

BREAK THROUGH THE BRICK WALL OF BAD DATA WITH PROFISEE MDM

In today's age of digital transformation, organizations of every size are looking to leverage their enterprise data as a strategic asset.

Across industries, companies need to quickly introduce new products and services, continuously engage with current and potential customers, deliver a unique brand experience and create strong supplier relationships — and all of these require fast access to trusted, complete and authoritative data.

Too often, the most business-critical data is scattered in silos across departments and source systems. And when business users try to prepare this data for analysis, they find it is inaccurate, incomplete, inconsistent and duplicated — creating a “brick wall” of endless anomalies that stifle innovation.

PROFISEE IS MASTER DATA MANAGEMENT FOR REAL BUSINESS OUTCOMES

By delivering a single, trusted and complete view of business-critical data, Profisee Master Data Management (MDM) empowers companies with reliable data about customers, products, suppliers, locations and more.

Profisee's cloud-native MDM platform connects, manages and shares data from any source system, database or third-party service to provide a foundation of high-quality data that helps organizations refine their operations, reimagine the customer experience and run their business on trusted insights.

Profisee's industry-leading matching algorithm is fully configurable with no coding required and can be fine-tuned to suit unique business needs. Profisee is a truly multidomain solution that can quickly scale for additional use cases — In fact, most Profisee customers deploy a second domain in their first year.

WITH A STRONG FOUNDATION OF TRUSTED DATA, YOU CAN:

PROVIDE EXECUTIVES with the clean, consistent and trusted data necessary for critical decisions



PUT AN END TO 'DATA CLEAN-UP' and level up your enterprise analytics by giving business users quick access to complete and consistent data — regardless of source system or type of data



POWER DATA SCIENCE USE CASES like AI, ML and IoT with trusted data, without repeatedly training data models or manually cleaning datasets



BUILD BETTER CUSTOMER RELATIONSHIPS and deliver personalized experiences with a complete, 360-degree view of your customers, partners and more



STREAMLINE MERGERS or acquisitions to identify customer and product overlaps to increase cross-sell and up-sell opportunities



SHARE AND MANAGE critical enterprise data strategically and securely across functions, channels, lines of business, regions and source applications



THE PROFISEE PLATFORM

Modern Integration

- Out-of-the-box, bi-direction connectors
- Support for REST APIs and webhooks

Matching & Survivorship

- Industry-leading matching algorithm
- Configurable with no coding required

Intuitive UI & Stewardship Experience

- Modern, web-based UI with custom views
- Augmented, ML-powered anomaly detection

Relationship Management

- Graph-based visual relationship viewer
- Distribute events to subscribing systems

Enterprise Workflow

- Manage & optimize stewardship performance
- Build and refine complex workflows

Data Quality & Enrichment

- Manage & optimize stewardship performance
- Integrated with data validation and enrichment

DON'T TAKE OUR WORD FOR IT: WHY CUSTOMERS CHOSE PROFISEE

DELIVERS TANGIBLE BUSINESS BENEFITS

"Profisee... helps clients articulate, quantify and deliver the tangible business benefits of MDM."

— **2021 Gartner MDM Magic Quadrant Report**

FAST TO IMPLEMENT AND DEPLOY

"Profisee... helps clients articulate, quantify and deliver the tangible business benefits of MDM."

— **2020 Gartner MDM Magic Quadrant Report**

TOP-RATED PLATFORM AND SUPPORT

"...highest scores for experience with the vendor and quality of technical support."

— **2021 Gartner MDM Magic Quadrant Report**

CLEAR CHOICE FOR THE MICROSOFT ENTERPRISE

"With its cloud-native approach and integration with Microsoft Azure data services, Profisee is one of many great choices for MDM in Azure"

— **Mike Flasko, Vice President, Data Governance & Privacy Platform at Microsoft**

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"A WELL THOUGHT OUT AND EASY TO IMPLEMENT MDM TOOL"



"VERY CAPABLE MDM PLATFORM WITH SOLID DEVELOPMENT TOOLKIT AND FAVORABLE TCO"

ABOUT PROFISEE

Profisee MDM is how enterprises can finally solve the data quality issues that have been holding back so many strategic initiatives. With the industry's only "make it easy, make it accurate, make it scale" approach to data management, Profisee helps companies get past the "brick wall" of data quality issues without the cost, complexity and risk of traditional MDM solutions.

Customers can leverage Profisee MDM SaaS for a true Software-as-a-Service experience, or maintain complete deployment flexibility in any cloud, on-premise or via a hybrid model. With low total cost of ownership, fast implementations and a truly flexible multidomain platform, Profisee fully cleans and unifies your enterprise data — so you can finally make it happen. To learn more, please visit [Profisee.com](https://www.profisee.com).