – Data and Analytics Solutions

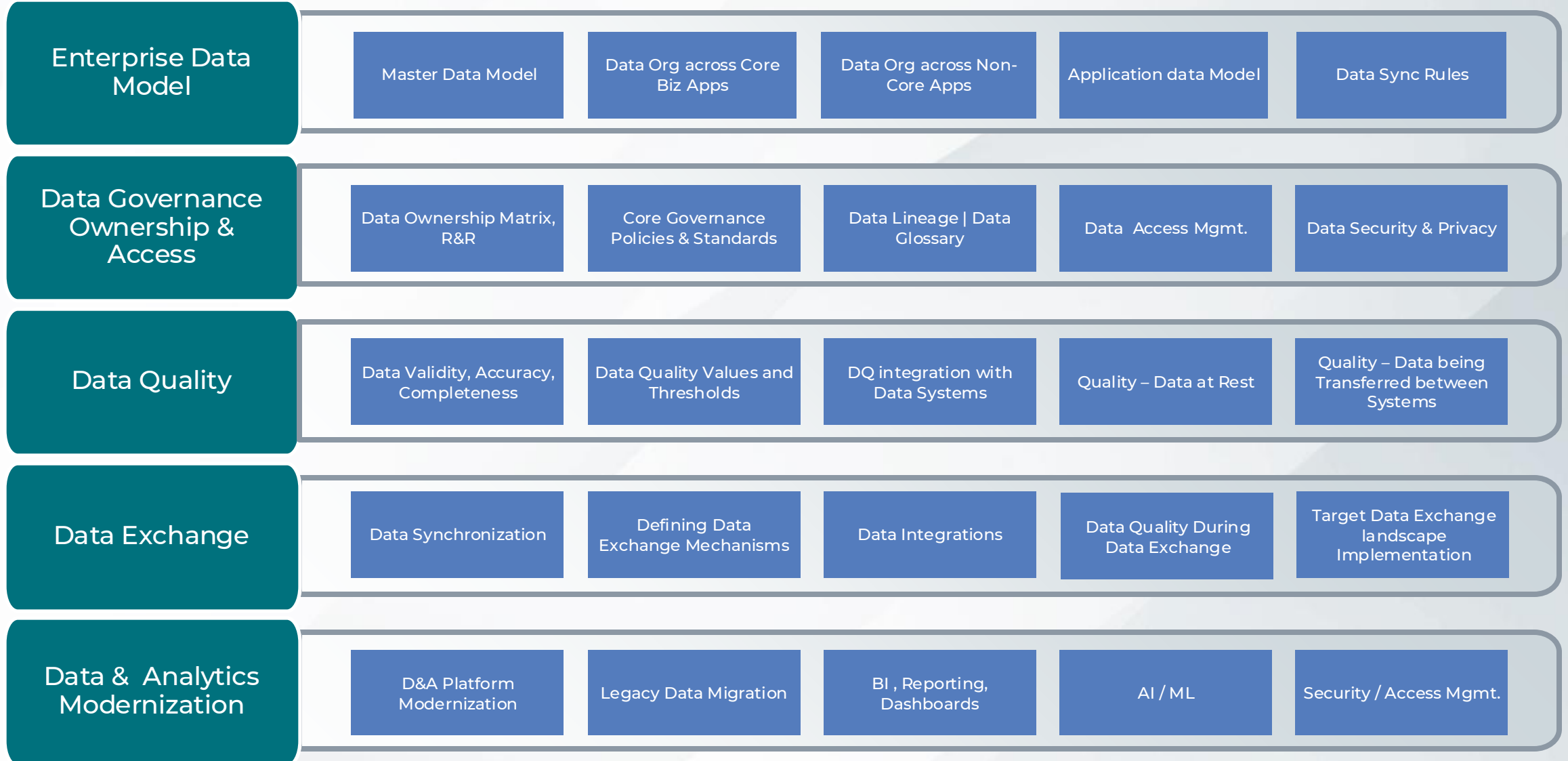


Service Segments	Focus Areas							Corner Stones
Data Science and AI Services	Strategy and Roadmap (Assess – Guidance – Maturity)		AI & ML Model (Develop – Evaluate – Deploy)		Productization and Management (Accelerate – Operationalize – Democratize)			Tools & Accelerators
	Business Advisory	Data Discovery and Data Mining	ML Modeling, Training, EDA	MLOps and Scaling AI	AI & ML Platforms	Data Sharing	Data Storytelling	Industry Domain Expertise
	Technology Stack	KPIs and Metrics	NLP, NLG, NLQ,	Responsible AI, GenAI, Trusted AI	CoEs, Workshops	GenAI, GenBI and Self-serve	Optimal Dashboards	Experience Engagement
	Implementation and Integration (Design-Build-Integrate)		Migration and Modernization (Run-Optimize-Scale)		Data Management & Governance (Policy – Regulation – Execution)			Governance Ethics
	Data Engineering	Pipeline Automation BI & Reporting	Hyperscalers, Data Clouds & Platforms	DataOps and FinOps	Data Lineage, Cataloging, Data Marketplace	Data Trust, Security, Compliance & Access		Co-innovation Collaboration
	Data Fabric and Mesh	Data Hub, Streaming Data	EDW, Lake House	Edge & Distributed Computing	Data Quality & Observability	MDM, Metadata and Data Ecosystems		Change Management

End to End – Business Transformation Services



Accion's Focus - Enterprise Data Management Spectrum





Partnerships and Alliances

servicenow.

snowflake

Microsoft



Adobe Commerce Cloud

amazon
web services™



databricks



salesforce



Google
Cloud Platform

HORTONWORKS®



mongoDB



calm.io

kony



CHEF



UiPath™



docker



MariaDB®



Data & Analytics - Technology Spectrum



Accion
Partnerships

Microsoft
Partner

Microsoft

Gold Cloud Platform
Gold Application Development
Silver DevOps

amazon
web services

Partner
Network

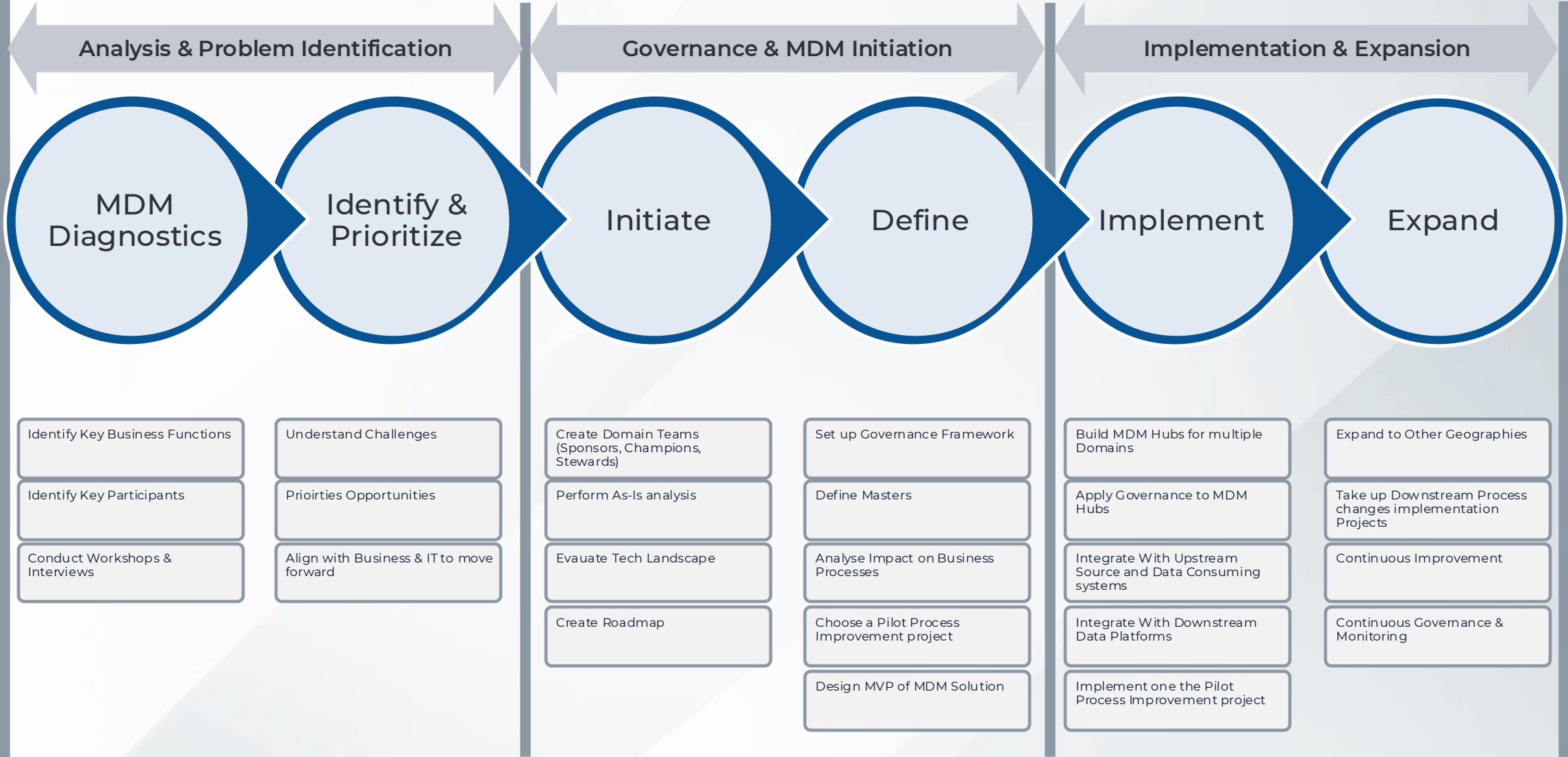
We work actively for clients in 120+ open-source and commercial distributions, application platforms, and data stores including





MDM Transformation Approach

MDM Transformation Approach



MDM Transformation Approach (Diagnostics Phase)



IDENTIFY KEY BUSINESS FUNCTIONS

Business Functions across Value Chain. E.g.

- Commercial
- Operations
- Supply Chain
- Finance
- Compliance

IDENTIFY KEY PARTICIPANTS

Identify Key Leaders from Business & IT - Directors and higher

CONDUCT WORKSHOPS

Workshops with Leaders from Chosen Group:

- Understand pain-points
- Understand Appetite to transform

UNDERSTAND CHALLENGES

Identify areas most impacted by Master data problems

Analyze its impact on business

PRIORITIZE OPPORTUNITY

Scope out the areas or lines of business where Master Data needs to be fixed or modernized (e.g. Customer Master for NAs)

ALIGN TO MOVE FORWARD

Create a multi-stage Program (1-2 year)

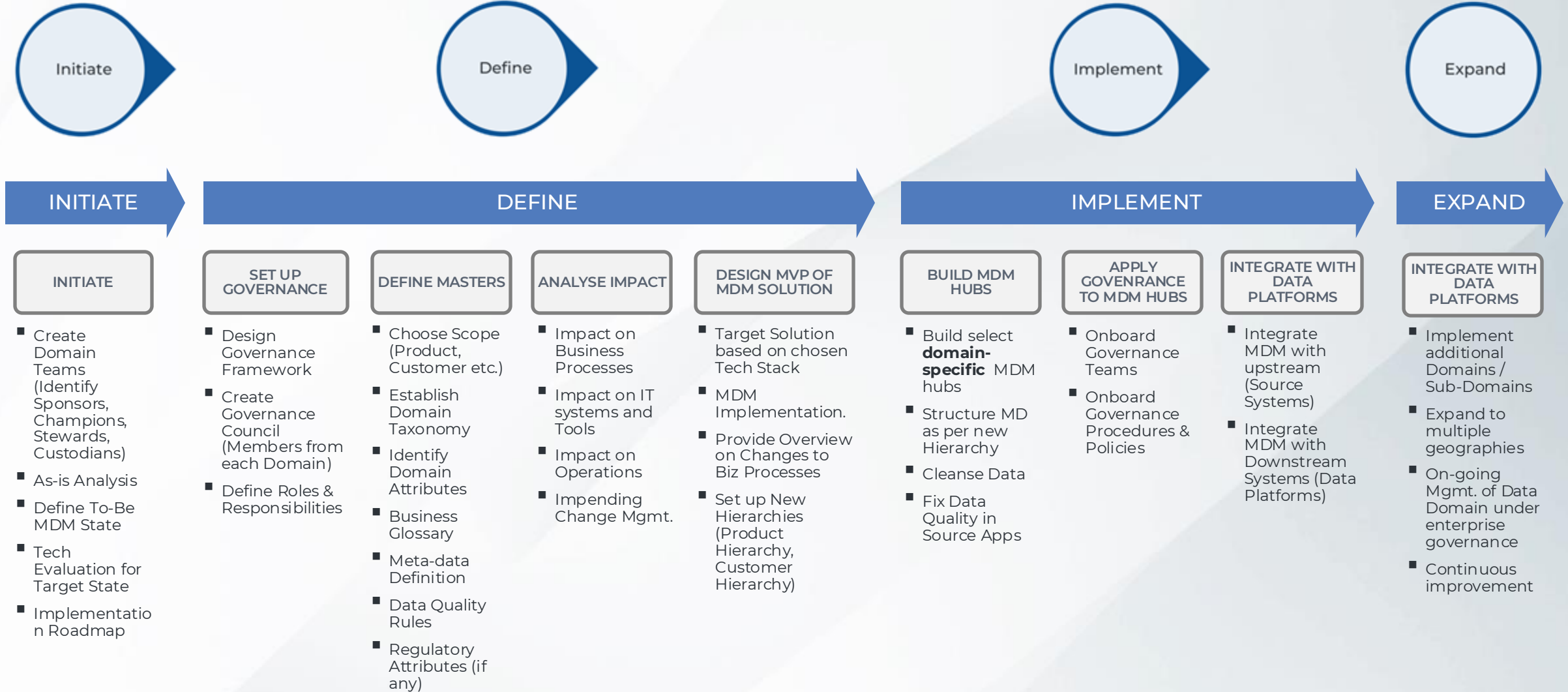
Estimate Costs and get approvals

Identify an implementation team (internal or Vendor)

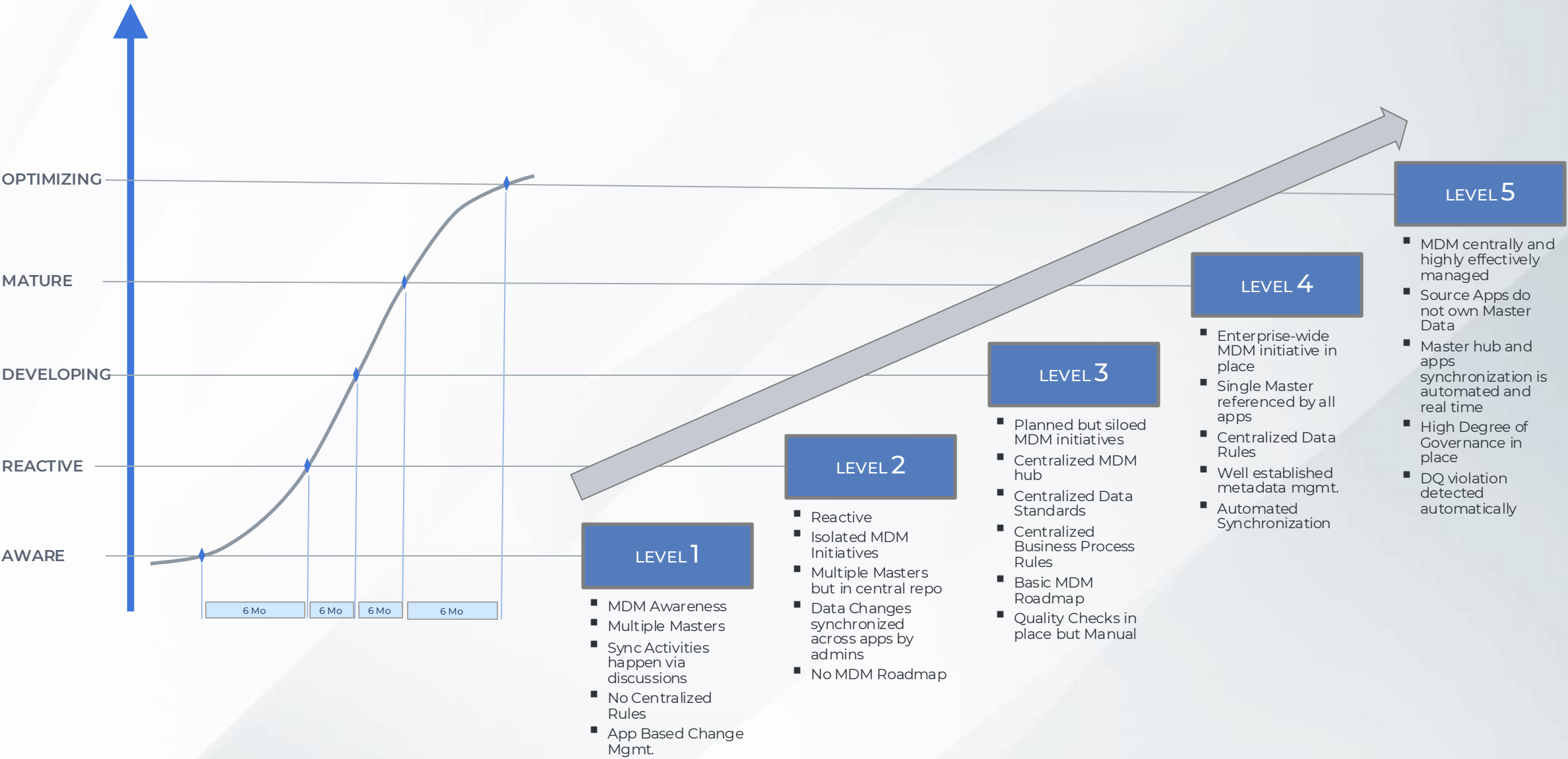
Align with identified Business and IT owners and stewards of data

Establish Steering Committee

MDM Transformation Approach (Implement Phase)



Our Approach on MDM Maturity Enhancement





MDM Case Studies

1. GenAI based MDM Transformation for Distribution Business



1. Centralized

- **AI-Driven Ingestion & Unification:** Consolidated product data from multiple sources with automated normalization.
- **Generate & Enhance Attributes:** Identified missing attributes and enriched metadata using LLMs.
- **Graph/MDM Repository Setup:** Created a unified repository for seamless data access and semantic analysis.

2. Enriched

- **Semantic & Contextual Enrichment:** Mapped relationships and enhanced data discoverability with AI.
- **Natural Language Query:** Enabled intuitive search and auto-generated insights for teams.
- **AI Dashboards & Insights:** Delivered self-service analytics with AI-driven summaries and visualizations.

3. Visualized

- **Interactive GigaMap:** Illustrated product relationships and dependencies in dynamic maps.
- **AI-Guided Link Detection:** Uncovered connections like complementary products and supplier overlaps.
- **Conversational Exploration:** Enabled chat-based navigation for instant data access.

4. Standardized

- **AI-Driven Taxonomy & Schema:** Automated the creation and refinement of taxonomies and classifications.
- **Automated Attribute Validation:** Verified consistency and resolved conflicts with AI.
- **Lineage & Glossary Maintenance:** Tracked data transformations and ensured consistent terminology.

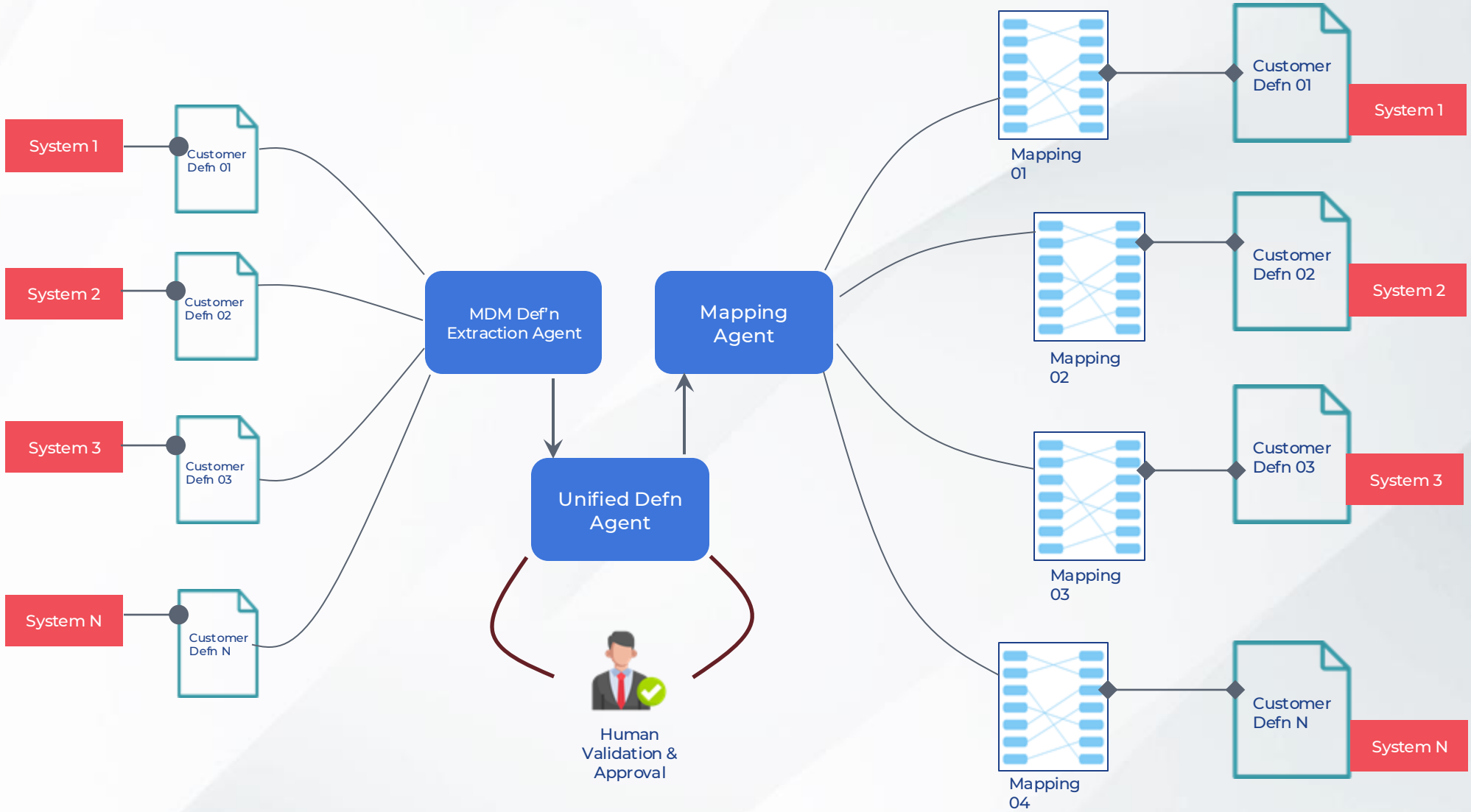
5. Operationalized

- **AI-Integrated Data Flows:** Embedded real-time enrichment into operational systems.
- **Automated Content Creation:** Generated product descriptions and marketing copy at scale.
- **Continuous Model Learning:** Adapted AI models to evolving data and product structures.

6. Governed

- **AI Recommendations for Ownership:** Suggested roles and responsibilities for data governance.
- **Policy & Compliance Enforcement:** Automated compliance checks and anomaly detection.
- **Data Quality Monitoring:** Delivered real-time alerts for data accuracy and consistency.

1. GenAI based MDM Transformation for Distribution Business



2. MDM Transformation for Medical Devices Company



Company Background

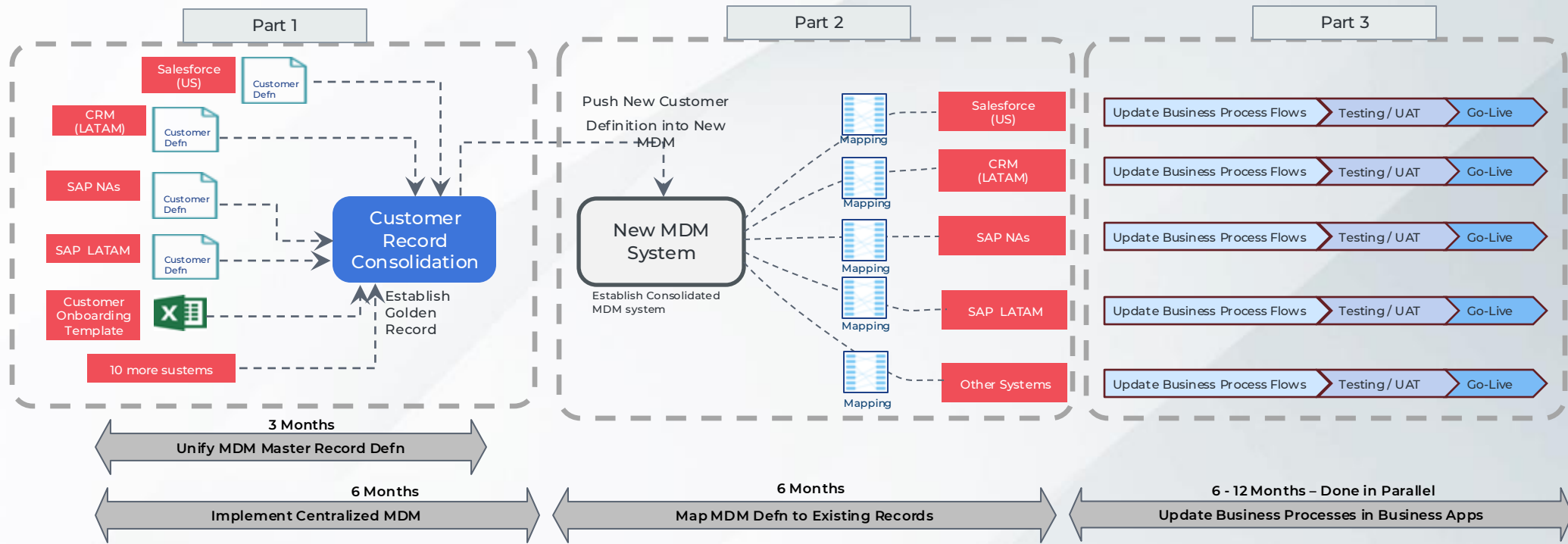
Global Life Sciences and Medical Devices Company with 3 main product lines, 10s of Thousands of SKUs and 15 Global locations (including 9 Manufacturing locations)

Challenge

14+ ERPs, 6 CRM and 5 PLM systems produced significant variants of Master entities leading to tremendous loss of efficiency and reconciliation at various levels (processes, back-office operations and Data Analytics)

Solution Approach

- 2 Yr Program to Fix Customer and Product Master for Americas Geography
- Impact across Product line that generated 55% of total revenue
- Inventory Mgmt. Cost reduced by 50%
- MDM Transformation program carried in parallel to ERP transformation program



3. Product Master Transformation for CPG Industry



Problem Statement : The organization seeks to establish a unified, authoritative 360-degree view of product data that currently exists in fragmented form across three distinct business tiers: manufacturers, distributors, and retailers.

Primary Data Quality Considerations:

- Manufacturer's data serves as the highest quality source, providing the foundation for product attributes and specifications
- Distributor data presents moderate quality concerns with inconsistent formats and incomplete attribute mapping
- Point of Sale (POS) retail data exhibits significant quality issues, including variant product descriptions, incomplete specifications, and inconsistent categorization

The objective is to create a golden record for each product that:

- Leverages the superior quality of manufacturer data as the authoritative source for core product attributes
- Enriches this foundation with valuable business context from distributor channels, including pricing tiers, regional availability, and channel-specific product variants
- Incorporates critical market performance indicators from retail POS data while implementing robust data quality measures to standardize and cleanse this information

3. Product Master Transformation for CPG Industry

