



Webinar series Transform and Thrive

Transform with master data management

July 28, 2022



Agenda

- 1 **The business context for MDM**
- 2 **Demystifying master data management**
- 3 **How financial services companies are using MDM**
- 4 **MDM best practices**
- 5 **The Profisee platform**

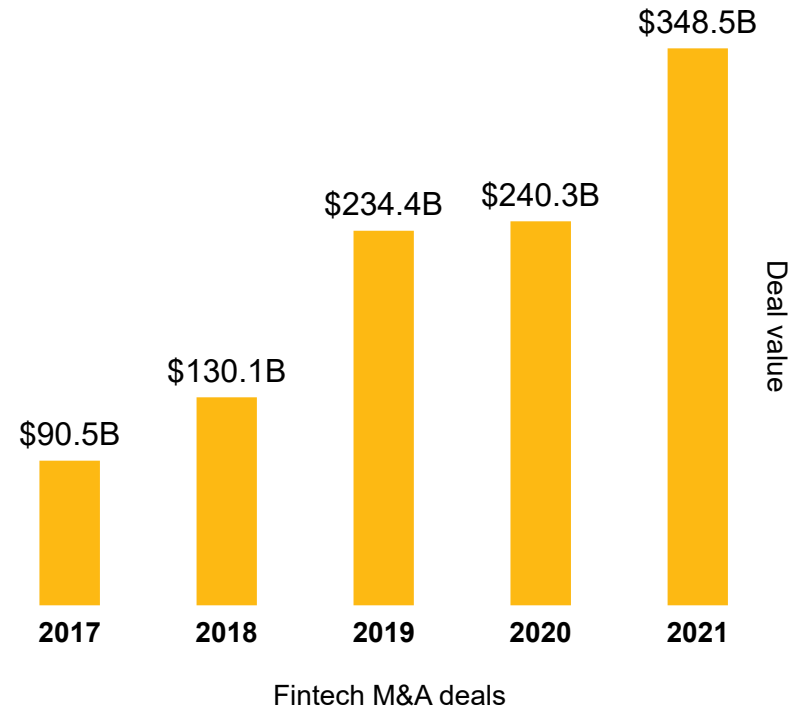


The business context for MDM

The competitive landscape for fintechs is evolving fast.

Fintechs face more competitors and more complex competitive challenges.

- Who is the right partner for your organization?
- Rapid change of full-service competition
- Price alone is no longer a differentiator when shopping for products



Source: American Banker, February 25, 2022, How fintech consolidation could alter the banking landscape



Customers today **demand flexibility and personalization.**

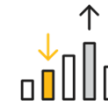
The global pandemic accelerated trends in digitization.

- Remote banking capabilities are now an expectation, not a value-add.
- Personalization and differentiated value are critical for customer attraction, engagement, and retention.

Inflationary and recessionary pressures are driving changes in banking.

Macroeconomic factors continue to affect both bank and customer spending.

- Rising interest rates are slowing down lending growth and draining deposits.
- A new generation of consumers are facing their first recession.

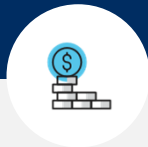


In this environment, it's critical to **prioritize select investments that maximize ROI.**

Investors, competitors, and customers are all pressuring financial services companies to get serious about ESG.



Market expansion for
ESG funds and ETFs



Voluntary standards
available to help individuals
and companies evaluate
ESG



Investor demand for better
and more consistent ESG
disclosure

Data is at the heart of business success today and the future.

Organizations need to recognize that data is the most critical competitive asset.

Only when organizations have clean, understandable, and agreed-upon data can they:



Make informed decisions



Provide key differentiated experiences



Outpace the competition





Demystifying master data management

What is master data management (MDM)?

Master data is best represented as the various nouns you would use to describe your business:

Customers	Branches	Vendors
Products	Employees	Partners



MDM is the collection of tools, processes, and people that help your organization collect, standardize, and organize this master data.

Why is master data management relevant?

If you've ever asked yourself:

- 1 Do I have a full view of all the products and services that a customer has?
- 2 Am I creating a duplicate customer record?
- 3 Am I paying out the right incentives to the right employee for servicing our customers?
- 4 Do I know which products or services are driving high performance?
- 5 Do I need to analyze profitability across multiple hierarchies and lines of business?

then you've experienced a master data problem.

How does master data management help?



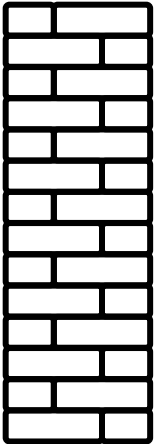
Too often, data is the brick wall preventing success.



Poor data quality

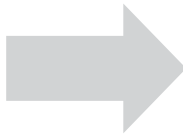
Missing and incomplete

Duplicated and conflicting



- Business objectives:
- ✗ Digital transformation
 - ✗ Enterprise insights
 - ✗ Operational efficiency

Profisee can break through the wall.

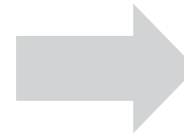


 Profisee

Overcome data silos

- ✓ Easy
- ✓ Accurate
- ✓ Scalable

Foundation for any data
fabric/architecture



Business objectives:

- ✓ Digital transformation
- ✓ Enterprise insights
- ✓ Operational efficiency



How financial services companies are using MDM

Understanding your customer is the heart of digital transformation.

Traditional banks still struggle with systems and organizational structures that drive a product-centric, siloed model.

The success of digital enablement rests on:



Understanding who the customer is



Having an accurate representation of relationships, contact preferences, issues, and other essential information

Customer analytics
and insights can
**drive differentiated
experiences.**

Mastering customer data and integrating
it with CRM can:



**Create a springboard to deeper
analytics use cases**



**Offer unique insights and capabilities
about your customers**



Provide timely value to customers

Every company that's serious about ESG must manage and govern master data to drive informed decisions.



Regulatory reporting models require governing data across multiple domains, including:



Enterprise hierarchies



Customer data



Third-party sources for critical elements

The key is developing the agility to quickly define, collect, and govern an ever-growing list of master data.



MDM best practices

5

keys to MDM program success

- 1 Use KPIs relevant to important stakeholders, quantify the business benefit of investing in MDM.
- 2 Manage for program scope by taking an MVP approach and delivering MDM value incrementally over time. Avoid “big bangs” at all costs.
- 3 Secure a sufficient investment and focus on data governance.
- 4 Ensure senior executive and stakeholder alignment to the program.
- 5 Avoid the temptation to treat MDM as a pure technology initiative. MDM is as much about people and processes as technology.

Other critical MDM considerations

MDM is not just about managing for compliance risk. The insights from MDM are foundational to digital transformation.

MDM is a program, not a project. Funding must be consistent and sustained.

It's essential to get the right people who know MDM and data governance, but skilled MDM resources are difficult to acquire.

There's plenty of hype over the 'right' data architecture (mesh vs. fabric vs. lakehouse, etc.). MDM is a requirement for all.



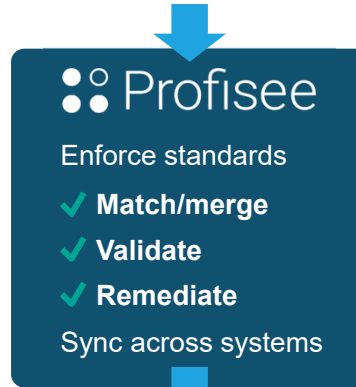
The Profisee platform

MDM – data foundation for the enterprise



- > Cloud apps
- > Custom apps
- > Legacy apps
- > ERPs
- > CRMs
- > Legacy apps
- > Data feeds
- > Etc.

- ✗ Poor data quality
- ✗ Missing and incomplete
- ✗ Duplicated and conflicting



- > BI/visualization
- > AI/ML
- > Analytic DB
- > Digital transformation
- > Enterprise insights
- > Operational efficiency
- > Compliance

High-quality, trusted data

- ✓ Complete
- ✓ Consistent
- ✓ Accurate

Multidomain master data management



Profisee MDM

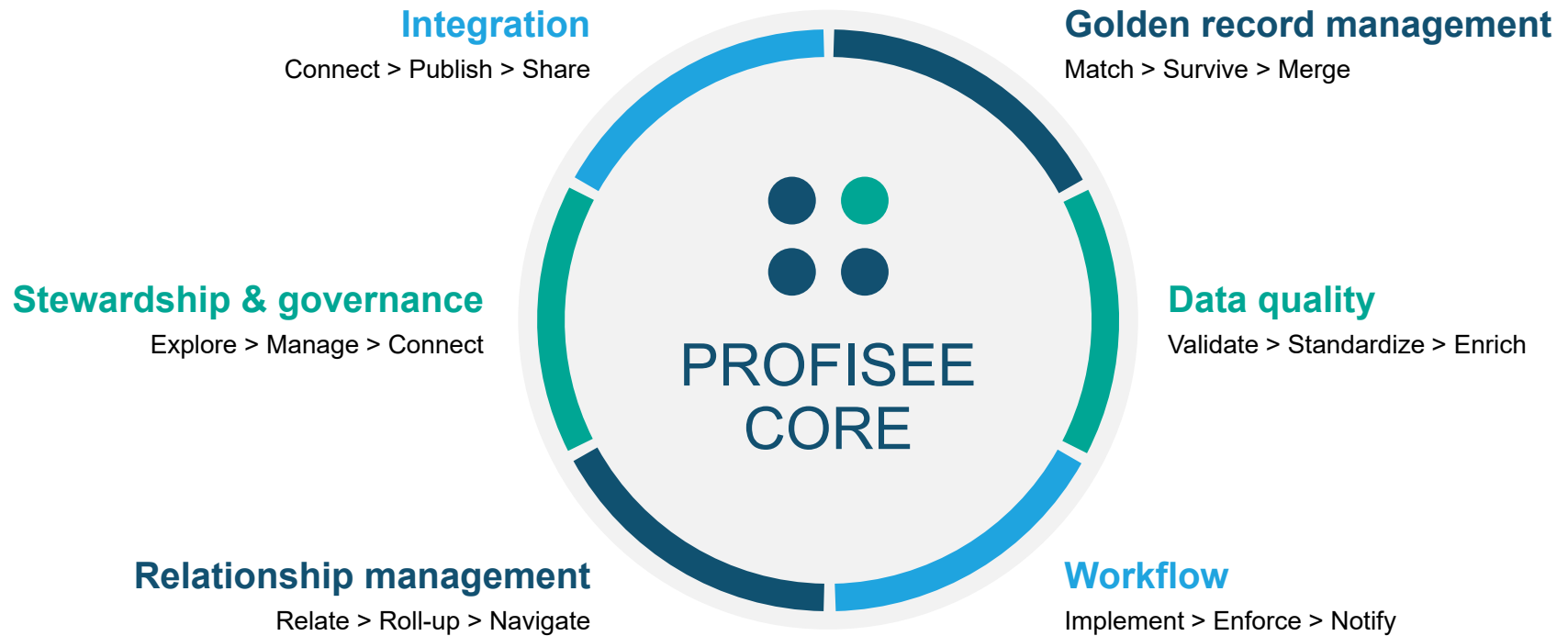
- ✓ Match/merge
- ✓ Data quality
- ✓ Workflow
- ✓ Enrichment
- ✓ Relationship and hierarchy mgmt.

Most Profisee customers are multidomain:

- > **83% have more than one domain**
- > **63% implement a second domain in their first year**

Your MDM platform **must cover all domains** required for your business.

Multidomain master data management



Profisee MDM

FAS

Fast, affordable, scalable

✓ **Fast**

Time to value

✓ **Affordable**

Start small and grow

✓ **Scalable**

Large data volumes, flexible configurations, any domain



Profisee has more implementations taking under three months than any other vendor.



Profisee customers report an economically priced offering and favorable TCO.



Profisee has a broad range of customers across industries, domains, and deployment models.

Profisee MDM

FAS

Fast, affordable, scalable

- ✓ **Fast**
Time to value

- ✓ **Affordable**
Start small and grow

- ✓ **Scalable**
Large data volumes, flexible configurations, and domain



Multidomain

- ✓ **Inherently multidomain**
Maximizes coverage and ROI

- ✓ **No technical or pricing limitations**

- ✓ **Profisee customers are multidomain**
83% have more than 1 domain
63% implement a second domain in their first year



Among all MDM vendors, Profisee has one of the highest percentages of customers running multiple domains.

Profisee MDM

FAS

Fast, affordable, scalable

- ✓ **Fast**
Time to value

- ✓ **Affordable**
Start small and grow

- ✓ **Scalable**
Large data volumes, flexible configurations, and domain



Multidomain

- ✓ **Inherently multidomain**
Maximizes coverage and ROI

- ✓ **No technical or pricing limitations**

- ✓ **Profisee customers are multidomain**
83% have more than 1 domain
63% implement a second domain in their first year



Easy

- ✓ **Pre-integrated**
Microsoft Purview, Azure Data Factory

- ✓ **Cloud-native SaaS & PaaS**
Higher efficiency and lower cost

- ✓ **Easy to learn**
Self-paced training



Thank you.

Smart decisions. Lasting value.™

[Learn more at crowe.com](https://www.crowe.com)

"Crowe" is the brand name under which the member firms of Crowe Global operate and provide professional services, and those firms together form the Crowe Global network of independent audit, tax, and consulting firms. "Crowe" may be used to refer to individual firms, to several such firms, or to all firms within the Crowe Global network. The Crowe Horwath Global Risk Consulting entities, Crowe Healthcare Risk Consulting LLC, and our affiliate in Grand Cayman are subsidiaries of Crowe LLP. Crowe LLP is an Indiana limited liability partnership and the U.S. member firm of Crowe Global. Services to clients are provided by the individual member firms of Crowe Global, but Crowe Global itself is a Swiss entity that does not provide services to clients. Each member firm is a separate legal entity responsible only for its own acts and omissions and not those of any other Crowe Global network firm or other party. Visit www.crowe.com/disclosure for more information about Crowe LLP, its subsidiaries, and Crowe Global.

The information in this document is not – and is not intended to be – audit, tax, accounting, advisory, risk, performance, consulting, business, financial, investment, legal, or other professional advice. Some firm services may not be available to attest clients. The information is general in nature, based on existing authorities, and is subject to change. The information is not a substitute for professional advice or services, and you should consult a qualified professional adviser before taking any action based on the information. Crowe is not responsible for any loss incurred by any person who relies on the information discussed in this document. © 2022 Crowe LLP.