



# Innovit Multi-Domain Master Data Management

**innovit**

Bringing Quality to Master Data

**Master data is a critical asset for your organization. It is core data related to your products, customers, vendors, locations, and employees. The use of master data spans multiple business processes and is foundational to effective and measurable operational and analytical business decisions.**

The challenge however is that master data is often fragmented, inconsistent and unreliable across business silos inhibiting organizations from achieving their desired business outcomes. Innovit’s multi-domain master data management solution addresses this challenge at the core by enabling organizations to aggregate, manage and validate all types of master data in a single application and syndicate them to all their critical business processes.

### Innovit MDM for Product

An effective product master data management strategy is critical to support key business processes such as new product introduction (NPI), omni-channel commerce, supply chain management and regulatory compliance.

With Innovit’s Master Data Management solution you have the ability to easily and effectively manage product master data:

- Automate product on-boarding from suppliers, distributors and internal systems
- Manage different types of products (e.g. finished goods, raw materials, intermediates, BOMs, packs, kits etc.)
- Maintain catalogs, digital assets and relationships
- Validate product data for completeness, accuracy and uniqueness

- Establish workflow for New Product Introduction (NPI) and item change management
- Manage products along with vendors and/or customers in the same application and UI
- Share product data in any trading partner or channel specific format including XML, Excel and CSV
- Syndicate product data using GS1 standards by leveraging out-of-the-box integrations to major GDSN-compliant data pools (e.g. 1WorldSync, FSEnet, GHX, NPC, TrueSource, DAS)

### Innovit MDM for Customer

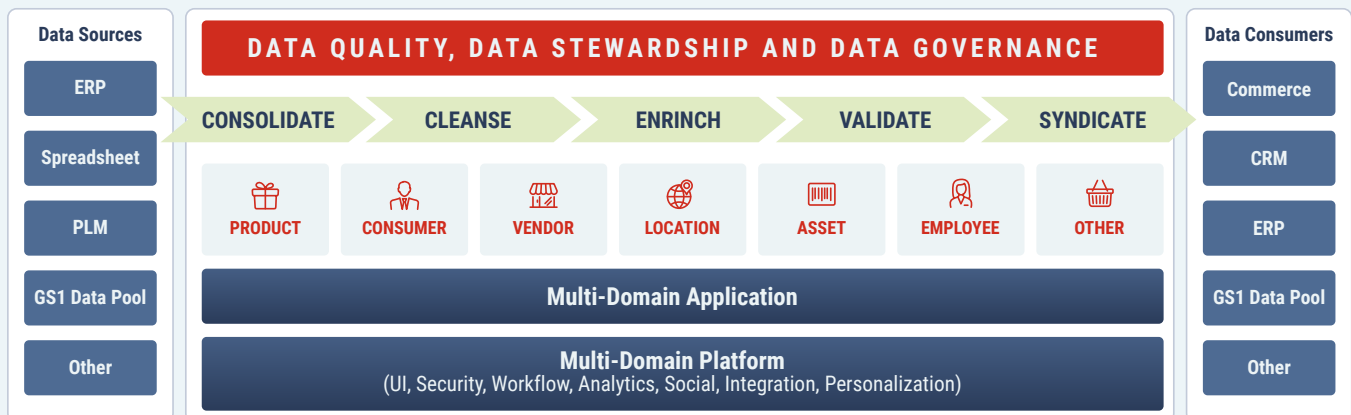
Managing customer data provides your organization with an enhanced and trusted view of your customers that takes into account more meaningful information that drives product sales, marketing, and distribution.

Innovit’s Master Data Management solution allows you to control and manage crucial information more easily about your customers and sales channels both in Business-to-Business (B2B) and Business-to-Customer (B2C) scenarios.

#### BUSINESS-TO-BUSINESS (B2B):

- Consolidate customer information from disparate systems including ERP, billing systems and supply chain applications

Innovit provides a single multi-domain application to manage all types of master data



- Manage customer organization information such as hierarchy and relationships
- Maintain critical data such as organization names, accounts, addresses, contact numbers, financial accounts, pricing conditions, trading terms, and ordering/distribution parameters
- Enhance data quality through matching, merging and validation
- Synchronize trusted customer data to ERP, supply chain, contracts and billing applications

### **BUSINESS-TO-CUSTOMER (B2C):**

- Consolidate customer information from disparate systems such as CRM, commerce, marketing and ERP systems
- Maintain critical data such as customer names, addresses, contact preferences, and customer segments
- Create a trusted and rich customer data through matching, merging and de-duplication of customer names and addresses
- Enable tailored marketing and sales programs across channels
- Synchronize trusted customer data to CRM, marketing, commerce and ERP applications

### **Innovit MDM for Vendor**

For most organizations, specifically those in retail and distribution industries, ensuring that product catalogs are synchronized across their supply chain enables a more efficient procure-to-pay process. By consolidating vendor and product information across their different business divisions, organizations can also negotiate global contracts



with their vendors and reduce supplier-spend.

Innovit's Master Data Management solution provides you with a 360 degree view of your vendors across your different business divisions to help you streamline your procure-to-pay processes and reduce your spend.

- Consolidate vendor information from disparate systems including ERP, procurement and contract management systems
- Enhance vendor qualification processes
- Manage vendor organization information such as hierarchy and relationships
- Maintain critical data such as organization names, addresses, contact numbers, pricing conditions, trading terms, and preferred status
- Enhance data quality through matching, merging and validation
- Maintain vendor score cards to track quality and reliability of product data
- Synchronize trusted vendor data to procurement, contracts management and ERP applications

### **Business Benefits**

- Lower total cost of ownership by having a single application to manage all master data domains including product, customer and vendor
- Accelerate time-to-market with efficient internal and trading partner collaboration
- Deliver products on time to the right customers with the right information through the right channels
- Improve supply chain efficiency and reduce errors
- Enable better collaboration with vendors and reduce procurement costs
- Ensure data standards and regulatory compliance
- Attain reliable reporting in BI and analytical systems





## Innovit MDM for Other Data Domains

Organizations rightly focus on getting a handle on their core master data entities: product, customer and vendor. However, other aspects of master data such as locations, assets and employees also have similar data fragmentation, data governance and data quality problems.

With Innovit's Master Data Management solution, customers can configure any number of master data types, related attributes and relationships. They can then apply the same data import, data validation, data enrichment and workflow capabilities to create a trusted master data that they can synchronize to their business processes.

## About Innovit

Operating since 2000, Innovit is an end-to-end Master Data Management (MDM), Product Information Management (PIM), Global Data Synchronization (GDSN) and NPI Workflow solutions provider that is based in San Francisco CA with offices in London, Sydney and Melbourne. Innovit helps customers enhance revenue streams, reduce supply chain costs, improve online product marketing effectiveness, and ensure regulatory compliance.

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**Contact Innovit today for a FREE consultation  
and demo of the Master Data Management Solution!**

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