

Can you depend on your data for answers? Or just more questions.

Current, consistent, accurate data.
Oracle Master Data Management.



Your enterprise applications are only as good as the data they leverage

Many companies still don't have a true view of their customers, products, and suppliers, much less their inventory and financials. Although they invest in new, sophisticated enterprise applications to handle business processes, the data those systems generate is not centrally managed. Oracle Master Data Management solutions are designed to consolidate, cleanse, and enrich key business data from across the enterprise, and synchronize it with all applications, business processes, and analytical tools.

Every move your company makes depends on the data that's circulating through your operational systems. When it's unreliable, this data will affect the decisions you make, and you run the risk of:

- Slower time to market
- Supply chain inefficiency
- Higher cost of compliance
- Hidden revenue
- Sales inefficiency
- Misguided marketing efforts
- Lost customer loyalty

Learn More

Go to: oracle.com/master-data-management
Or call 1.800.273.9913.

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THE INFORMATION COMPANY

Don't let inaccurate data get in your way

Oracle Master Data Management solutions are designed to consolidate, cleanse, and enrich key business data from across the enterprise, and synchronize it with all applications, business processes, and analytical tools. When you propagate clean, accurate master data, you increase the efficiency of your operational systems and make good corporate governance easier to achieve. Furthermore, this data feeds analytics that can in turn provide a true representation of how your business is running.

Clean, consistent data enables you to:

- **Accelerate application ROI:** When new applications are deployed, they need only integrate with the master data management (MDM) hub for all data to be shared across the existing application landscape. This integration shortens the time it takes to achieve ROI on a given application investment.
- **Accurately report on products, customers, assets, and financials:** Quality data enables efficient operation, trustworthy analytics, and cross-communication between disparate systems.
- **Manage governance, risk, and compliance:** Application fragmentation negatively impacts governance and compliance processes by making data hard to reconcile and business process reporting difficult to extend across the company. MDM eliminates inconsistencies in core business data and enables strong process controls.

To help ensure ROI, Oracle created prebuilt master data management solutions for key master data objects, such as product, customer, and account information. Don't let inaccurate data get in your way.

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