

# MDM: WHY IT MATTERS

AND WHY MDM MEANS  
SERIOUS BUSINESS.



## WHAT IS MDM?

Simply put, MDM stands for Master Data Management.

Master data is one of your company's key assets. Our MDM solution involves identifying your customer data and determining who accesses that data. Then we work with you to create a governance program to manage and maintain the way data is created, read, updated, deleted, and searched, as well as the way it interacts with other data.

## WHY IS MDM IMPORTANT?

The wealth of data that your organization is collecting and storing can be your most valuable asset, as long as you have an effective strategy for ensuring the quality of your data.

MDM solutions provide and maintain a consistent view of an organization's core business entities to help shift its focus from creating and capturing data to actively leveraging it to drive business insights. MDM ensures data is current, accurate, secure, easily accessible, and compliant with applicable regulations.

This is done by:

- **Reducing time spent discovering/preparing data**
- **Eliminating inaccuracies and data redundancies**
- **Increasing operational efficiency and regulatory effectiveness**

If you think this all sounds very simple, think again.

**PRIMITIVE LOGIC CAN HELP**

## WHY PRIMITIVE LOGIC?

Primitive Logic brings over 30 years of experience providing solutions for enterprise data management. We have been providing full life-cycle services to help local and national clients plan, build and implement data management solutions in industries including financial services, high-tech/software, and healthcare. We understand that master data management is just an initial step and we know how to help you build a strategy that can guide into your overall enterprise for years to come.

**We want to help you with your MDM requirements.**

## A PROVEN APPROACH

Whether your goal is to leverage your data to create business value or to integrate an acquired company's data, Primitive Logic will help you go through this complex and potentially stressful process. Here are the major steps in our approach.

### CUSTOMER DATA

Determine data location and systems that actively create or update customer data.

### ENTITY DEFINITION

Establish a common definition of entities and common data attributes, which define the start of developing a master data model.

### DATA EVALUATION

Ensure data is complete, accurate, and free of duplicates.

### DATA INTEGRATION

Combine data from old and new sources in a way that creates a single source of truth for the entire organization.

### DATA GOVERNANCE

Create a data governance program to help control your accurate master data model.



**Primitive Logic**<sup>®</sup>  
always evolving

## PRIMITIVE LOGIC CAN HELP

What makes us **different**? We pride ourselves on listening, then offering proven recommendations and solutions that work. Our solutions are designed to evolve with the ever-changing digital landscape.

Our clients ask us back because they trust us and our 30+ years of credibility. Plain and simple.

Contact us today.

