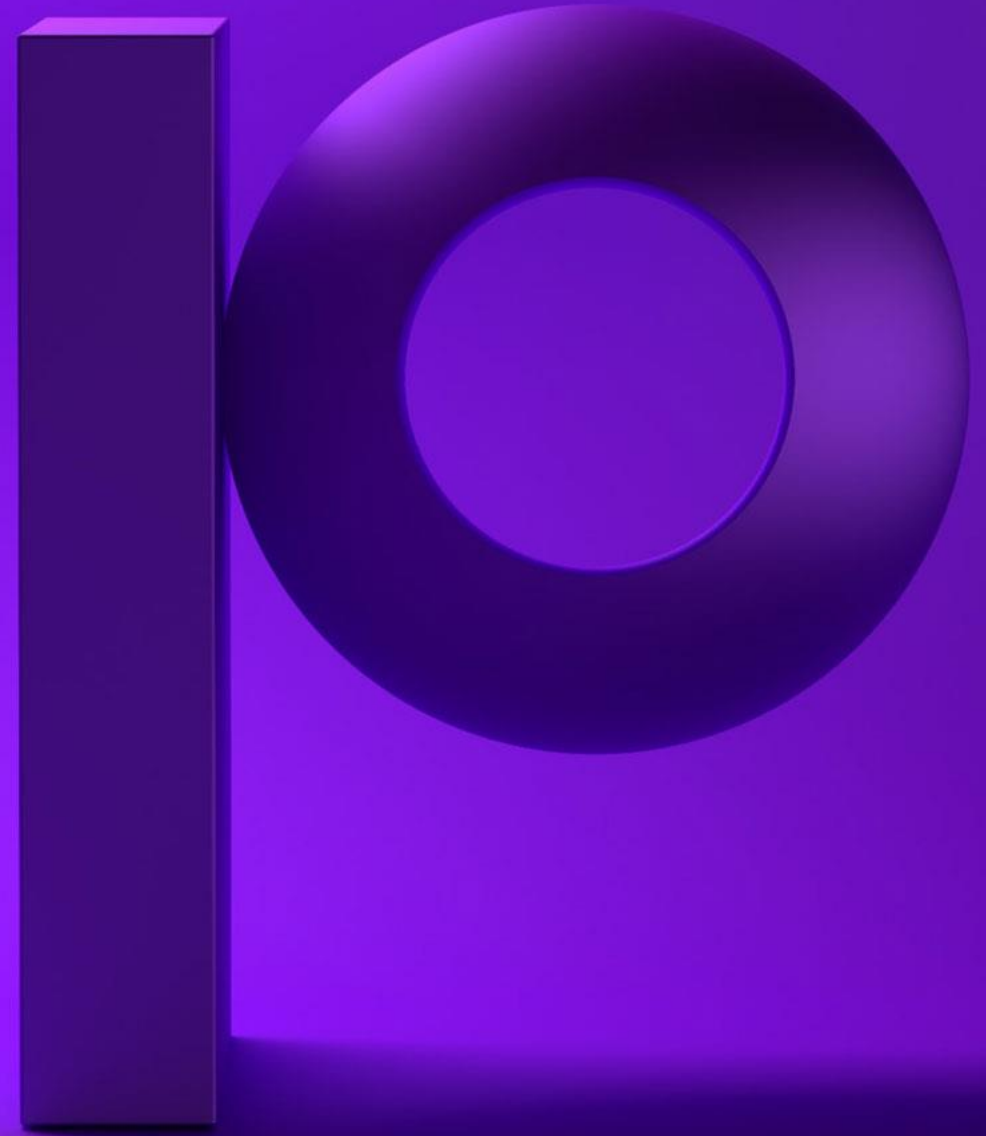




# Strategically Thinking – Data Integrity for Your Master Data

David Sultan - Product Management

Frank Verdeja - Sales Engineering



# Introductions



David Sultan  
Product Management



Frank Verdeja  
Sales Engineering





## The leader in data integrity

Our unique combination of software, data and strategy services delivers **trusted data**. Data that is accurate, consistent, and contextual to power more confident business decisions.

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Decades of deep domain expertise

12,000

customers worldwide

99

of the Fortune 100

2,500

employees



Brands you trust,  
trust us



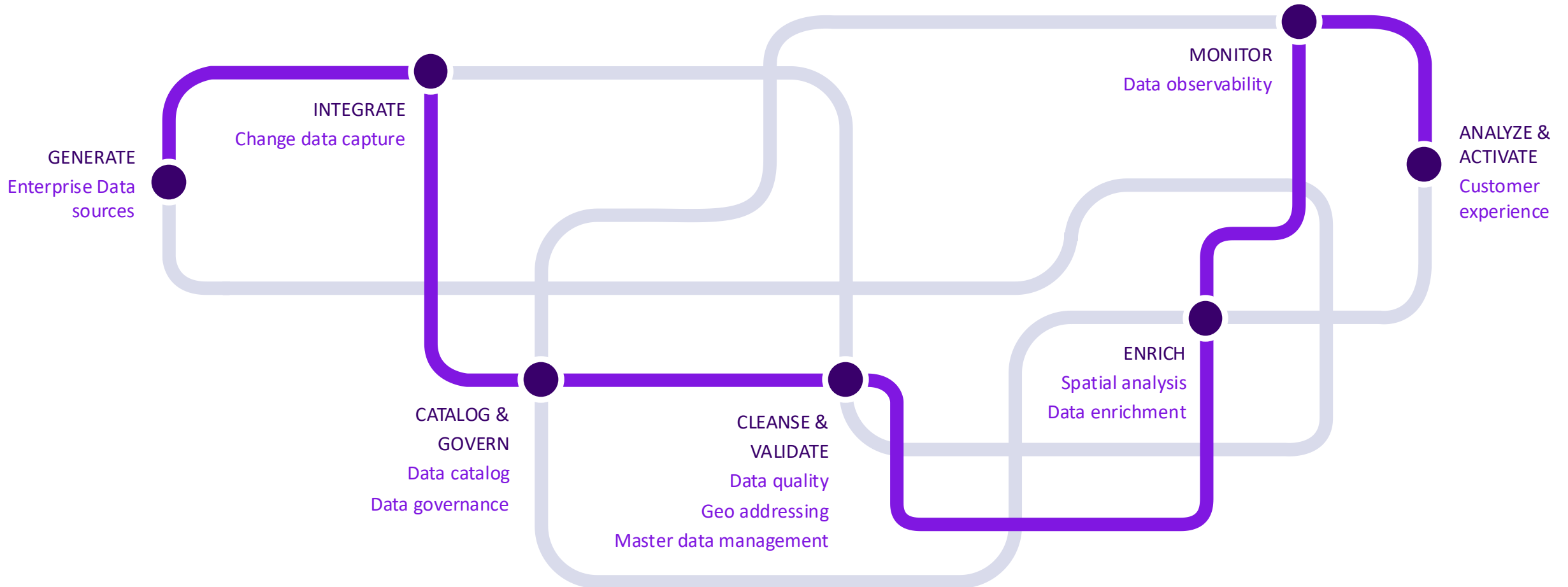
Data leaders partner  
with us



Industry analysts  
recommend us

# Precisely partners with you along the way

Complete set of data integrity capabilities and data strategy services

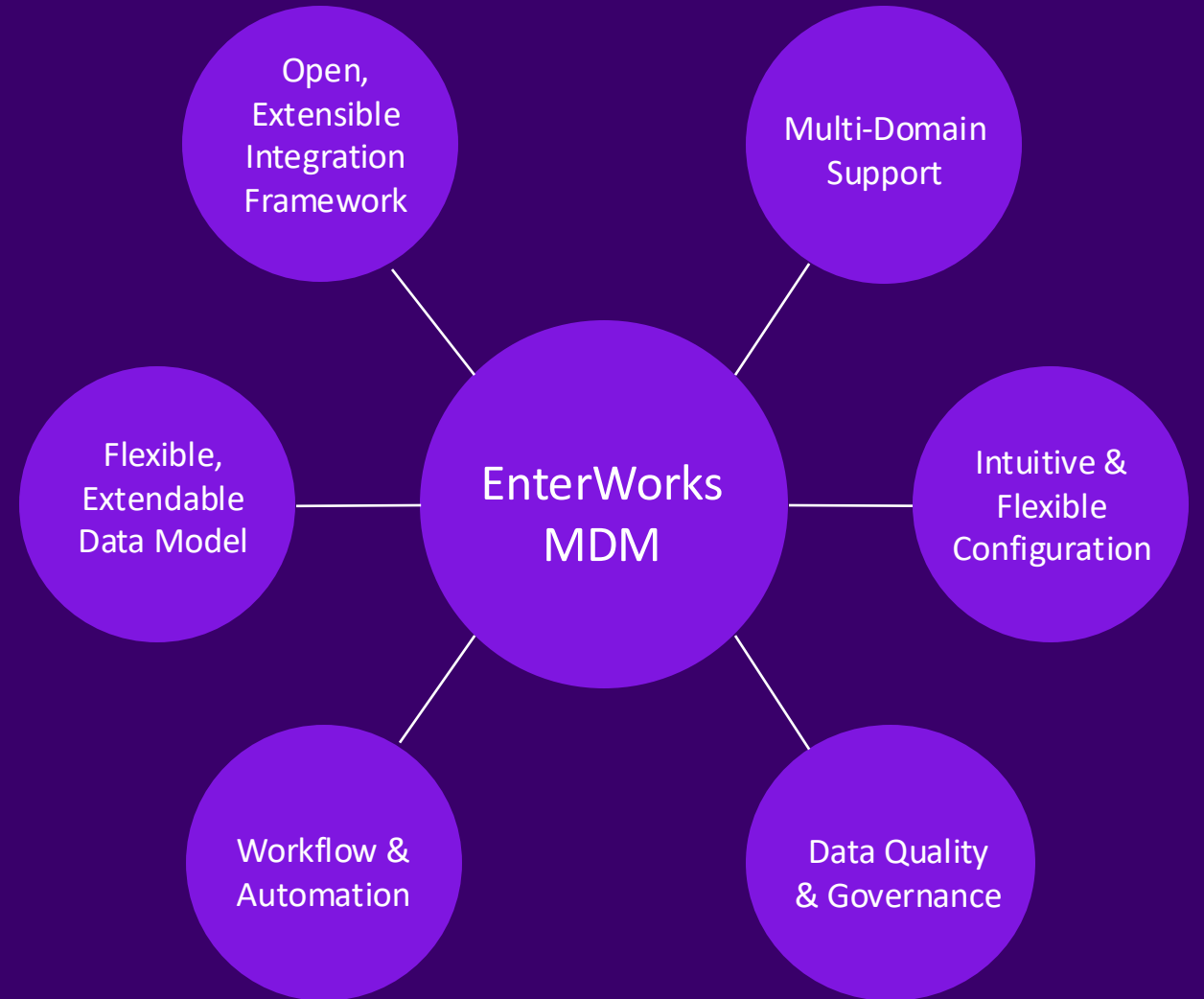


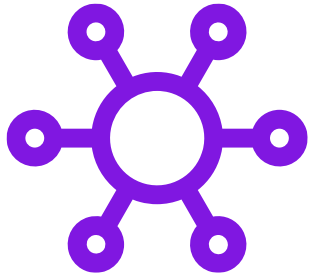
# Precisely EnterWorks

Multi-domain  
Master Data Management (MDM)

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A single source of truth for all  
enterprise data





# EnterWorks

Multi-domain MDM through a single hub to accelerate cross-domain intelligence and operational excellence

## KEY FEATURE

- Business friendly: focus on configuration, not code
- Data governance & stewardship, data quality & remediation capabilities
- Built-in workflow & automation capabilities
- Flexible and extendable data model
- Support for structured and unstructured data types

## BENEFIT

- Quicker time-to-market
- Increased accuracy with trusted data
- Lower cost of ownership
- Maximized adaptability and agility

# The Precisely difference



## Advanced MDM (PIM/DAM)

Enhanced insights from unifying all critical data domains with cross-domain intelligence



## SAP Automation

Business users can easily and securely automate SAP processes using EnterWorks

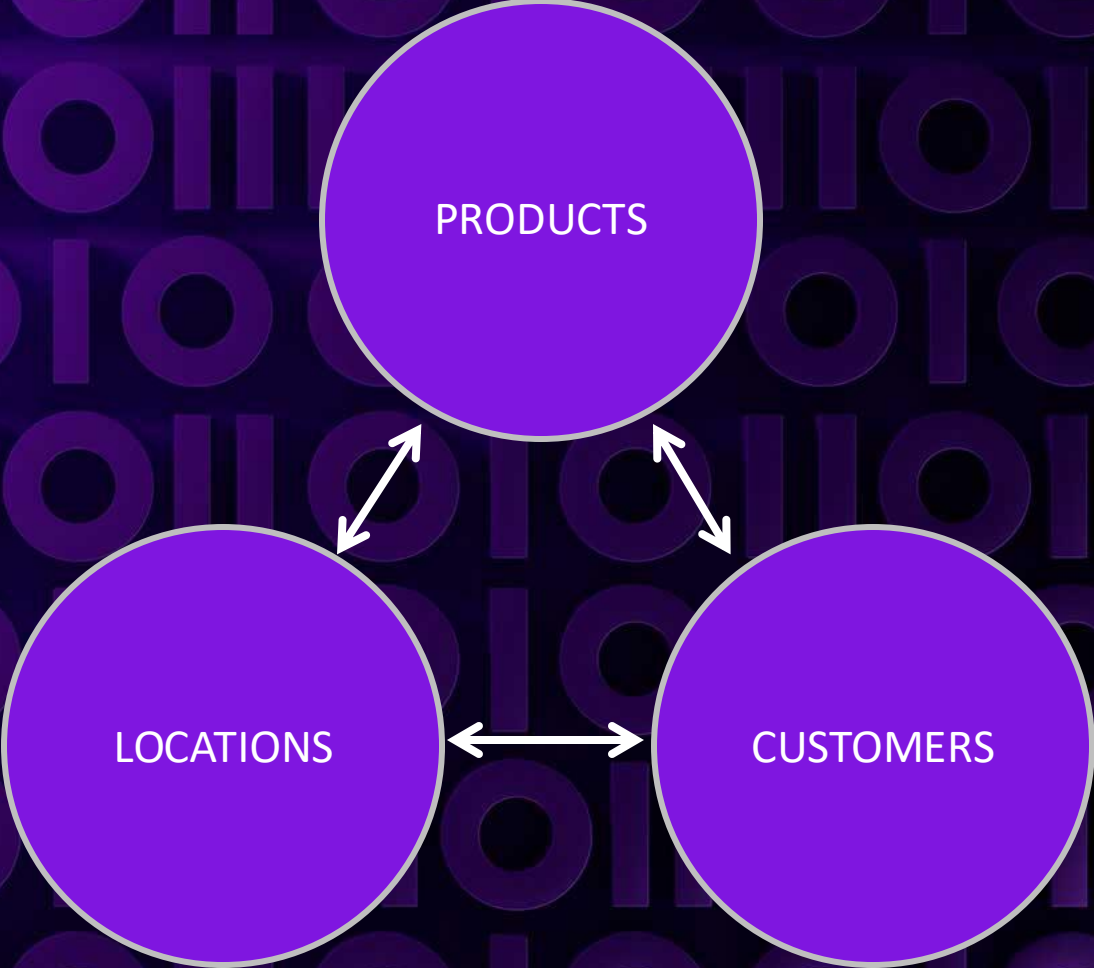


## Address Validation

Leverage our best-in-class geo addressing data validation capabilities

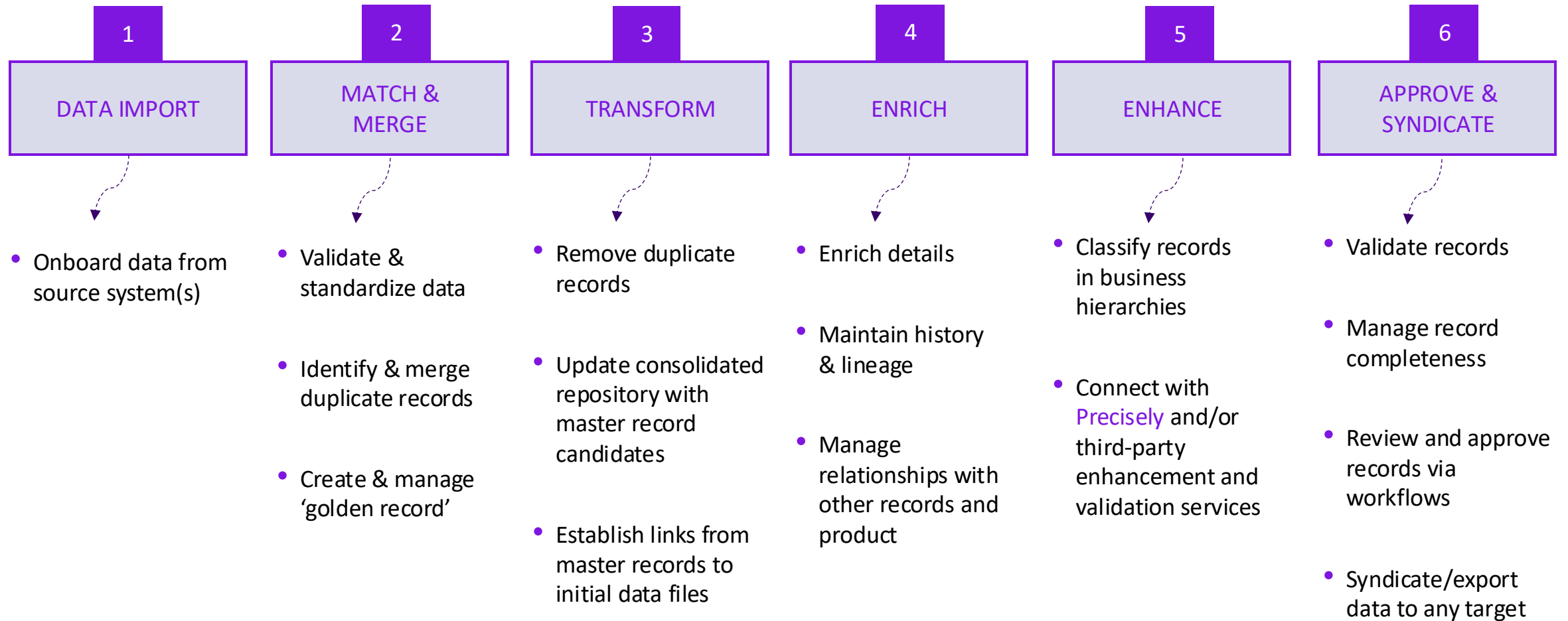


# EnterWorks Demonstration





# Demo Scenario



# What you will see



MDM Administrator

Granular control for  
modeling & security



Approver / Business  
Owner

Process management and  
communication



Data Steward

Management by  
exception

# EnterWorks Master Data Management



What is EnterWorks MDM?



Onboarding Data



Enriching Records



Linking Domains



Data Syndication



# Out of the Box Connectors

- ✓ SAP (ECC and S/4 HANA);
- ✓ Databases: Microsoft SQL Server, Microsoft Access, IBM DB2, Oracle database, H2 Database, Snowflake, MySQL, and any JDBC driver access.
- ✓ Cloud Services: AWS Redshift, AWS S3, AWS EC2, AWS SES, Azure BLOB Storage
- ✓ Accounting: Sage Accounting, Quickbooks
- ✓ Files: XML, CSV, JSON, Microsoft Excel, Microsoft Access
- ✓ CRM Marketing, Support: Google Analytics HubSpot, Marketo, ServiceNow, Salesforce, Zendesk, Microsoft Dynamics CRM
- ✓ Reference Data Providers: Melissa Data, Dun & Bradstreet (D&B Direct), SAP Data Quality, NPPES NPI Registry
- ✓ Other: Tableau, SMTP, Facebook, Instagram, LinkedIn, FreshDesk, Help Scout
- ✓ REST API Services: Provides ability to map to any Rest service



# Syndicate and synchronize data

With internal & external business systems
















- Setup one way or bi-directional data integrations to your business systems and digital platforms.
- Integrate via multiple methods, protocols and approaches, including open APIs and microservices.

## Data exchange options

Real-time

On-demand

Scheduled

CHANNEL   DATA QUALITY REPORT						
CHANNELS	ATTRIBUTES	GRAPH	+ ADD	EDIT	DELETE	STATE <input checked="" type="checkbox"/>
Channel	Valid Content	Required Attributes	Optional Attributes	No. of Records		
☉Salesforce				34		
S4 Hana☉				30		
ECC☉				8		
Quickbooks☉				8		
Sage 200☉				11		

# EnterWorks Master Data Management

1

What is EnterWorks MDM?

Trusted central system for data & processes

2

Onboarding Data

Reduced cost & time to acquire data

3

Enriching Records

Flexible data model with built-in governance

4

Linking Domains

Faster decisions, lower costs, higher sales

5

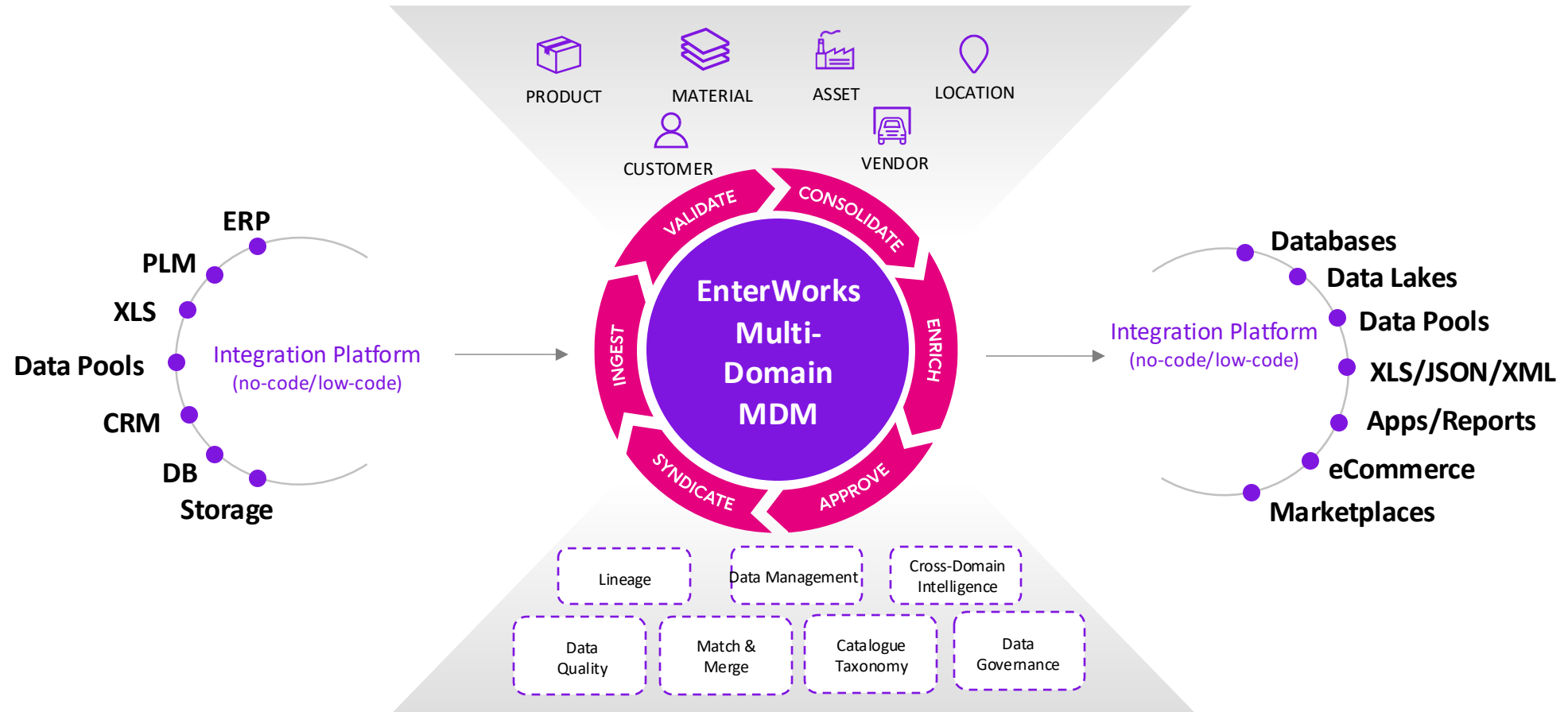
Data Syndication

Faster time to market for data



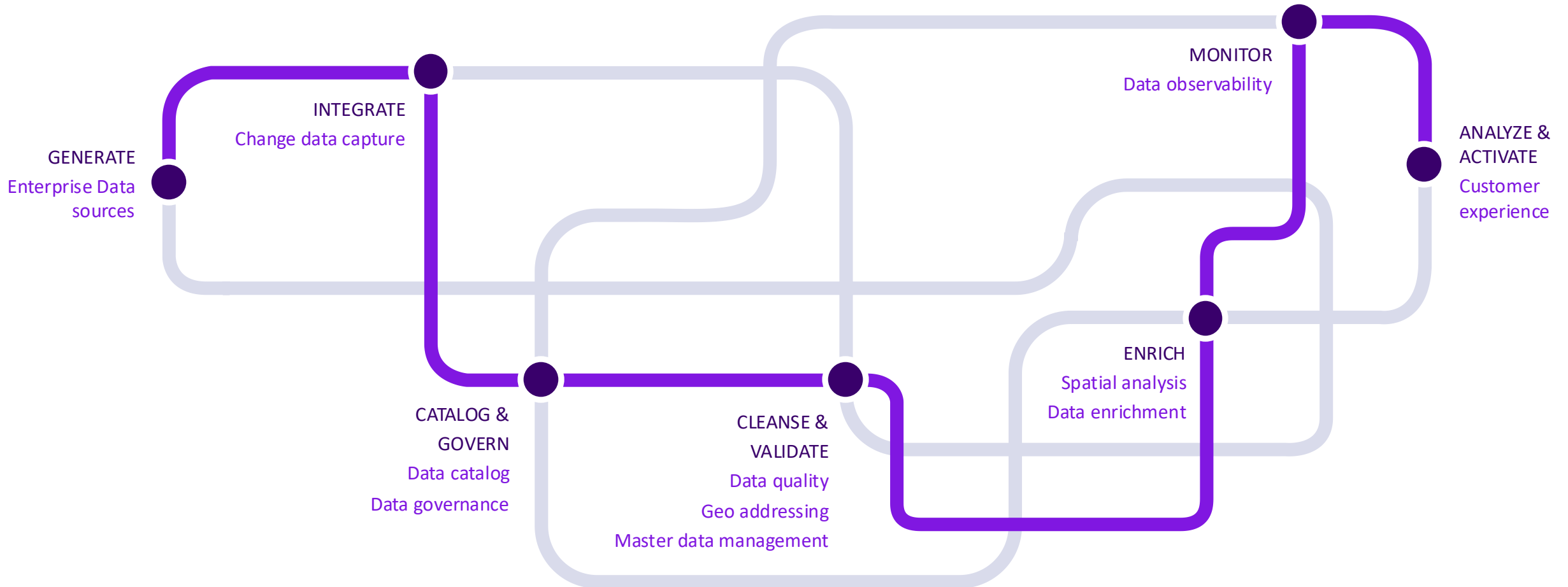
# Master Data Management Hub

## Multiple-domains MDM



# Precisely partners with you along the way

Complete set of data integrity capabilities and data strategy services





Questions?

Thank you!



Learn More!

[www.precisely.com](http://www.precisely.com)

Sales: 1 (877) 700 0970