Dell Boomi MDM

The Potential of Master Data Management: Delivering Value at Scale

Master data management (MDM) holds the key to improving performance and reducing cost in every area of business operations—from customer account management and product development to marketing, manufacturing, supply chain optimization, and more. On the other hand, poor master data management can wreak havoc. Capgemini estimates that it drives up costs by $50bn in the U.S. retail supply chain alone[1].

To realize its potential, an MDM solution needs to represent master data consistently across an organization, regardless of domain. It should enable your data analysts to model, match, synchronize, cleanse, and enrich data across domains, while scaling to accommodate growth in data volume, business applications, and user demands.

Dell Boomi MDM—the industry's first cloud-managed MDM solution

MDM isn't new. But it's squarely in the enterprise spotlight now as organizations try to cope with more information from more sources than ever before. Keeping that information consistent and accurate, eliminating redundancy, and synchronizing it all across multiple business systems puts enormous pressure on already strained IT resources. And, setting cost and time aside, few IT departments possess the skills to develop a scalable MDM solution in house.

Dell Boomi MDM delivers next-generation master data management that is affordable, configurable and managed via the cloud. Setup, configuration, and management are done from a Web browser, in a single instance, multi-tenant environment. And Dell Boomi MDM can be used with any combination of SaaS and on-premise applications.

Beyond the Hype—Next Generation MDM

Organizations invest in MDM so they can trust the information they rely on everyday. To ensure that your master data is trustworthy—accurate, complete, and up to date, Dell Boomi MDM adds next generation features that boost the business value of any MDM initiative. With Dell Boomi MDM, your business can:

1. Accelerate time to value with crowd-sourced data modeling. One of the most important but time consuming steps in MDM is domain data modeling. But, referencing the collective intelligence of its multi-tenant resources, Dell Boomi MDM inventories all the data models in use and suggests the optimum solution, which can be customized as needed—saving hours of trial and error modeling. Our innovative "Suggest" technology is dynamic and far more effective than static templates or best practice libraries.

2. Span organizational boundaries with multi-domain, multi-department, and multi-application MDM. When is MDM most valuable? When it creates a master data infrastructure that supports information sharing from all domains, departments, and applications across the enterprise.

3. Leverage real-time, bidirectional data flows that unleash the potential of your data. Data changes constantly. So your MDM solution needs to capture, aggregate, and publish those changes to the applications that run your business. Likewise, your business operates in real time—so should your data.

4. Eliminate MDM silos by unifying master data across domains. Domain specific master data silos defeat the purpose of MDM—a single version of the truth. The Dell Boomi MDM solution is data agnostic. Its open architecture supports data from any domain.

Dell Boomi MDM: Cloud Simplicity. Cloud Economy. Cloud Speed.

Through a clean, simple user interface, Dell Boomi addresses the three components of a unified data management strategy: data integration, MDM, and domain-specific data quality services. With Dell Boomi, there's no hardware or software to manage. Upgrades are automatic. And usage-based pricing gives your business the flexibility to expand its MDM initiatives quickly and cost effectively—sharing, consolidating, and analyzing business information on a global scale.

Dell Boomi MDM delivers tangible business value by:

- Increasing data accuracy and consistency
- Improving application performance
- Boosting process efficiency
- Accelerating time to insight with improved analytics
- Supporting comprehensive data governance controls

1 "Master Data Management (MDM): Mastering the Information Ocean." Capgemini (2011): p1.