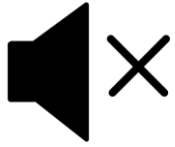


03 Feb, 2026

Data enrichment to boost your MDM data leveraging the Enrichment and Validation Orchestrator and MDM objective groups

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Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

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Agenda

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2 EVO Framework Overview

3 Common Use Case Scenarios

4 Demo

5 Recommended Best Practices

6 Q&A

Introduction

Data Enrichment and Validation with MDM SaaS

What is Data Enrichment and Validation?

- Enhancing and verifying data quality by cleansing, validating, and enriching records to ensure accuracy, compliance, and completeness.

Why it Matters:

- Ensures regulatory compliance (e.g., pharmaceutical product data for European markets)
- Improves decision-making with reliable data
- Enhances customer and operational insights
- Supports master data management (MDM) initiatives
- Addresses complex validation rules across multiple data sources
- Enables automated, orchestrated enrichment and validation
- Efficiently handles master and source records

Introduction

Overview of MDM SaaS Enrichment and Validation Capabilities

Enrichment and Validation Orchestrator:

- Orchestrates multiple rule associations for validation, cleansing, and enrichment
- Supports sequential and parallel execution of rules
- Enables triggering on record creation, updates, field focus changes, and session saves

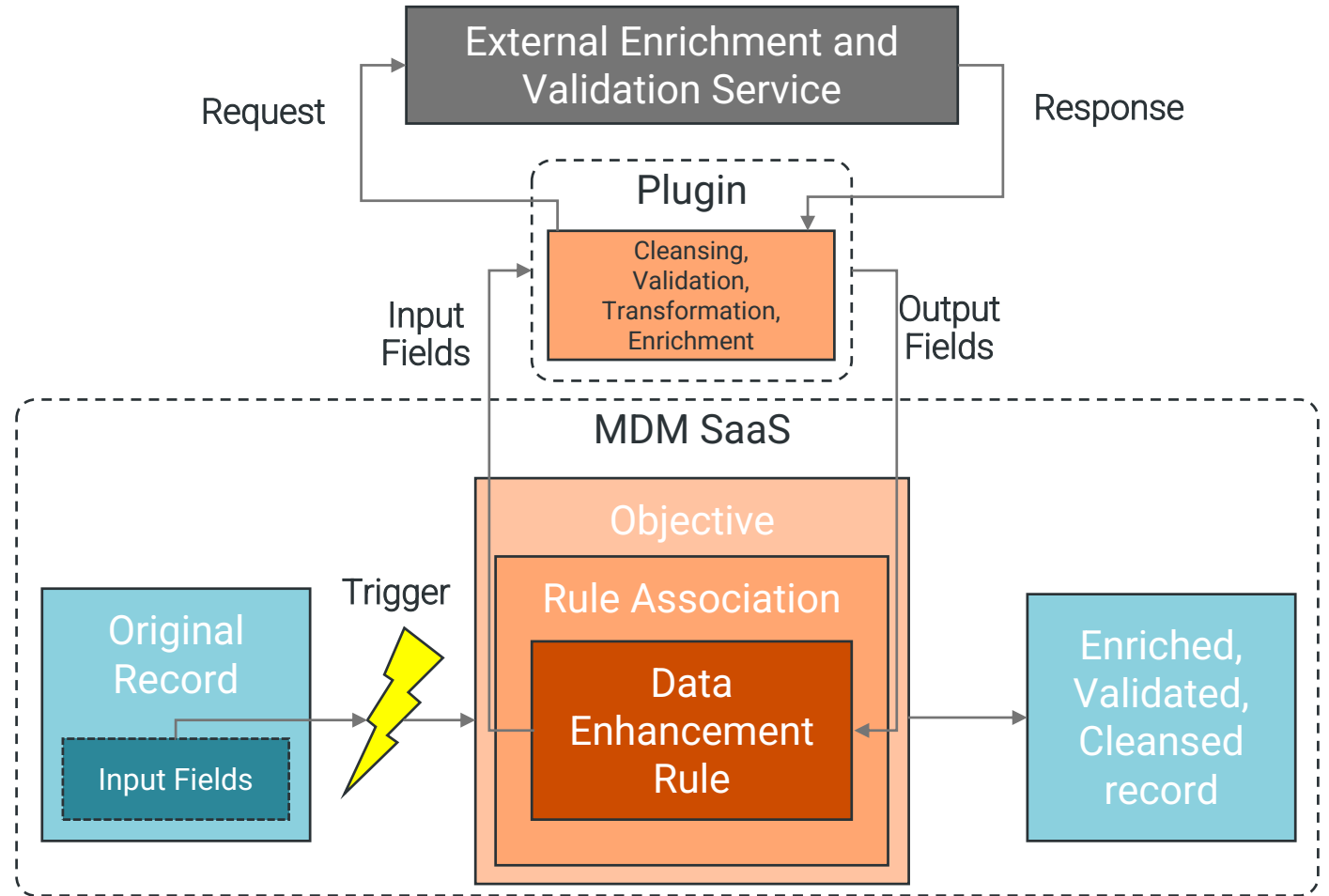
Key Features

- Integration with external services (e.g., OpenAI) via plugins
- Flexible configuration of data enhancement rules and objectives
- Supports master and source records with fine-grained control
- Rejects records failing validation to maintain data integrity

EVO Framework Overview

What is EVO?

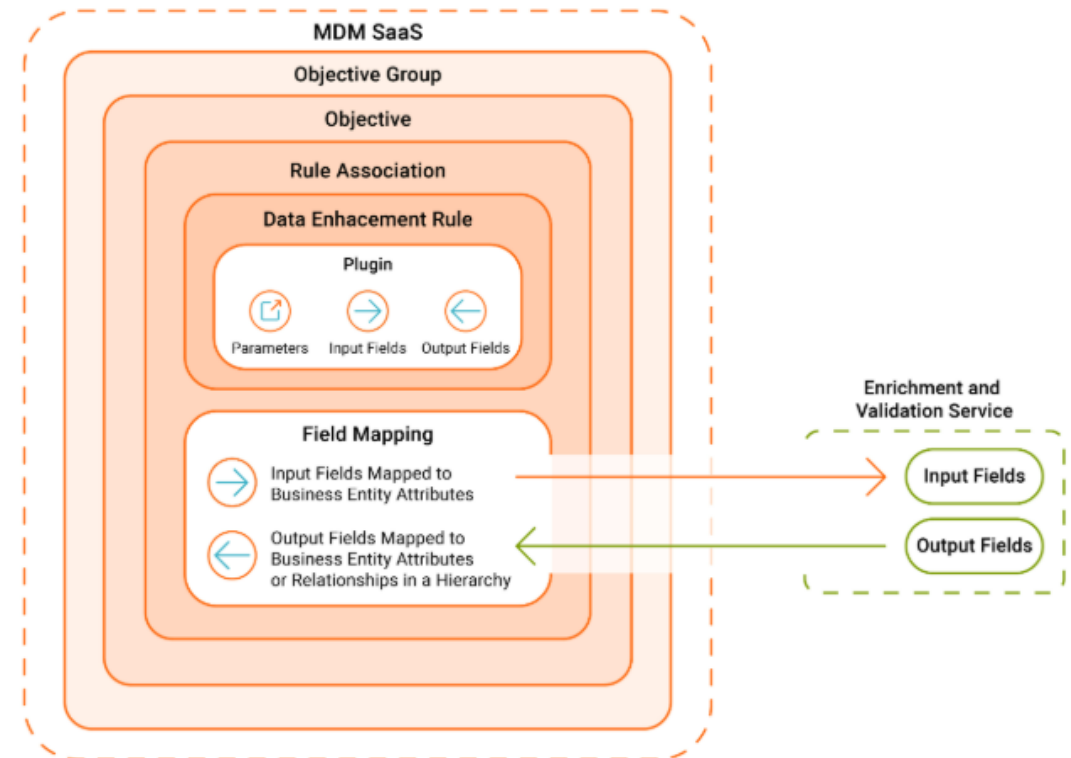
- EVO is a modular and scalable architecture designed to streamline master data management processes, including data enrichment and validation.
- EVO stands for:
 - Enrichment
 - Validation
 - Orchestrator



EVO Framework Overview

Framework Components Relevant to Data Enrichment & Validation

- **Plugins:** Connect to external enrichment and validation services (e.g., Application Integration).
- **Data Enhancement Rules:** Define operations (validate, cleanse, enrich) and specify plugins.
- **Rule Associations:** Map business entity fields to service inputs/outputs and link enhancement rules.
- **Objectives:** Group and sequence multiple rule associations to achieve data quality goals.
- **Objective Groups:** Organize objectives for easier management and migration.



EVO Framework Overview

Plugins

- **Cleansing and Standardization:** Validate and cleanse data using rule associations; downgrade trust scores for invalid fields. Plugins include Address Verification and Real-Time Email/Phone Verification for consistent, accurate data.
- **Enrichment:** Connect to external providers via Application Integration plugin to enrich records or assign hierarchies.
- **Transformation:** Apply rules to modify and format data fields, ensuring compliance with business logic and data standards before storage or further processing.
- **Validation:** Use validation plugins to check field values and cross-section rules. Downgrade trust scores and configure error severity for failed validations, covering character, date, length, and pattern checks.

Data Enhancement Rule Settings

Select a plugin that runs the data enhancement rule.

Plugin: * ? **Address Verification** ▼

- Cleansing and Standardization*
 - Address Verification**
 - Application Integration-based Cleansing
 - Crosswalk Standardization
 - Daas Real-Time Email Verification
 - Daas Real-Time Phone Verification
- Enrichment*
 - Application Integration-based Enrichment
- Transformation*
 - Concatenate
 - Concatenate with Spaces
 - Data Quality - Transformation
 - Left Trim
 - Lowercase
 - Replace
 - Right Trim
 - Title Case
 - Uppercase
- Validation*
 - Allowed Characters
 - Application Integration-based Validation
 - Contains
 - Data Quality - Validation
 - Date Range
 - Does not Contain

EVO Framework Overview

Record Types

- **Master Records:** Objectives apply to master records created or updated via business applications and REST APIs; not triggered by ingress or file import. Restored master records also trigger objectives.
- **Source Records:** Objectives trigger when source or patch records are created or updated through business applications, ingress, file import, or REST APIs, enabling validation and enrichment at the source level.
- **Source Systems:** Objectives can be refined to trigger only for source records from specified source systems, applying rules selectively based on system origin, such as Salesforce or other defined sources.

Advanced Settings ⓧ

[Record Types](#) Triggers

Types of records and source systems that this objective applies to.

Record Type Settings

Record Type:* Master Records Source Records

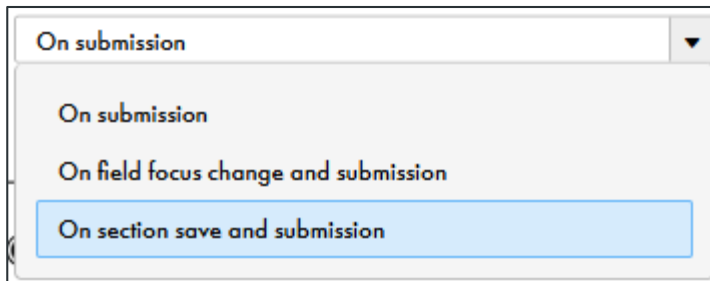
Source Systems:* ⓧ ▾

Enable Data Dependency between rule associations:

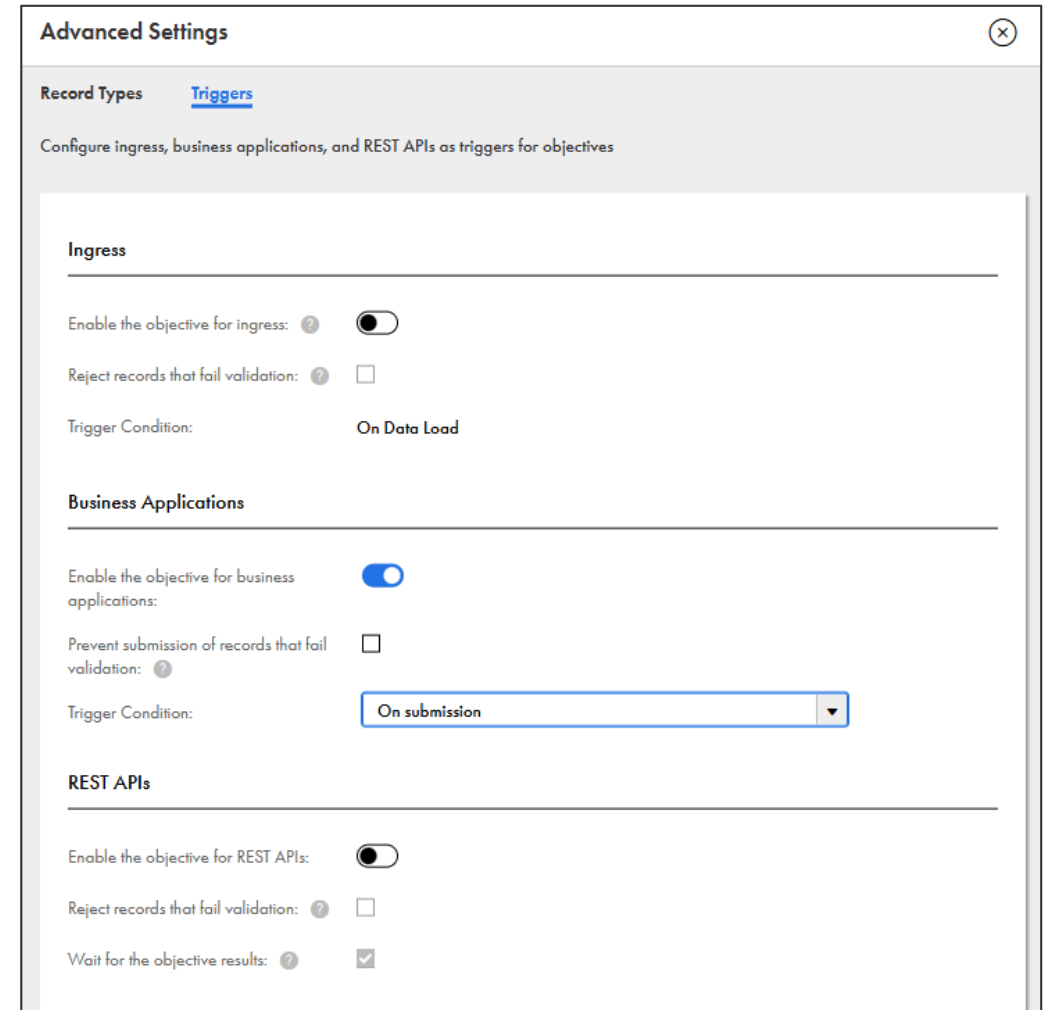
EVO Framework Overview

Trigger Mechanisms

- Ingress and file import (source records only)
- Business applications (on submission, section save, field focus change)



- REST APIs

A screenshot of the "Advanced Settings" dialog box, specifically the "Triggers" tab. The dialog has a title bar with a close button (X) in the top right corner. Below the title bar, there are two tabs: "Record Types" and "Triggers", with "Triggers" being the active tab. The main content area is titled "Configure ingress, business applications, and REST APIs as triggers for objectives". It is divided into three sections: "Ingress", "Business Applications", and "REST APIs".
Ingress
- "Enable the objective for ingress:" with a toggle switch that is currently off.
- "Reject records that fail validation:" with an unchecked checkbox.
- "Trigger Condition:" with a dropdown menu set to "On Data Load".
Business Applications
- "Enable the objective for business applications:" with a toggle switch that is currently on.
- "Prevent submission of records that fail validation:" with an unchecked checkbox.
- "Trigger Condition:" with a dropdown menu set to "On submission".
REST APIs
- "Enable the objective for REST APIs:" with a toggle switch that is currently off.
- "Reject records that fail validation:" with an unchecked checkbox.
- "Wait for the objective results:" with a checked checkbox.

Use Cases

Common Use Cases for Data Enrichment and Validation

Regulatory Compliance:

- Validate product codes (e.g., National Drug Codes) to meet regional regulations
- Automatically generate regulatory identifiers (e.g., Medicinal Product Package Identifier, Manufacturer GLN)

Data Quality Improvement:

- Cleanse and standardize customer and product data
- Enrich records with additional attributes from external sources

Operational Efficiency:

- Automate data validation and enrichment during record creation and updates
- Reduce manual data entry errors and rework

Use Case Example

Enrichment and Validation Rules in Action

Context: Managing product data with manufacturer details and country of origin to ensure data completeness and compliance.

Enrichment Rule:

- Purpose: Automatically populate the Manufacturer GLN (Global Location Number) based on the Manufacturer field.
- Trigger: Executed when a section is saved in the business application.
- Benefit: Reduces manual data entry and ensures consistent manufacturer identification.

Validation Rule:

- Purpose: Ensure that if the Country of Origin is the United States, at least one English language keyword is present.
- Trigger: Executed after record submission; triggered only if the Country-of-Origin field is updated.
- Benefit: Enforces data quality rules tied to geographic and language requirements.

DEMO

Robert Doan



Recommended Best Practices

Data Enrichment & Validation with MDM SaaS

Performance and Scalability:

- Keep cumulative run time for all objectives under 30 seconds to avoid timeouts.
- Design small, focused objectives with up to three rule associations each for efficient processing.
- Use parallel execution of multiple objectives to improve throughput.

Trigger Configuration:

- Choose appropriate triggers (e.g., on submission, section save, field focus change) based on use case and plugin compatibility.
- Be mindful that some plugins (e.g., Application Integration-based) don't support certain triggers like field focus change.

Recommended Best Practices

Data Enrichment & Validation with MDM SaaS

Data Mapping and Compatibility:

- Ensure input/output field mappings are compatible and use published processes with valid payload formats.
- Avoid mapping dynamic fields; only static business entity attributes are supported.

Error Handling and Validation:

- Configure objectives to reject records that fail validation where appropriate to maintain data integrity.
- Use clear rule association descriptions to provide meaningful error messages.

Integration Considerations:

- External enrichment and validation services (e.g., OpenAI) are integrated via plugins like Application Integration.
- Monitor payload sizes (max 5 MB) to avoid process failures.

Where data & AI come to

