



What Is Master Data Management?

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What Is Master Data Management?

- Creating a single “reference copy” of key business entities.
- Examples: customers, vendors, products, employees.
- Offers an organization a single version of what “customer” means.
- Helps reduce inconsistencies in data distributed throughout the enterprise.
- Aims to provide clean, reliable data.
- MDM systems can provide automated rules and utilities to maintain “golden records” for business entities.
- "Single version of the truth."

Master Data Are Entities

...Not Business Rules or Relationships!

Master Data

Customers

Employees

Products

Courses

Students

Not Master Data

Orders/Sales

Payroll

Subscriptions

Applications

Enrollments