



# Multi-Domian MDM Customer Data Management

## Solution Description

**Customer Master Data** is the critical data element for any organization and clean, consistent customer data is vital to an organization's success.

Hence **Customer Data Management solution** is critical to have a single, accurate customer view that can be used across multiple systems and business units and provide a holistic picture to rationalize account planning, improved sales execution, and customer profitability.

At the same time a **Customer Data management platform** needs to be more effective to ensure that your customer data is governed and accurate at all the time across various enterprise applications, such as enterprise resource planning (ERP), customer relationship management (CRM) and more.

ChainSys' enterprise-class Multi-Domain Master Data Management Suite, powered by dataZen™, has all data quality & data governance capabilities, to ensure accurate Customer Master data in your organization & provide a simplified Master Data

Management process to help solve many of the challenges when dealing while managing **Customer data** across your CRM and ERP Systems.

## Why ChainSys

- **No programming: Configuration** based implementations with **Pre-Built & Configurable data models** to support any of your ERP or CRM data model as a foundation to manage complex information about **Customers & Prospects** at **one place** along with hierarchical relationships among them.
- **Pre-built extractors, loaders, and integration templates** for all data elements related to Customer master data domains such as Party, Customer account, Prospect, Sales Account, Addresses, Customer sites, Customer contacts, Relationships etc.
- **Consolidate Customer and prospect data** among multiple peripheral ERP, CRM systems as one time consolidation / migration (**Get Clean**) or Ongoing Governance (**Keep it clean**).

- Data Profiling of Customer master data entities from any Source organization (Structured or Unstructured data) by tying Customer master data with transactional data statistics as part of Order to Cash, Sales Forecasting processes.
- Robust **data quality engine** that is highly configurable, highly automated, and easy to use, speeding time to adoption and value.
- **Customer Master data Cleansing, Enrichment and Deduplication** based on Algorithms, Data Dictionary along with **Deduplication Report Dashboards** for easy data review/adjustment.
- **Configurable Customer survivorship and attributes merging rules** for automated merging and enrichment of Golden records
- Offers **below capabilities as a Service** to any ERP or CRM Systems
  - **Data Quality** to help cleanse, enrich and de-duplicate Customer master data entities across various domains.
  - **Master Data Onboarding Request** and **Data enrichment** to help Govern Customer master data entities across various module pre-data entry into ERP or CRM System Ability to **automatically post updates** to any ERP or CRM systems for Merging of Customer master data entities such as Customers Party, Account, Addresses, Sites etc.
- **Data Visualization** (Report, Dashboard, Analytics)
- **End-to-End Data Reconciliation** of data during and post migration
- **Data encryption and masking** to keep data safe while at rest and in motion

## ChainSys Approach

dataZen, as a complete Customer Master Data Management Suite, that can coexist with any system landscape with multiple ERP systems provides various data governance tools and processes by leveraging following out of box features.

1. **Data Architecture & Data Modeling:** - Chainsys's master data Suite offers Industry standard templates to match various ERP and CRM Systems for the data modeling, so you don't need to start from scratch.
2. **Data Discovery:** - Connect to any end point to extract Customer master data, reference data, and transactional data, and generate metadata through [data profiling](#)
3. **Data Cleansing & Standardization** by detecting, correcting, and sometimes removing undesirable data records including standardizations and enrichments through 3rd party providers like Duns & Bradstreet to get enriched customer data.
4. **Data Quality Management:** - Robust Workflow and ML Algorithms (NLP) to provide a powerful data Quality Management (DQM) Engine to enable tactical management and oversight of the company's Customer data assets as part of Data Stewardship. **Data Matching** to Identifies and resolves duplicate records with configurable business rules to group the similar set of Customer data. Data stewards or custodians can approve system-generated matching groups along with suggested survivor records to automatically merge or perform manual adjustments.
5. **Customer Data Merging & Source Updates:** - Migrate the cleansed and consolidated Customer data into peripheral system using pre-built migration and integration template

as part of one-time migration (**Get Clean**) and in a steady state, trigger master data merge and update actions (**Keep it Clean**)

6. **Customer Data Governance:** - Customer Data Governance is a conscious and orchestrated effort by the Data Architects and Data Stewards to ensure the right Customer Master data goes into your ERP or CRM System, after scrutiny and corrections by various data stakeholders. dataZen offers capability to configure multi-level approval workflows based on complicated business rules and various business scenarios. The application also provides real time activity monitoring and status tracking along with audit trail for all the changes during request and review process.
7. **Data Quality Monitoring:** - After all your data quality and migration processes, ChainSys can help provide a comprehensive Data Quality Monitoring dashboard and reconciliation reports to assess data quality and consistency