Shatter Silos with Redpoint's Master Data Management Solution

The modern business is awash in data about everything from customers to products to devices, consisting of multiple types, cadences and volumes. Businesses of all sizes recognize the inherent value in leveraging their diverse data sets, but internal silos from specific channels or systems make it difficult to create a consistent, accurate and complete view of customers and other business entities. To achieve the highest positive results from enterprise data, companies need to develop a single source of truth – they need master data management (MDM).

The Problem with Traditional MDM

Traditionally, MDM has been highly dependent on human intervention, with ownership restricted to one technical or functional department. This limits the accessibility of master data to the wider enterprise, which causes delays in applying the high-quality data resulting from MDM processes, in turn leading to inaccurate business decisions. Further, data stewards often must manually examine duplicate or inaccurate records and make judgement calls. The manual tasks undertaken by data stewards are onerous, slow and error-prone, resulting in updates that are often completed too slowly to be useful. Finally, the people who are dealing with customer and product issues directly in call centers, supply chains and planning departments can only make changes indirectly through other personnel, contributing to out-of-date and inaccurate master data. To be truly competitive, the modern business needs a single source of truth that is precise, available at speed and can be deployed in an agile manner.

Unifying Data to Accelerate Business Results

Redpoint Global delivers MDM as a capability of its customer data platform (CDP), providing the customer "golden record" and other master business entities in a market-leading platform that provides an always-on, always-updating single view that is continually available at low latency to all touch-points across the enterprise. Redpoint MDM collects and ingests data of all types, cadences and volumes; automates all data quality tasks to free up data stewards for more strategic tasks; and makes data immediately available to

other applications and to business users via a browser-based interface and RESTful web services. Precise data provides the foundation to create highly accurate records of customers, devices, products and other entities, giving business users the ability to maximize the value of their data.

- **Support all data sources:** To produce the highest quality result, a solution needs to handle all types of data. Redpoint MDM handles data from any location, source, type, or format – including structured and unstructured data, relational databases, HDFS, XML and JSON – as well as batch and streaming data.

- **Blast through data quickly and accurately:** Our sophisticated data processing can be conducted natively in a Hadoop cluster. All our Hadoop processing is performed on an edge node, giving enterprises the ability to shrink processing time and dramatically improve time to insight.

- **Provide advanced identity and entity resolution:** The Redpoint MDM solution boasts advanced multi-domain entity resolution capabilities, ensuring that business users can resolve customer, product, device and other entities quickly and easily. This opens the door to more effective data-driven marketing and better delivery of contextually relevant offers.

Limit Manual Touchpoints to Reduce Error Rates

Traditional MDM processes often risk introducing human error because data stewards often must check duplicate records manually. Redpoint's automated matching engine works to limit the number of manual interactions, which results in a lower risk of error and streamlines data stewardship.

- **Accelerate time to insight with an agile and responsive architecture:** The Redpoint MDM solution is easy to implement and to customize, providing critical functionality in a streamlined solution with key functions that allow enterprises to get up and running quickly and efficiently.

- **Achieve powerful results with precise business data:** Using advanced matching algorithms, Redpoint MDM increases the precision of business data through consolidating disparate records into a single source of truth. This level of precision is key to driving business results and competitive differentiation in an increasingly digital market.

- **Change fast with real- or near-real-time profile updates:** The Redpoint solution is capable of real- and near-real-time updates to the golden record, which promotes contextually relevant enterprise engagement that benefits stakeholders throughout the business.

Manage Data, Bolster Results

Redpoint MDM is architected to bridge internal silos and enable access to business data throughout the enterprise. It provides easy, modern methods to access the single version of truth for customers, patients, members, products, suppliers and other business entities.

- **Leverage lightning fast data ingestion and processing:** The Redpoint MDM solution is built to scale at ultra-fast speeds, which include data ingestion and processing, powering business interactions with access to high-fidelity data at the right place and the right time to create value.

- **Build and maintain a dynamic golden record:** Redpoint's platform dynamically updates as new data sources are added, keeping the single source of truth current and enabling the type of data quality many companies only dream about.

- **Make MDM available wherever it's needed:** Redpoint MDM eliminates barriers to information sharing through an extensible RESTful API that allows other applications to consume MDM data and the golden record without time-consuming and manual data stewardship processes. Redpoint can be deployed in the cloud, on-premises, or as a hybrid solution for fast and easy deployment in any organization.

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