

WHY CUSTOMERS SHOULD BE AT THE CENTER OF YOUR DATA STRATEGY

The impact of an effective master data management (MDM) strategy extends from data quality and trust, to decision speed and business performance. All too often however, companies develop myopia and only focus their efforts in one data domain. Companies that connect customer information to other critical domains are able to develop richer insights and drive the business forward in multiple ways.



Those with customer-centric MDM are:

89%

more likely to use unstructured social data on a frequent basis

46%

more likely to be satisfied with the ease-of-use of their data systems

2.3x

more likely to have greater than 95% of their data records complete

81%

more likely to see improvement in time-to-information

2.8x

more likely to have a customer retention rate greater than 90%

as compared to All Others.

Want to learn more? Watch the webinar, [Mastering Customer Data, Controlling Business Destiny](#), presented by Aberdeen Group and Stibo.

The bottom line: Today's most vital business decisions are supported by clean, relevant, and timely data. Rarely however does that data reside in one area of the business. Product data is tied to financial reporting. Supplier data relates to geospatial information. Customer data is often at the center of this network, and those that focus their MDM strategy on customer data are seeing real results.