

# Experiencing the Journey Through Multi-Domain Master Data Management



**W** EnterWorks  
BY WINSHUTTLE

# Our Presenters



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VP & General Manager



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VP of Information Technology



# Introducing EnterWorks

- ✓ Empowering Business & IT Users for over 21 years
- ✓ All-in-one platform for MDM, PIM, and DAM
- ✓ Only Solution that is a Leader on both the Forrester PIM and MDM Waves
- ✓ Highest customer satisfaction marks on industry analyst reports
- ✓ Industry expertise: distributors, manufacturers, retail, hospitality, service companies, and member / buying groups
- ✓ Strong Global SI & Technology partnerships

## Business Mission

Enable Our Customer's Growth,  
Efficiency and Differentiation through  
Exceptional Competency in Data  
as Enabled by our MDM Technologies



### Discrete Views of Everything

Provide a Central View of  
Data Across Enterprise  
Networks



### Differentiated Experiences

Leverage Multiple Domains for  
Combinatorial Precision



### Complexity Mastered

Master Shared and  
Application Data for  
Business Model Agility

A Division of  
**WINSHUTTLE®**

Auto	Apparel	Oil & Gas	Food & Beverage	Consumer Products	Retail	Pharma	Chemical	Entertainment
								
								
								
								

**2,200+**  
 GLOBAL  
 CUSTOMERS

**22**  
 OF SAP'S TOP 25  
 CUSTOMERS

**51%**  
 LICENSES  
 OUTSIDE U.S.

**75+**  
 COUNTRIES

**200+**  
 NEW ACCOUNTS  
 ANNUALLY

**48**  
 NET PROMOTER  
 SCORE

# UniPro™

FOODSERVICE



- 400+ Independent Food Distributors
- 850+ Locations



- \$60 Billion in Collective Buying Power
- 500+ Manufacturers
- 300,000+ Products



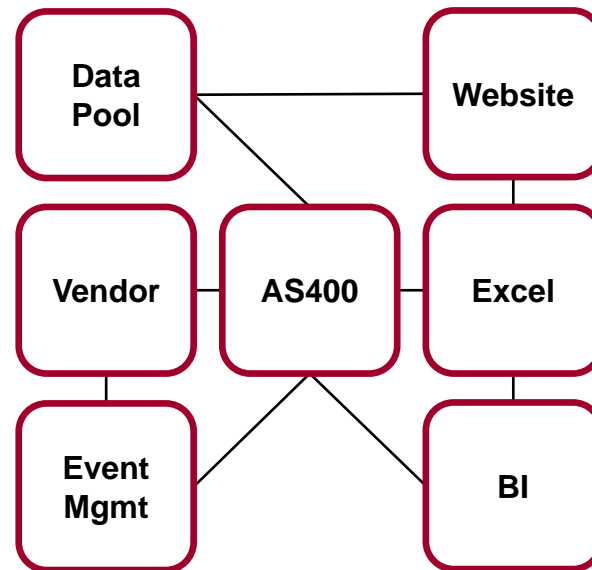
- 800,000+ Customers
- Restaurants
- Hospitality & Entertainment
- Healthcare, Education
- Convenience Stores
- Business & Industry

## UniPro Before MDM

In achieving the “Golden Record” it is critical to ensure that data entry points into MDM are accurate and minimized. MDM governance will actively monitor and control data updates and exceptions.

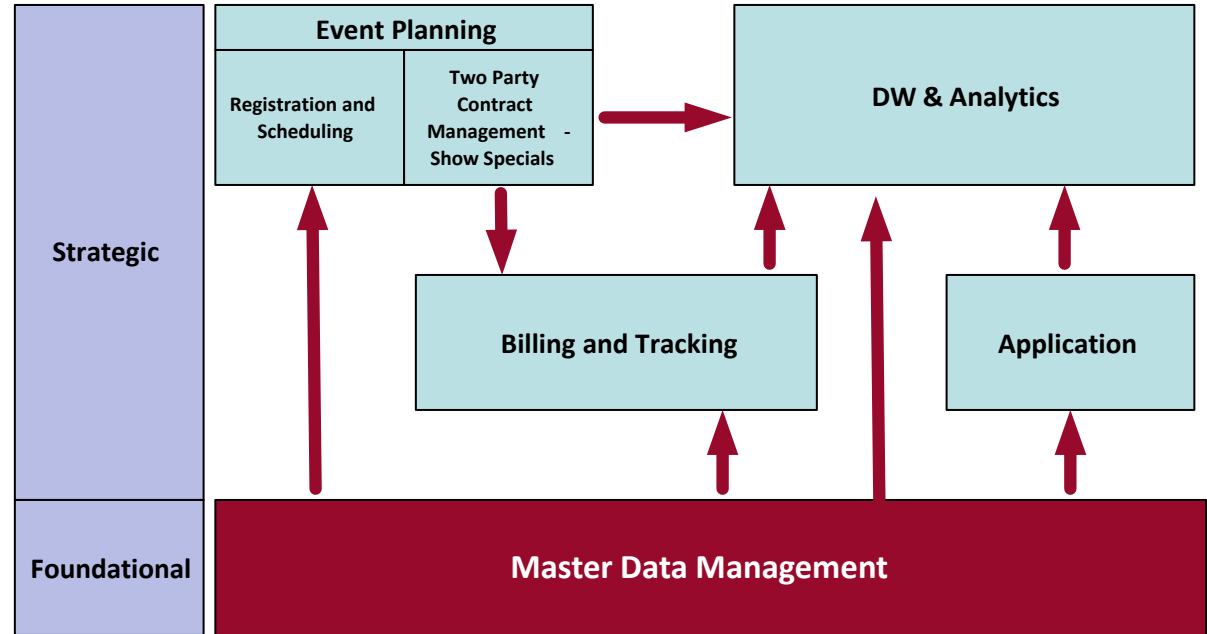
### Current Data Problems

- Many Sources of Information
- Multiple Data Entry Points
- Synchronization Challenges
- Which System is Correct?



# Data Strategy

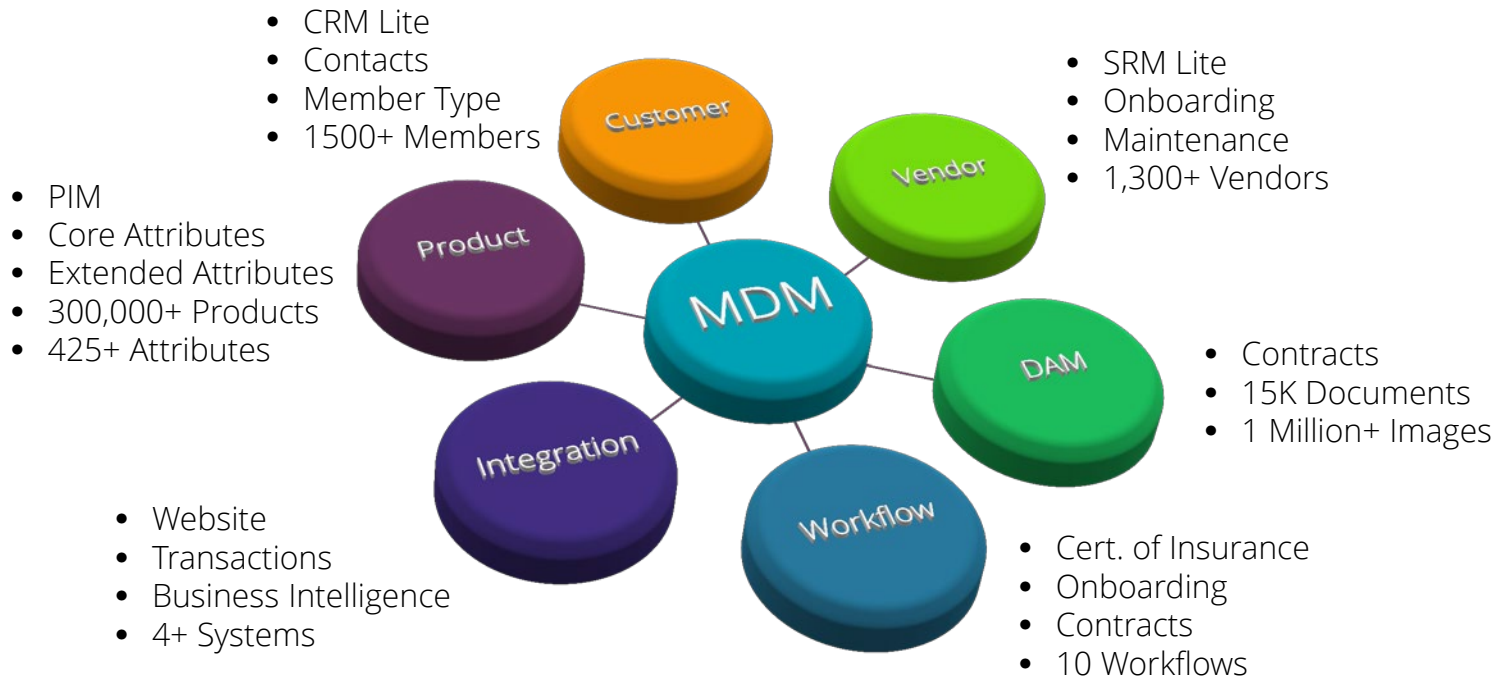
EnterWorks is the foundation that supports a broader UniPro strategy where other new platforms and processes require a higher level of data quality.







## UniPro After MDM



## Key Benefits

### Ensure Data Accuracy

- Incoming data systemically validated before entry
- Maintain connection to Data Pool for product GDSN publication
- Improved data (supplier hierarchies, category assignments)

### Highlight Data Exceptions

- Enable identifies invalid or missing fields (GTIN, member type)
- Workflow assists in prevention of data exceptions or exclusions
- Secured access to digital assets (product images, contracts, certificates)

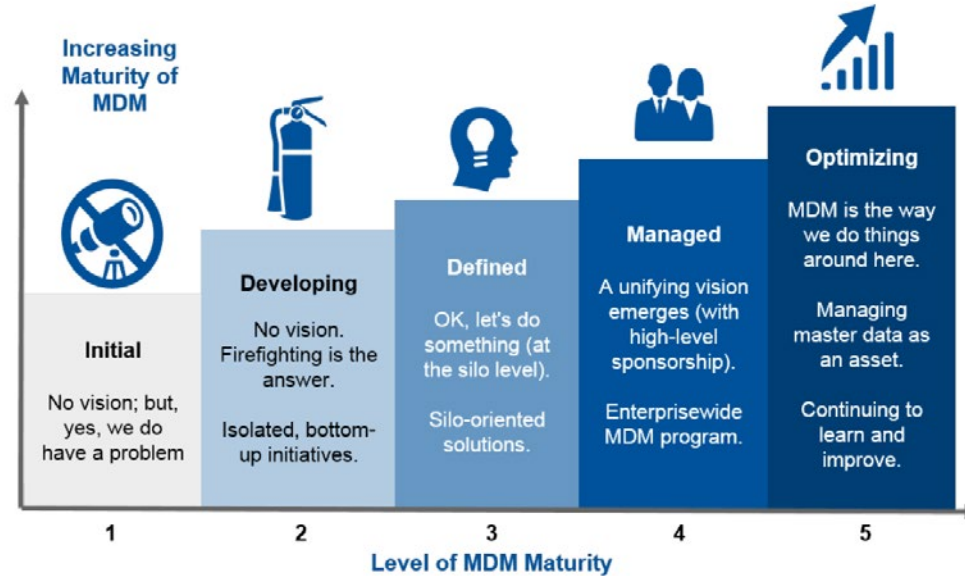
### Automate Workflows

- Automate business campaigns (GDSN, contact updates)
- Management of regulatory compliance (insurance, D&B)
- Automate standard business processes (product set-up)

### Simplify User Experience

- Departments define their own dashboard and widgets
- Create new fields to support user needs
- Key alerts and notifications on dashboards

Figure 1. Gartner MDM Maturity Model



Note: MDM must be deep, as well as broad, to be mature.

MDM = master data management

Source: Gartner (May 2015)

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Questions?



# EnterWorks MDM Virtual Conference

Join us for Upcoming Webinars in the Everything MDM Virtual Conference Series

[enterworks.com/virtual-conference-mdm/](https://enterworks.com/virtual-conference-mdm/)

## Week 2: Voice of the Customer

March

31

**Experience the  
Journey Through  
Multi-Domain  
Master Data  
Management**  
*Presented by Martin  
Schmidler of UniPro*

April

1

**Optimizing Your  
Image Variance  
(Lessons Learned)**

*Presented by Jon Varo of  
Fender*

April

2

**A Team  
Approach to  
Data**

**Governance**  
*Presented by Ingryd  
Hernandez of US Foods*