



CLUEDIN MASTER DATA MANAGEMENT (MDM)

G-CLOUD 15

SERVICE OVERVIEW

Telefónica Tech provide the capability to setup, configure and manage a master data management capability within organisations that enables the consolidation and matching both reference data and master data sources within organisations. All services are based on the Microsoft Azure Platform utilising CluedIn Master Data Management integrated with Microsoft Purview.

KEY FEATURES

- Enterprise class, scalable master data management platform
- Consolidation of disparate data sources to create golden records
- Secure connectivity to on-premises and cloud data sources
- Fuzzy matching and direct matching and Survivorship rules engine
- Enrichment of matching using machine learning
- Drives highest quality data
- Reporting to enable refinement and testing of matching rules
- Business user centric interface with many AI features to accelerate
- Close-knit integration with Azure Data Platform & Microsoft Purview
- Secure by design (VNETs, Private Endpoints, RBAC)

SERVICE BENEFITS

- Enable consolidation of disparate data sources
- Remove duplication within source datasets
- Enable creation of single, consolidated view of reference datasets
- Works seamlessly with Microsoft Fabric, Purview & Azure Data Platform
- Enable sharing of master data across other applications and services
- Secure by design
- Agile approach to enable fast results
- Increased efficiency due to reduced duplication of effort

Thank you

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Telefónica Tech

