



7 KEY SIGNS YOUR ENTERPRISE NEEDS MDM

Is increasing data becoming more of a challenge than an asset for you?

Unable to find relevant data

Flooded with bad data that needs regular check-ups and diagnosis

Puzzled by huge volumes of complex datasets

Sharing unnecessary information with customers



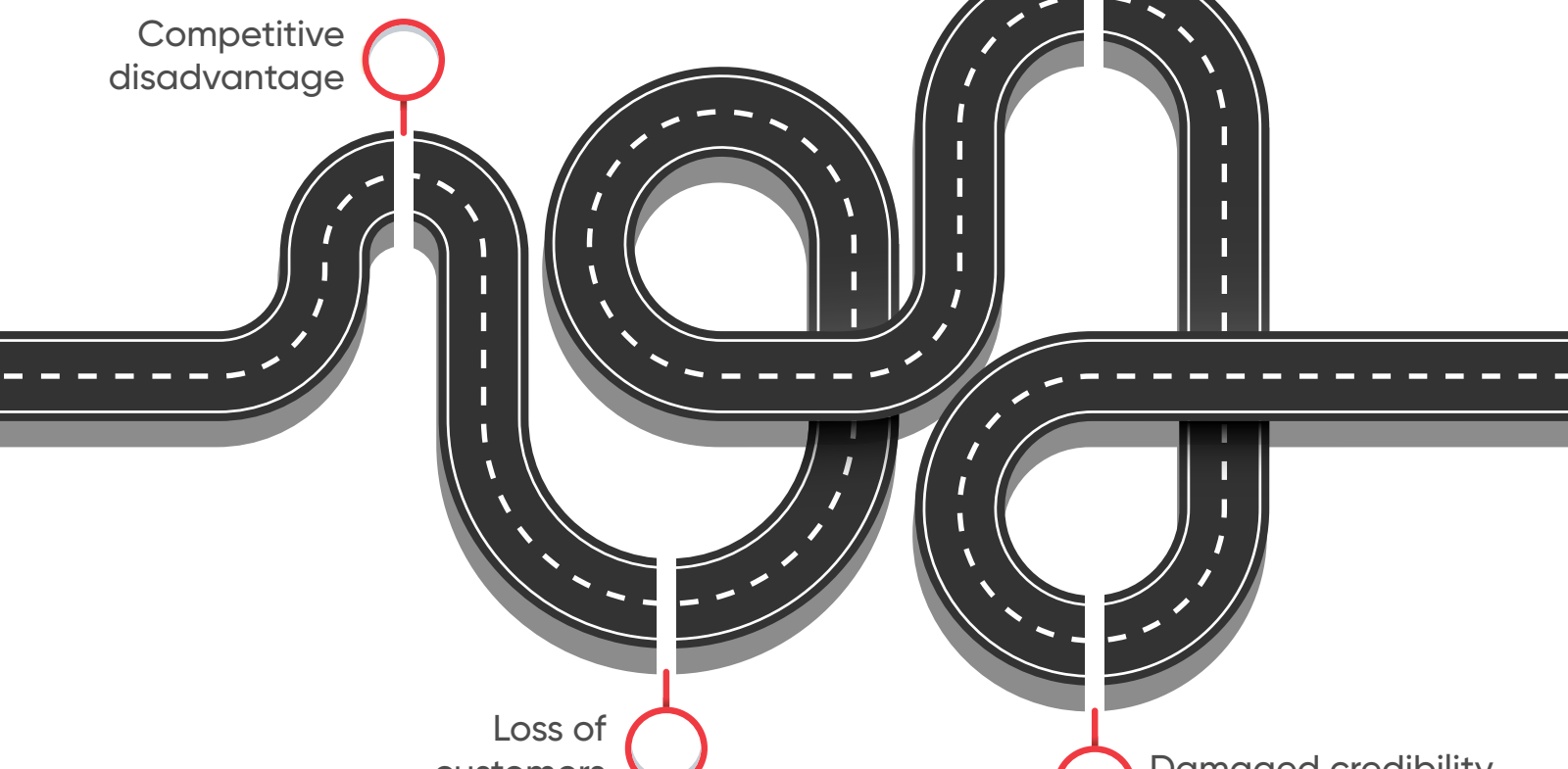
Unstructured, unclean, and inconsistent data can impede your navigation in today's business landscape.

Competitive disadvantage

Reduced ROI

Loss of customers

Damaged credibility with stakeholders



Act before it's too late!

Look for these 7 indicators to pinpoint your data management requirements.



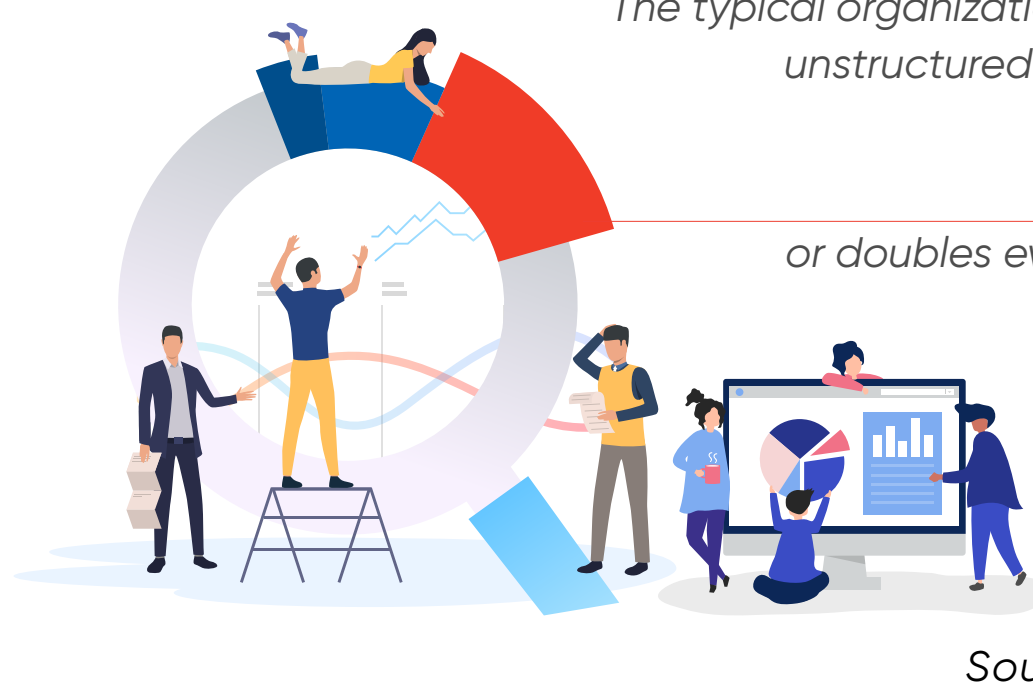
SIGN 1

GROWING UNSTRUCTURED DATASETS

The typical organization reports that unstructured data grows by

23% annually

or doubles every 40 months



Source: **Datanami**

<https://www.datanami.com/2019/01/31/data-management-falls-short-for-unstructured-data/>

SIGN 2

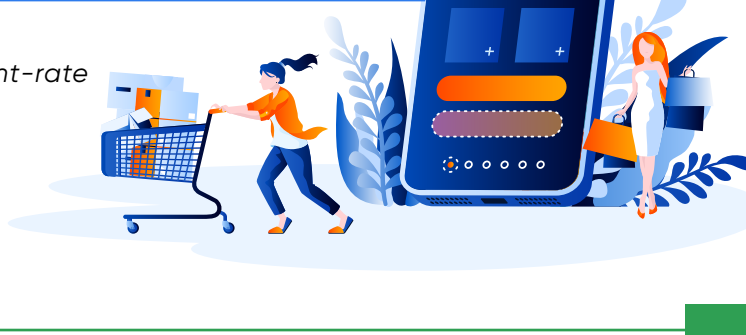
CART ABANDONMENT DUE TO INCONSISTENT DATA

Average documented online shopping cart abandonment rate is

69.57%

Source: **Baymard**

<https://baymard.com/lists/cart-abandonment-rate>



SIGN 3

DATA FROM MULTIPLE HETEROGENEOUS SOURCES AND DATA STRUCTURES IS THE CAUSE FOR CONFUSION

Over **25%** of critical data used by the world's top companies is flawed.

Source: **Semarchy**

<https://www.semarchy.com/why-do-i-need-mdm/>



SIGN 4

LACK OF ANALYTICS OR BUSINESS INTELLIGENCE

Frontline sales, marketing, and operations teams are left shooting in the dark without real-time, relevant, personalized, and reliable insights.



SIGN 5

HIGH DATA MANAGEMENT COSTS

Amount of data will grow to

180^{ZB} in 2025

more than doubling every two years.

Source: **IBM**

https://www.ibm.com/blogs/systems/storage-for-the-future/#_ftn1



Data Management Costs

SIGN 6

LEAKAGE OF TRANSACTIONAL AND INTERACTION DATA

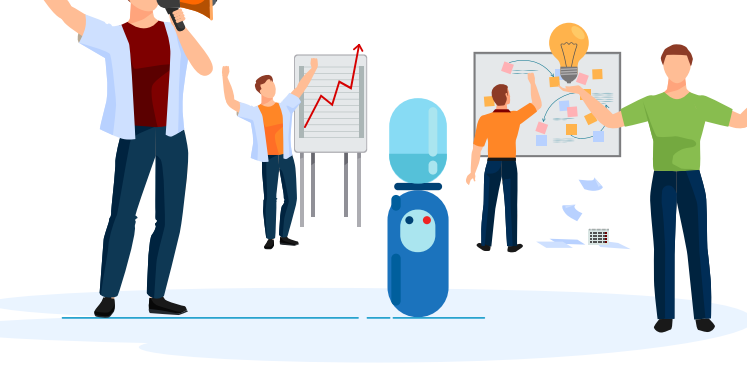
Data privacy and leakage prevention is more critical than ever before. However, it's also becoming more complex with the proliferation of lakes, warehouses, cloud, and IoT devices.



SIGN 7

INEFFICIENT INTEGRATION OF VARIOUS DATA SOURCES

Cross domain relationships affect data governance in more ways than imaginable.



No collaborative data authorization

No data integrity and/or security

Inauthentic data manipulation

Delayed approval of information

Bring clarity to chaos with Master Data Management (MDM)

MDM empowers you with a single data repository that helps you arrive at actionable insights and accelerate value creation.

Ensure data accuracy

Simplify processes

Make data standardization easy

Drive operational efficiency



MDM adoption will increase 1.9 times in the next 3 years.

Source: 2018 Key Issues Study by Hackett Group

Turn challenges into your biggest advantages

Assess your organization's need for complete, consistent, and accurate data at the right time.

Connect with an MDM expert now: www.pimcore.com

