MASTER DATA MANAGEMENT SOFTWARE OVERVIEW

Master data management (MDM) software is a solution that manages the confidential data of an enterprise. It automates the procedure of master data management, which means it handles the information in a broader manner. The platform is utilized mainly to maintain data integrity and for eliminating data inconsistencies and duplicated data.

A MDM application serves to bind your information and systems together. It provides a single source of truth to facilitate your company’s data-driven transformation, and presents complete, accurate, and trusted data for your sales and marketing, customer experience, compliance, governance, supply chain optimization, omni-channel retailing, and other programs.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

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### Customer Success Report Award Levels

#### Market Leader
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

#### Top Performer
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

#### Rising Star
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2020 Customer Success Awards

Check out this list of the highest rated Master Data Management Software software based on the FeaturedCustomers Customer Success Report.
ABOUT RIVERSAND

Riversand’s cloud-native master data management solutions are designed to support customers' digital transformation journeys through improved business agility, faster adoption and improved collaboration across the enterprise. Riversand has a vision of helping companies know their customers better, move products faster, automate processes, mitigate risk and run their businesses smarter. Their customers, partners and analysts recognize them as a trusted partner, visionary and a leader.

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Customer references from happy Riversand users

"Riversand’s solution enables us to easily access product marketing and technical information to provide rich product content. Also, images are stored and tagged by country along with supporting text in 23 languages so we can offer a truly localized experience."
Carrie Godwin Barnwell
Global Web Marketing & Digital Manager, ESAB

"Riversand's cloud-hosted SaaS solution offers Arco the best combination of enterprise functionality and scalability to meet our needs, together with flexibility and value for money."
Chris Walker
Project Manager, Arco

"Riversand has been very agile concerning functions and features that are not standard out of the box. They are able to work them into the roadmap in a reasonable amount of time. Overall it has been a successful project and I think going forward we will have a lot more success as we get MDM more integrated into all of our processes."
Brett Hopkins
Software Platform Manager – eCommerce, Schneider Electric

"Riversand’s MDM solution for VF Corporation simplifies, standardizes and automates processes through a collaborative environment."
VF Corporation
2020 MARKET LEADERS

boomi
A Dell Technologies Business

PIMCore®
Own the Digital World

Reltio

StiboSystems
MASTER DATA MANAGEMENT
ABOUT DELL BOOMI

Dell Boomi, a business unit of Dell, is the first and only integration solution built in the cloud, to fully exploit the value of the cloud. Organizations of all sizes from small businesses to the largest global enterprises trust Dell Boomi to quickly connect any combination of cloud and on-premise applications. Leading SaaS players and enterprise customers such as salesforce.com, NetSuite, Taleo, oneworld, AAA, and NASDAQ rely on Dell Boomi to accelerate time to market, increase sales, and eliminate the headaches associated with integration.

“Our lead Boomi developer absolutely loves the tool. It’s very easy for him to create a data flow, map things together, do some quick transformations and get a data flow pushed out in a matter of hours.”

Michael “Ski” Cierkowski
Director of Architecture and Emerging Technologies, Slalom

“We were impressed with the ease of use and rapid time to value achieved with Boomi AtomSphere. Our CRM system is now tightly integrated with our manufacturing partners, streamlining our operations at a fraction of the cost of our legacy integration solution.”

John Lake
Director, Information Systems, Panasas

“With Boomi, we can have confidence in data accuracy as all information stored by our apps will be handled by the Boomi platform in the cloud. This type of accuracy and real-time access helps us better understand the student journey. And it will become increasingly important the further we progress along our digital road map.”

Kelvin McCarthy
Solution Architect, Flinders University

“Because Boomi enables real-time integration of customer data, we are able to make better business decisions and quickly change our sales and marketing initiatives in days or weeks instead of months, as we would have with a legacy solution.”

Treb Ryan
CEO, OpSource
ABOUT PIMCORE

Pimcore is an award-winning 100% Open Source platform (recently named Gartner Cool Vendor 2018), which delivers significant business value. Enterprises choose Pimcore because it seamlessly integrates and consolidates Product Information Management (PIM), Master Data Management (MDM), Digital Asset Management (DAM), Customer Experience Management (CMS/UX) and eCommerce.

"We were able to significantly reduce the error rate by centralized data maintenance. If, for example, we find inconsistent prices when entering our product descriptions, we can change them directly in the PIM and initiate the correction in the ERP system."

Julius Kuhn-Régnier
Specialty Foods Purchase and Project Manager, Viani

"Setting up a Pimcore database combined with automated database publishing was the shortest path to data accuracy. We add product updates to hundreds of documents in most world languages in a snap."

Marc van Oers
Marketing Manager, Van Iperen

"I especially appreciate the overview gained from the list views, offering control of batch changes, visibility and status of our product catalog."

Halvor Schmidt
eCommerce Manager, Eplehuset

"Our new Pimcore based online shop enabled us to increase online sales by more than 80% compared to the previous year."

Mathias Boenke
Managing Director, Intersport
ABOUT RELTIO

Reltio Cloud delivers enterprise data-driven applications powered by a modern data management Platform as a Service (PaaS), guiding customers to take the right actions, based on the right insights, to achieve the right results. Reltio’s mission is to help every Enterprise organize all of their data and apply the power of data & analytics to their business operations. They have a great culture that is all about innovation, delivering incredible business value, and making a difference. They are looking for people who are really smart, dedicated, enjoy working in a team environment and like to get things done.

“Our singular goal is to propel the field of Human Data Science to help drive healthcare forward. Continuous data organization plays a vital role in moving us towards this vision. The market reception by major life sciences manufacturers to IQVIA’s Commercial Data Warehouse, powered by Reltio Cloud, has been very positive. We are…”

Chitra Varma
Global Commercial Leader, Information Management Solutions, IQVIA

“Frost & Sullivan believes that Reltio’s platform effectively addresses industry needs through a unique combination of MDM, advanced predictive analytics (based on Spark) and machine learning (ML), a self-learning graph model, workflow, collaboration, and data-as-a-service (DaaS), all with Big Data scalability and performance.”

Frost & Sullivan

“Reltio Connected Customer 360 gives us capabilities to fuel the experiences of the future at Hyperion X with the data that matters most to our business. It gives us the business agility, enterprise scale, and the insight-ready data we need for big ideas so we can compete effectively.”

Miguel Baptista
Chief Data Officer, Hyperion X

“We are very impressed with Reltio. The company has re-imagined master data management: extending it, making it simpler and evolving it so that it isn’t just a part of your data governance story, but also something that drives better business decisions.”

Philip Howard
Bloor
ABOUT STIBO SYSTEMS

Stibo Systems is the global leader in Multidomain Master Data Management (MDM) solutions. Industry leaders rely on Stibo Systems to provide cross-channel consistency by linking product and customer data, suppliers and other organizational assets. This enables businesses to make more effective decisions, improve sales and build shareholder value. During the last 30 years, Stibo Systems has helped hundreds of companies to develop a trusted source of operational information. A privately held subsidiary of the Stibo A/S group, which was originally founded in 1794, Stibo Systems’ corporate headquarters is located in Aarhus, Denmark.

"Thanks to STEP, we now have overall visibility into our master data and can use it for new channels and new markets. Fast and reliable data access, and equally fast delivery, give our customers a decisive competitive advantage.”

Bjorn Berger
IT Project Manager, Winkler

"One of the best things about Stibo Systems' STEP solution is how it continually increases our capacity and agility to respond to the needs of our customers without increasing manpower or costs. We can create and increase the frequency of lots of different types of publications with ease and speed.”

Bruce Mateer
Director of Publishing, Newark Electronics

"Implementing STEP to track product master data has enabled bol.com to stay competitive and increase sales; it has provided a scalable solution as our company rapidly grows.”

Menno Vis
Manager, Software Development, Bol.com

"The implementation of a multichannel approach is without a doubt the primary benefit of the STEP solution. This translates into a significant increase in productivity, at around the 80% mark, when it comes to database maintenance for web-based products.”

Gregory Tocut
Platform Manager, Direct Marketing EMEA Businesses, Brady Corporation
2020 TOP PERFORMERS

contentserv
FUTURIZE EXPERIENCES

EnterWorks
A WINSHUTTLE COMPANY

Magnitude
SOFTWARE

Profisee

WINSHUTTLE
Contentserv's leading software solutions provide retailers and brand manufacturers the ability to organize and optimize their product content centrally. In doing so, they enable customers to provide a unique, emotionally-engaging product experience across all touchpoints. The Product Information Management (PIM) system by Contentserv ensures efficient, appealing product communication and digitalizes marketing processes, which increases data quality and meaningfulness. The innovative Contextual MDM specializes in managing extensive product ranges including those with local differentiations, enabling unique, tailor-made product experience in real-time across all channels.

“Contentserv enables us to produce our catalogs in a highly efficient manner. At the same time, this system guarantees transparency for all corporate divisions as well as a flexible integration in today’s and tomorrow’s processes and system landscapes.”

Arnim Roth
Manager Publishing Systems, Weltbild GmbH

“It was our goal to merge all of our information centrally in order to be able to have up-to-date information, save time and reduce the maintenance effort. Contentserv enables our employees to be well-informed at all times while consistently being provided with up-to-date product data.”

Maximilian Habisreutinger
Chief Executive Officer, Franz Habisreutinger GmbH & Co. KG

“We selected the platform because of its comprehensive and user-friendly product offering, as well as its modular but deeply integrated design.”

Bert Vissers
Chief Executive Officer, Novatech International

“Contentserv constitutes a great reduction of the workload for our product maintenance and product marketing. Thanks to a truly central system, we are now able to ensure that our product communication is quick, up-to-date and of the highest quality.”

Jens Kügler
Product Information Manager, Kölle-Zoo GmbH
EnterWorks is a market leader in master data solutions for acquiring, managing and transforming a company’s product information into persuasive and personalized content for marketing, sales, digital commerce and new market opportunities. Since its inception, an excess of $40 million has been invested into the business, creating a stable and reliable company with solutions benefiting from the experience of a team with an average tenure of 10 years. The seasoned product and services teams have deep functional expertise in MDM/PIM, data modeling, and data workflow engineering – building best in class practices into every project. EnterWorks solutions and professional services have been proven by its many large multi-national, Fortune 1000 customers.

“Providing rich and accurate content on our products is critical to our business. Our Members and Customers rely on our product content; in HVAC distribution when something breaks you’ve got to locate the right part quickly! With EnterWorks Enable, we collaborate with suppliers using the Vendor Portal to create and enrich our data for a…”
Laura Schultz
Director IT and PMO, Johnstone Supply

“We recognize that the demands of today’s food consumer require us to deliver compelling, quality content for commerce. We’ve made a promise to our customers to provide superior product quality and innovation, and we must work together with our wholesale and retail partners as well as our technology partners to achieve this ongoing…”
Jack Billiel
Senior Business Technology Leader, HP Hood LLC

“Now that all the data resides in one place, the revision time will be cut significantly and merchandising, layout, and production times will speed up for all the catalogs we produce.”
Scott Koellner
W.B.Mason

“Fender wanted to play to an even larger audience, so we picked EnterWorks.”
Michael Spandau
CIO and SVP Global IT, Fender Musical Instruments
Magnitude Software leads the way in delivering corporate performance management (CPM), master data management (MDM) and data connectivity in heterogeneous environments. Magnitude Software’s family of award-winning business intelligence, data warehousing, master data management, data connectivity, reporting and analytics solutions helps organizations worldwide achieve their vision of effective and efficient corporate performance management. Magnitude Software supports critical, day-to-day business decision-making by accelerating and automating the process of integrating, managing and analyzing information while reducing operational cost and risk.

"Once the application upgrade is done, we simply regenerate the views and upgrade them to the latest version. This is what gives us the upgrade protection piece that Noetix is so famous for.”
Srini Chavali
Director, Enterprise Database and Tools, Cummins

"For me, Noetix is such a big time saver. I feel like George Jetson: I can literally push a button and immediately access data that previously would have taken hours to obtain and analyze.”
Ken McIntosh
MES Administrator, Onyx EMS

"The turnaround for most reports would be about a 40 hour effort. Today, most reports can be easily completed within a day. There is a wide range, but on average it takes one day versus five.”
Mark Sprague
Manager of Corporate Information Systems, The L.S. Starrett Company

"NoetixViews provides unrivalled ease of use, handles all the querying needs of a multinational organization, offers built-in upgrade protection, and delivers a rapid return on investment.”
Debra Lilley
Principal Consultant, Fujitsu

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Customer references from happy Magnitude Software users
VIEW ALL REFERENCES
Profisee is a leading master data management technology company that makes it easy and affordable for any size organization to ensure a trusted data foundation for every user across your enterprise. Profisee is a true multi-domain MDM platform featuring multiple MDM implementation styles, Golden Record Mastering, data governance and stewardship, high performance matching, data quality and workflow. Profisee may be deployed on premise, or in the cloud. Independent analysts regularly find Profisee customers to be among the happiest in the industry.

“Our company typically grows by acquisition. As anyone knows, those transitions can be difficult. Now that we have a Master Data Strategy in place, we handled two major acquisitions in the last 12 months including easily integrating accounting, customer, employee and product data.”

Elsa Gudbergsdottir
MDM Manager, Ossur

“We are on a multi-year Data Journey. We've built the foundation, our Red Robin executive team is 100% on board and we are excited for the additional areas to incorporate as we use good, trusted data to make our strategic plans for the business.”

Scott Ackerman
Director of Technology & Platform, Red Robin

“Profisee has an ‘accelerator programme’ which fast-tracked training and development, and the support we got was fantastic, and it wasn’t just throwing dollars at services fees. Upfront, we didn’t have a lot of MDM experience. Profisee guided us through the implementation process – this was a big help.”

Bryan Guenther
Program Manager, RightShip

“Having cleansed customer master data to provide to our big data analytics platform allows us to understand individual buying patterns and product consumption. That allows us to create highly targeted marketing campaigns to optimise sales and profitability.”

Kevin Vasconi
Chief Information Officer, Domino’s
ABOUT WINSHUTTLE

Winshuttle software allows you to simplify SAP ERP data management by automating data collection, validation and movement. Business users can work directly from familiar interfaces like Excel and SharePoint, reducing the reliance on IT while maintaining governance and security. Virtually any department can use Winshuttle to streamline SAP business processes including master data, finance, data governance, IT, supply chain and more resulting in unprecedented productivity gains and tangible business value.

“With Winshuttle, our business users can change, add or delete data with ease and flexibility.”

Sylvain Darve
Data Manager, Philips Lighting

“There is more than one way to accomplish automating data entry into SAP. What made most sense for Cutter & Buck was to utilize Transaction” because it allows us the ease of creating new data entry tasks with little or no IT resources.”

Rick Davis
Manager, Enterprise Systems, Cutter & Buck

“Winshuttle Transaction has become a critical tool for the business users at Canada Post. By deploying Transaction we have improved efficiencies across a number of departments, increased productivity by giving employees the tools to augment their current tasks, and enhanced the quality of data in our SAP solutions.”

Chantal Gauvreau
Business Process Manager, Canada Post

“Winshuttle enables us to optimize mass data extraction, without affecting system performance. Overnight extractions are no longer inevitable!”

Karim Kokar
IS/IT and Business Process, Alcatel-Lucent
2020 RISING STARS

denodo

Semarchy
ABOUT DENODO TECHNOLOGIES

Denodo is the leader in data virtualization – providing unmatched performance, unified access to the broadest range of enterprise, big data, cloud and unstructured sources, and the most agile data services provisioning and governance – at less than half the cost of traditional data integration. Denodo’s customers have gained significant business agility and ROI by creating a unified virtual data layer that serves strategic enterprise-wide information needs for agile BI, big data analytics, web and cloud integration, single-view applications, and SOA data services across every major industry. Founded in 1999, Denodo is privately held.

“Denodo’s data virtualization technology has played the most important role in enabling our business users to garner valuable information through self-service reporting. The Denode Platform’s capability has significantly increased the speed at which business is carried out at Seacoast Bank.”

Mark Blanchette
Vice President, Seacoast Bank

“We deployed the Denodo Platform to aid us in moving our data analytics platforms to the cloud, and Denodo data virtualization played a critical role in that journey. The Denodo platform, already excellent, is constantly evolving, and getting better every day.”

Avinash Deshpande
Principal, Big Data and Analytics, Logitech

“Denodo Data Virtualization has afforded us the agility to build performance management dashboards across any type of operational data, often dispersed and little used, and relate them in ways that are insightful to management.”

Paloma Perez Rios
Director of Customer Care, Telefonica

“As a data and business intelligence provider, one of our biggest challenges is rapidly exposing data as services in order to drive revenue with the data that we acquire. The Denodo Platform enables us to build and deliver data services to our internal and external consumers within a day instead of the 1 – 2 weeks that would take with ETL.”

Jay Heydt
Manager, DrillingInfo
Semarchy is the Intelligent Data Hub™ company. Its xDM platform solves enterprise Master Data Management (MDM), Application Data Management (ADM), and Collaborative Data Governance challenges at some of the most well-known brands across the US and Europe. This agile platform leverages smart algorithms and material design to simplify data stewardship, quality, enrichment, and workflows. Organizations use the xDM platform to address challenges such as The Global Data Protection Regulation (GDPR). xDM from Semarchy is implemented via an agile and iterative approach that delivers business value almost immediately and scales to meet enterprise complexity.

“"I think they are now starting to realize the benefit of us providing them a single feed of product catalog data. They can clearly see value in terms of the lack of integration work and data issues they will have to solve as part of their project. Thanks to Semarchy, they have been able to rely on us to solve those issues for them.”"  
James Carne  
Head of Global Product Data, Elsevier

“"Most times when you invest in these types of systems, it is six months to a year before you can get value for the business. I was anticipating that Semarchy was going to be a factor of ‘X’ faster, and it was. It took just a couple of months to get our customer master up and running.””  
Paul Balas  
VP, Business Intelligence & Chief Info. Architect, Digital Realty

“"We had confidence that Semarchy could meet our requirements, and we began to see that we were choosing a toolset that would have broader applications across the enterprise once it was deployed.””  
Tony Croughan  
Head of Program for Business Transformation, BAE Systems

“"We have been impressed to see, during the proof of concept, Semarchy seamlessly integrate with our existing processes and display its data management and consolidation capabilities on top of our own public data in a very short time frame. We believe in Semarchy’s capabilities to execute on our project.””  
Frank Simon  
CIO, ARaymond

Customer references from happy Semarchy users  
VIEW ALL REFERENCES