



WORKFLOW

In order to harness the full value of an operational MDM solution, your business needs an engine to facilitate and enforce business-defined stewardship processes. Enterprise Workflow provides that engine, increasing stewardship productivity and shortening cross-functional stewardship processes. Use Workflow to automate your MDM solution and accelerate the agility of your business.

Use Enterprise Workflow to drive governance defined processes and accelerate your business.

A common driver for operational MDM is the replacement of document and email-driven manual stewardship processes with a more formal stewardship workflow. Workflow makes it quick and easy to implement and enforce business-defined processes, increasing the productivity of business data stewards and significantly reducing the elapsed time to complete multi-function stewardship processes.

Workflow makes simple business processes easy to model via drag-and-drop workflow authoring. Workflow tasks provide business data stewards with fit-for-purpose forms, making stewardship approachable with minimal training required. Automated notifications alert business stewards when new work has been assigned to them to be completed.

Workflow enables core MDM functionality, such as matching, address verification, or business rules, to be leveraged natively as a part of workflow and is extensible to support more complex business processes. Automate processes that span multiple business functions. Integrate enterprise systems into your MDM processes. Leverage external services within a workflow.

Cross-functional, cross-enterprise stewardship made easy.

Key Features

✓ Stewardship Orchestration

Sequential and parallel stewardship tasks
 Simple and complex approval processes

☰ Tasks Simplified

Configurable forms for each task
 Complete tasks via web or mobile

🔧 Process Administration

Easy administration by business users
 Automated, real-time task notifications

🔧 Simple Flexible Development

Easy drag and drop workflow authoring
 Extensible via custom workflow activities