

7 Top Reasons to Modernize Your Master Data Management to the Cloud Now

As cloud adoption surges, are you still relying on your on-premises master data management (MDM) systems to wade through the fragmented application and data landscape?

Here are the top reasons you need to modernize your MDM to the cloud now:



1

Addressing the need for multi-domain MDM

Multi-domain MDM on the cloud offers a single, shared view of data across functions. This includes data mastering beyond customer and product domains in a single cloud-based MDM solution. It also supports current and future domain requirements and lets you see the domain relationships in a graph view.

Using artificial intelligence (AI) and machine learning (ML) to simplify MDM

Moving your data to the cloud makes it easier to embrace AI and ML capabilities, such as auto-classification of products for faster New Product Introduction (NPI). AI/ML can also help you scale stewardship with intelligence and automation. They support automated match tuning and data model and mapping recommendations. Plus, they offer the next best action for your business users.



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Connecting transactions and interactions with contextual MDM

Cloud-based MDM solutions help you combine master and non-master data for a contextual view. That way, you can deliver a better CX with rich 360-degree customer views to help marketing improve campaign performance and sales drive better cross/up-sell opportunities.

Supporting key use cases with pre-built solutions

A cloud-based MDM will be intuitive for your data experts, business users and IT department to work with. It's also purpose-built to solve your specific use cases. And it can be preconfigured with data models, workflows, data quality rules and enrichment for specific industries.



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Combining MDM and data governance

Your business users can define the data definitions, policies, rules and metrics needed for data governance with cloud-based MDM. And rules and policies can be executed in MDM with the ability to track metrics.

Using MDM for enterprise resource planning (ERP) transformation

With cloud-based MDM, you can use master data to make standard business processes more resilient. This includes improving master data quality and accuracy for ERP implementations, upgrades and migrations. It also manages and synchronizes master data between ERP systems.



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Taking advantage of the benefits of the cloud

Modernizing your MDM to the cloud enables you to adopt a cloud-first mindset for increased productivity. It also provides a microservices-based modern architecture and elastic scale with consumption-based pricing.

Want to Learn More?

For a cost-effective, low-risk and timely MDM modernization program, you need a solution that provides complete data management capabilities, like the **Informatica Intelligent Data Management Cloud™ (IDMC)**.

Learn more about how Informatica can simplify the effort with our low/minimal risk MDM modernization program.

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