

# Avanade Master Data Synchronization

Improve global business management with automatic, enterprise-wide master data updates



**Avanade Master Data Synchronization brings simplicity, consistency, accuracy, and speed to the task of harmonizing master data across businesses on the same instance of the ERP system.**

When companies run multiple business entities on the same instance of Microsoft Dynamics 365, they need to make sure that all businesses operate with the same sets of master data. Traditionally, those responsible for master data at headquarters communicate changes by emailing files or by making calls. This can take a long time and can cause errors and inconsistencies when there is no efficient way to validate the synchronization of master data in local entities.

## Easily configured master data synchronization

Organizations comprising any number of business entities and using hundreds of master data tables can use Avanade Master Data Synchronization to propagate master data updates automatically within seconds instead of weeks. When it comes to new products, using the solution can accelerate the time-to-market and make it easier to coordinate a global launch. Usually, business stakeholders and an IT team member familiar with the company's data model configure the solution together. There is no user awareness or action required. Master Data Synchronization runs smoothly in the background to keep master data always current and aligned. To benefit from the solution, companies must be on the same instance of Microsoft Dynamics 365 and maintain centralized master data control. The setup can allow for local differences in business conditions. For example, payment terms and details of supplier management may differ in local markets, and the entities can manage those at their discretion.

## Consistent data record to enable business insight

Once Master Data Synchronization has been deployed, synced master data is discoverable for enterprise-wide business reporting. Because changes are implemented at the same time across all business entities, errors and ambiguities that can plague reporting in distributed organizations no longer happen. When the entire company operates with the same, consistent sets of master data, reporting can be more reliable and meaningful.

For business process stakeholders at company headquarters, as well as for their colleagues in the local business entities, Master Data Synchronization eliminates the laborious, error-prone, traditional practices of harmonizing master data. Users can rely on fully current information, and they don't need to correct for local exceptions because those are already provided for during solution setup.

Avanade Master Data Synchronization integrates fully with Microsoft Dynamics 365 for Financials and Operations. Avanade consultants can collaborate with organizations to help them take advantage of best practices in enterprise-wide master data management. To learn more about Master Data Synchronization, contact us at <https://www.avanade.com/en/technologies/microsoft-dynamics-365>

## Key Benefits

- Efficiently disseminate reliable, current master data to all business entities.
- Simplify global product or service launches and reduce the time-to-market of new offerings.
- Run analytics and gain business insight based on consistent, reliable data.
- Take advantage of automation to eliminate the intense, lengthy efforts of manual master data synchronization.
- Extend synchronization across all categories of master data.

