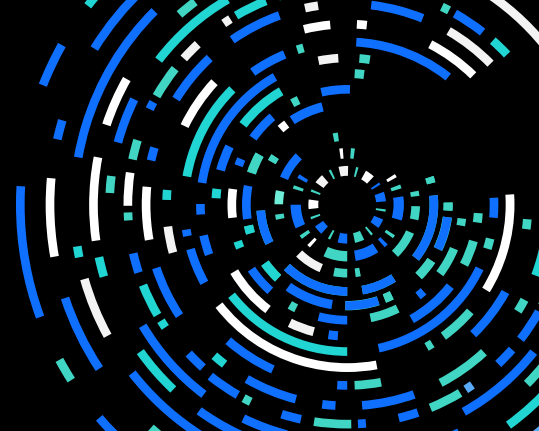# See for yourself why IBM MDM solutions lead the market today — and will tomorrow.

There are growing challenges to deliver the right data, such as customer and product data, to support business needs. These challenges include increasing the accuracy and pervasiveness of data across the enterprise, empowering business users, meeting governance requirements and delivering a complete view. To evolve and compete, businesses are using master data management (MDM) to not only deliver trusted and governed data, but to also create a modern analytics foundation.

IBM is bringing leading-edge application development, machine learning and trusted data advancements to MDM, creating an experience that goes beyond traditional MDM expectations to deliver seamless, integrated, self-service capabilities with trusted data at the core. This is how:

| Analytical, self-service MDM | High efficiency via Machine Learning | Trusted data for mobile and high-volume apps | Lower TCO, higher operational efficiency |

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Read the report

Self-service analytics built on trust

- **Trusted access:** give business users access to trusted master data in easy-to-consume graphs alongside intuitive exploration and augmentation toolkits

- **Trusted insights:** Built with open-source technologies like Hbase, JanusGraph and Solr, alongside proprietary IBM solutions like PME and Big Match. IBM Entity Insights helps users combine, match, discover, and explore relationships in data, and also to visualize relationships at various degrees of separation using tools powered by graph technology, easily discovering new insights abouts customers, products, and non-obvious relationships.

Improved efficiency powered by machine learning

- Machine learning boosts the efficiency of data stewards

- Simplifies data classification work for business users in analytical MDM

- Continuous algorithm tuning with Watson simplify data import and mapping, so you can spend more time finding insights than figuring out how to load data

- Watson cognitive capabilities easily identify product hierarchy relationships, greatly reducing time to market

- Predictive ML technologies such as Random Forests and Logistic Regression learn from data stewards' decisions to improve data quality and accuracy

Build mobile and high-volume apps on trusted data

- Distributed operational cache maintained by MDM ecosystem

- REST APIs against JanusGraph on Cassandra provide a reliable infrastructure for modern MDM access solutions

Reduce TCO for AI and Big Data initiatives while increasing operational efficiency

- In-place upgrades and containerization supported by Docker and orchestrated via Kubernetes

→ To learn more and test drive IBM MDM solutions, visit:
ibm.com/master-data-management

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Unified Governance & Integration