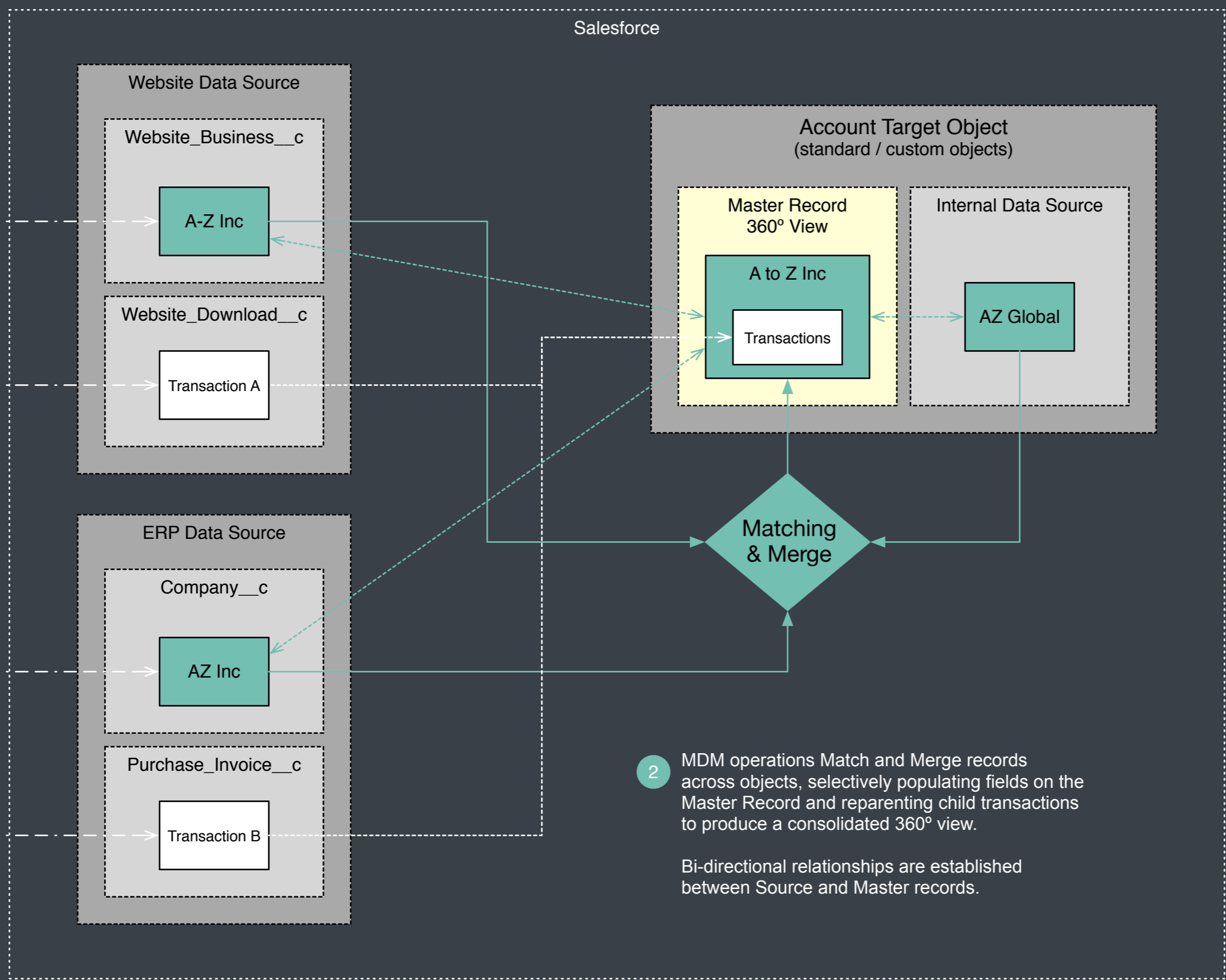


# Implementation Model 1 - External Data Consolidation

1 Data Integration flows transit master data records plus transactions to the MDM Hub in their native data structures.

Data Integration Layer



2 MDM operations Match and Merge records across objects, selectively populating fields on the Master Record and reparenting child transactions to produce a consolidated 360° view.

Bi-directional relationships are established between Source and Master records.

**External Data Consolidation Notes :**

- Data is integrated using native data structures to provide future extensibility.
- External system data is transient and can be deleted following MDM processing.
- Identifiers from external systems can be populated on the Master Record.
- Source records can be related to the Master Record via Lookup relationship field.