



# CUSTOMER 360° MDM SAAS MVP APPROACH



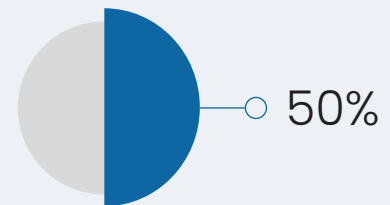
## Master data management software as a service – the fastest path to consistent, trusted, 360° data on the cloud

Customer experience is the new competitive advantage – your customer data is a strategic asset if you manage it correctly. With a single, 360° view of your customer data you can reduce customer churn by up to 80%. Master data management (MDM) software as a service (SaaS) provides cleansed, matched, and consolidated customer data by integrating disparate source systems into one, cloud-based centralized repository – providing a holistic view of your customers! MDM SaaS is a critical component in your enterprise-wide cloud and digital transformation programs.

### Supplier Mastering for Major Wine, Beer & Spirit Company

Paradigm’s data management experts enabled near real-time integration, unlocking efficiencies through a single platform for product information. Data quality ensure accuracy, enrichment, and consolidation.

- **Eliminated 50% of manual efforts**
- Increased productivity by 20%
- Enabled global business units to self-initiate requests



## Why fuel customer centricity and data management on the cloud?

A holistic view of customer data allows you to more effectively and efficiently attract, retain, and grow customer relationships and spend through visibility into the customers’ total relationship with your business across channels, touch points, and product lines. Investing in a cloud-based data management solution allows you to realize results across functions such as:

- *Increased marketing effectiveness* by building more meaningful customer segments based on richer customer profiles for more personalized engagement;
- *Increased sales effectiveness* by making relevant cross- and up-sell offers based on an understanding of the total customer relationship with your company; and
- *Increased customer service effectiveness* with faster resolution to customer service concerns

Deployment	Value	Key Outcomes
Minimal Viable Product (\$)	<ul style="list-style-type: none"> <li>• Accurate, enriched, consolidated data</li> <li>• Improved operational efficiency</li> <li>• Increased business productivity</li> <li>• Reporting reliability and trust</li> <li>• Easy to customize/extend beyond MVP solution</li> </ul>	<ul style="list-style-type: none"> <li>• Solution architecture</li> <li>• Technical architecture</li> <li>• MDM SaaS hub design documentation</li> <li>• Party data model extensions</li> <li>• Developed solution ready for QA</li> </ul>



## Value comparison – Paradigm MVP and typical market offerings



**Paradigm MDM SaaS MVP Solution**

- MVP solution built to client-specific requirements; Requirements workshops and source system review, analysis, and profiling
- Develop Data Model extensions for SaaS MVP
- Establish SaaS MVP development environment with architectural guidance on higher environments
- Define custom hierarchies for management and visualization
- SaaS defined and tuned Match results with business owners using client source data
- Deep solution delivery and technical acumen
- Continuous knowledge transfer to client team

**SaaS MVP solution tested and deployed in production environment**




**Paradigm  
vs  
Other  
Offerings**

**Typical Competitive MDM Fast Start/Express Offerings**

- Minimal or no requirements for client-specific needs
- Simple installation of out-of-the-box solutions
- No customization based on requirements
- Basic source system analysis and mapping
- No data modeling or data model extensions
- Usually restricted to one environment
- No Match rules tuning with business owners
- Staffing unbalanced, more managers than engineers and junior resources
- Many qualifying assumptions
- Minimal or no knowledge transfer included

**Not considered a suitable solution for deployment in a production environment**



## Why Paradigm?

Paradigm's team of experts each boast 15+ years of field implementation experience in multiple domains and industry applications. We have a host of custom, pre-built accelerators and best practices derived from extensive experience. These unique tools drive outcome-driven, time-bound, and cost-effective solutions. Our product-specific tools provide optimized cost for new tool product introduction, increased agility and improved data, and fully integrated programs, resulting in increased revenue and role-based access and expertise.