

# **Master Data Management Software Category**



## Master Data Management Software Category

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. It scans master data aspects during data generation, processing, and resource storage.

In addition, it produces a master data repository and categorizes data like people, places, processes, and other categories according to business objectives and norms.



# Customer Success Report Ranking Methodology

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

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

## MARKET PRESENCE SCORE

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

## COMPANY SCORE

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

## 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.



## 2021 Customer Success Awards

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



### MARKET LEADERS



### TOP PERFORMERS



### RISING STARS



\* Companies listed in alphabetical order





#### ABOUT BOOMI



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 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 Boomi to accelerate time to market, increase sales, and eliminate the headaches associated with integration.



# 320

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Boomi has delivered direct and measurable benefits; we now have peace of mind in knowing our data is up to date and accurate across integrated systems, allowing us to connect with customers and partners, improving time-to-value externally.”



MARK O'DWYER  
GENERAL MANAGER IT, KORDIA

“We've set up a group that uses AtomSphere to share data between all of our internal systems and facilitate deeper automation and integration of those systems. It became a shared service group because of our ability to solve integration problems by using AtomSphere, and people started leaning on us to help things happen. It has grown much bigger than we initially anticipated, and today we depend on Dell Boomi a lot to automate and integrate.”



ERIC SAILSBERY  
VICE PRESIDENT, FINANCE, WORKFRONT

“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

“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

### TRUSTED BY





321

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT PIMCORE

**PIMCORE**  
Own the Digital World

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.

### Featured Testimonials

“Our new Pimcore database allows us to enrich our product data in order to interface to our new website, catalog system and marketplaces like GS1 or Amazon.”



WILLEM VAN DIEST  
CHIEF TECHNOLOGY OFFICER, VADIGRAN

“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

“Pimcore meets all our expectations in terms of flexibility, scalability and central management of all product-related data in one system. It fits perfectly.”



KEVIN HARTMANN  
HEAD OF PIM, FRANZ MENSCH

“Pimcore excites content managers and developers at the same time. It is easier to use than any other data management tool. We love enterprise features like workflow management and the flexible data models.”



JIM WAGNER  
INFORMATION ARCHITECT, LIGHTNING JAR

#### TRUSTED BY





#### ABOUT RELTIO



Innovative Global 2000 companies trust Reltio to manage their mission-critical data to win in the experience economy. Reltio Connected Customer 360 is at the heart of customer experience to drive hyper-personalization, accelerate real-time operations, and simplify compliance with customer consent and privacy laws. It's an award-winning cloud-native platform that enables business agility, real-time operations at enterprise scale, and insight-ready data for big ideas. Reltio customers include AstraZeneca, HP, Inc., PennyMac, Fairview Health, and MGM Resorts International. Cloud platform providers, AWS and Google Cloud, technology partners, Salesforce/MuleSoft, Talend, and influential strategy partners, Accenture Interactive, Deloitte, IQVIA, Dun & Bradstreet and many others, partner with Reltio for a trusted customer data foundation.

68

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

*“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

*“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

*“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 excited to take advantage of the new Reltio Self-learning Data Platform release to deliver even more advanced capabilities to our customers.”*



CHITRA VARMA  
GLOBAL COMMERCIAL LEADER, INFORMATION MANAGEMENT SOLUTIONS, IQVIA

*“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

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Fulton Bank

AstraZeneca

Lilly

IQVIA™

SANOFI



63

Total Customer References

[VIEW ALL REFERENCES](#)

#### 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.

### Featured Testimonials

“Riversand's solution for ConocoPhillips involved determining content standards for classification and unit of measures, one-time cleanup of content within Material Master, and deployment of Riversand's MDMCenter along with the DQM module to ensure that data remains clean on an ongoing basis. The initial implementation included 1.2 million items with an average of 20 attributes.”



CONOCOPHILLIPS

“Nordstrom needed a PIM/MDM Solution with state-of-the-art capabilities to improve multi-channel business results. The key objective was to have a scalable system that could cater to volumes more than 30 M SKUs and 1000 users.”



NORDSTROM

“Riversand's MDM solution for VF Corporation simplifies, standardizes and automates processes through a collaborative environment.”



VF CORPORATION

“Our retail channels require access to detailed, accurate product information. We are investing in Riversand's MDMCenter as it offers a flexible data model which allows us to incorporate vendor, organizational and channel data into the system, helping us to manage the increasing product data complexities of our product, service and parts offerings.”



JOE WILEY  
VICE PRESIDENT & CHIEF INFORMATION OFFICER, MARINEMAX

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#### 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.

99

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We chose Stibo Systems because of the way they allow us to master our data and create workflows. We can easily get data in and out of our solution while instilling governance that facilitates data being consumed by other systems.”



BRIAN BOUB  
DIRECTOR OF APPLICATION DEVELOPMENT, ORIENTAL TRADING COMPANY

“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

“STEP helps SGMW manage material, supplier, logistic, manufacturing, procurement and vehicle master data. STEP also enhances data compliance, availability and provides a trusted data source for our downstream systems. The Stibo Systems delivery team overcame technical issues and risks with their extensive experience and completed the project perfectly!”



LIU DEWEI  
MDM PROJECT MANAGER, SGMW

“Apart from scoring high on the MDM solution itself, we found that as an organization Stibo Systems acted with dedication and professionally during the POC process with the installation, data handling, workshops, etc., and that influenced our decision of software and partner.”



HANS-HENRIK LEVY  
PROGRAM DIRECTOR, NETS GROUP

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#### ABOUT CONTENTSERV



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.

34

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“CONTENTSERV enables Belimo Automation AG to deliver consistent product communication that is technically up-to-date and in the required languages. In addition, the quality of the product data has been considerably increased and it can now be reused for different systems.”



STEFAN AMMAN  
APPLICATION AND DATA MANAGER PIM, BELIMO AUTOMATION AG

“We are thrilled to finally have a solution for our need to create a core repository of all product data that will ultimately support our strategy to strengthen the Tuthill brand. Contentserv met our initial requirements for a PIM solution and the team proved to be very helpful as they educated us on many features that will improve our internal processes. This is the start of a complete digital transformation and we are very excited about Tuthill's future.”



TRACI LOUVIER  
DIRECTOR OF VISION BRANDING, TUTHILL CORPORATION

“Leifheit has a very large product range. Contentserv's solution enables us to not only effectively create and manage our product data but to also export it easily and directly across all relevant channels.”



KIM SCHIEFER  
HEAD OF DIGITAL BUSINESS DEVELOPMENT, LEIFHEIT AG

“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

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novatech





#### ABOUT MAGNITUDE SOFTWARE



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.

124

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Kalido has helped us to develop best practice for our data warehousing, particularly where it facilitates involvement from the business users. They are full-time members of the team, thoroughly integrated with the technical members, and they have participated fully in each key decision.”



FERNANDO ROCHA  
HEAD OF INFORMATION MANAGEMENT, UNILEVER

“Kalido gives us fast access to vital, global product master data, ensuring maximum efficiency in R&D.”



IAIN PEARSON  
HEAD OF GLOBAL PRODUCT MANAGEMENT AND SUPPLY CHAIN FOR LUBRICANTS, ROYAL DUTCH SHELL

“With Kalido, we built a long-term foundation that handles change in products, codes, applications, product hierarchies, acquisitions and restructurings.”



OLAF THIEMANN  
MANAGER PLANNING, DATA MANAGEMENT & INTEGRATION, IMPERIAL BRANDS

“Kalido distinguished itself from the competitors. The Kalido Information Engine is a complete information management platform that best fit our MDM, data warehousing and data quality requirements.”



DAYMON WORLDWIDE

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#### ABOUT PROFISEE



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.

66

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“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

“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

“As one of the largest membership organizations in Alberta, AMA helps our members protect the things they care about the most. As such, we want our members to have a great experience when they do business with AMA. Our data management strategy including the Profisee Platform is the key to achieving a single view of members and how we can best meet their ongoing needs.”



COLLIN MOODY  
VICE PRESIDENT AND CHIEF INFORMATION OFFICER, ALBERTA MOTOR ASSOCIATION

“As one of the divisions of Trelleborg Group, it is imperative that we meet not only the needs of our division but adhere to corporate standards and strategies. The Profisee Platform has helped us do this, and therefore, we are looking to expand to other domains.”



PIERO QUARONI  
SOLUTION DELIVERY MANAGER, TRELLEBORG

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AB InBev

GAP





#### ABOUT WINSHUTTLE

### 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.

142

### Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“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

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



SYLVAIN DARVE  
DATA MANAGER, PHILIPS LIGHTING

“It allows you so much flexibility to build in data governance, and route correctly to your business users. It provides business ownership capabilities that make the process very simple and allows users to easily get the work done on time.”



DATA INTEGRITY MANAGER  
KELLOGG'S

“Winshuttle improves accuracy across the board by validating our SAP data and helping us minimize simple human error. That's especially valuable when dealing with sensitive customer-facing documents like invoices.”



DIEGO MUÑOZ  
IT MANAGER, AGRICORP

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Carestream



GROUPE  
L'OCCITANE





#### 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.



# 136

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Our Denodo rollout was one of the easiest and most successful rollouts of critical enterprise software I have seen. We have been very successful in using Denodo as our central cloud security layer and as a data abstraction layer, via its web services functionality.”



MASTANPASHA SHAIK  
BIG DATA ARCHITECT, ASURION

“The Denodo Platform exposes data from sources, applies business rules for quality monitoring, and creates a proper interface that can be consumed by multiple downstream users.”



CHIEF ARCHITECT AND CHIEF DATA OFFICER  
CIT GROUP

“Out of all the data virtualization products we evaluated in our POC, the Denodo Platform was the best by far. It was also the only one that could address our concerns with data access control. The Denodo Platform enabled us to achieve all of our goals in terms of a consistent view of the data, speed to market, and security.”



PACO HERNANDEZ  
COE LEAD, SEMANTIC AND DATA MODELING, AXA XL

“Denodo Platform is fully equipped to handle today's and tomorrow's data management challenges. Data virtualization provides real-time access to data. Business users do not have time to chase down data from various sources. With data services presented through a 'storefront' interface where data users can shop to find best-fit data to meet their needs, the pain of data seeking and data evaluation is quickly relieved.”



DAVE WELLS  
ANALYST, ECKERSON GROUP

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#### ABOUT SEMARCHY



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.

57

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“The Data Hub greatly simplifies business data cross-analysis. In a second step, it should make it possible to guarantee data quality consistency within our subsidiaries's systems and support the achievement marketing and sales targets. Finally, the hub opens new perspectives for higher service quality and greater added value for the group.”



DENIS LAPIERRE  
DEPUTY MANAGING DIRECTOR, APRIL TECHNOLOGIES

“Thanks to the data delivered by the data hub, we have also been able to set up a maturity grid with validation of the data quality measures by the business, as well as business processes to support quality improvement. The division managers come to the Data Hub to maintain the quality of their data. All of our divisions are involved to define the quality measures, which are managed by a full-time analyst, and to define action plans.”



ÉRIC JACOUPLY  
BUSINESS TECHNICAL DATA ANALYST, ZODIAC AEROSPACE

“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

“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

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