

AUTOMATED SOLUTION

clearMDM delivers a fully automated MDM solution that consolidates Salesforce data or integrated data into a de-duplicated Master Data-set enriched with knowledge (attributes plus transactional data), drawn across data sources.

TIME-EFFICIENT DATA STEWARDING

MDM operations can be assembled to align with the required data governance process; the level of manual intervention is fully adjustable.

QUICK TO IMPLEMENT

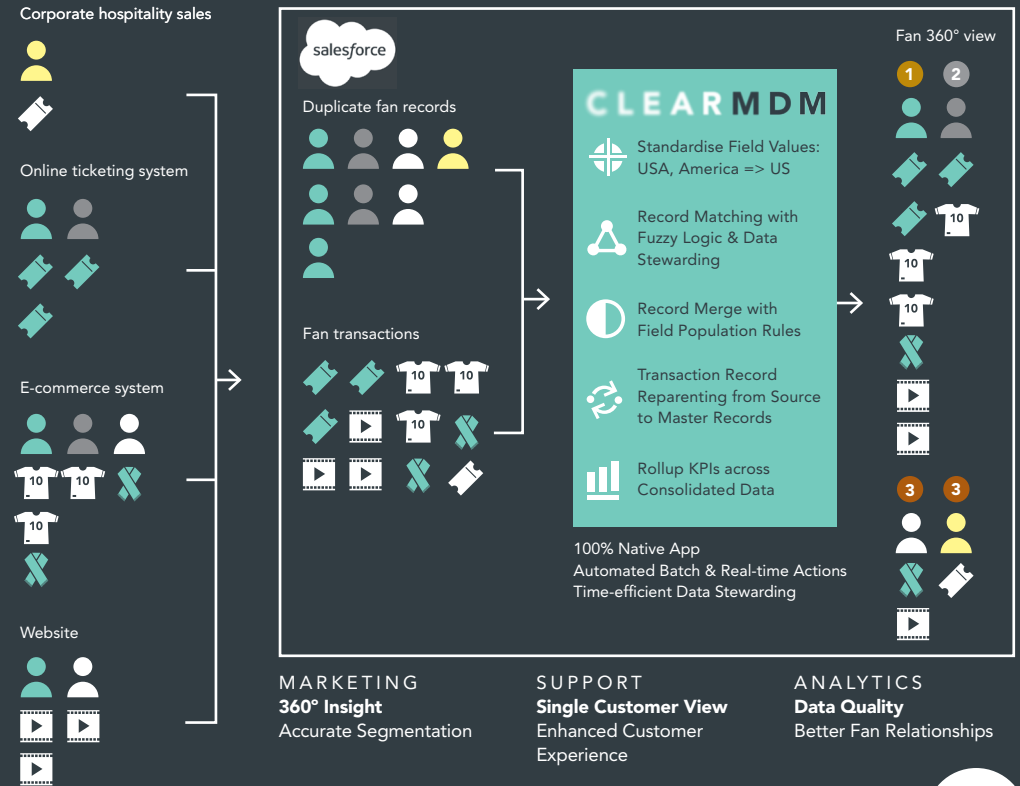
clearMDM has been designed to be implemented and maintained by Salesforce Administrators within a typical 5-10 implementation cycle. The application configuration is highly flexible allowing matching and merge rules to reflect the characteristics of the source data.

100% NATIVE

The clearMDM application is a Certified Managed Package that installs from the AppExchange®. All MDM operations run within the Salesforce org with no off-platform data processing.

MDM ON THE SALESFORCE PLATFORM

The Salesforce cloud platform provides a solid foundation for MDM solutions; schema design tools, process automation and business rule definition features, field-level history tracking plus a robust record-level security model being selected examples. Master Data once assembled is typically a highly valuable data asset; MDM on the Salesforce platform promotes exploitation of this asset via web apps, mobile apps and analytics.



KEY USE CASES

- > **External Data Consolidation.** Manage the ongoing flow of data onto the Salesforce platform from external sources (ERP, Website, E-commerce etc.) to extend or augment the Master Data-set.
- > **Internal Data Management.** De-duplicate and consolidate existing Salesforce records with point-of-entry protection.
- > **MDM Hub.** Extend MDM processing to external systems via REST API operations.

BUSINESS BENEFITS

- > **Single Customer View** = Operational Efficiency. Business users view a single Master Record; duplicate records are hidden. Duplicate management is an administrative issue not a business concern.
- > **360-degree Insight** = Enhanced Customer/ Supplier Relationships & Accurate Segmentation.
- > **Traceability.** Master Records maintain a linkage with the Source Records they represent enabling traceability across system boundaries.
- > **Data Quality.** Point-of-entry protection prevents duplication at source.

MDM OPERATIONS

- > **Standardisation.** Flexible standardisation rules that improve matching success.
- > **Matching.** Cross-object record matching driven by configurable rules (Exact-phrase, Fuzzy and Deterministic types).
- > **Merge.** Cross-object record merge controlled by configurable trust rules which determine how master record fields are populated.
- > **Consolidation.** Completes the 360° view by relating transactional records (Invoices, Orders, Cases etc.) to master records and calculating aggregates over the consolidated view.

TECHNICAL ASPECTS

- > Licensed per Production org; no user or data limits.
- > Compatible with Standard and Custom Objects.
- > Compatible with Person Accounts & Accounts/Contacts related to Portal Users.
- > Transactional Record processing via REST API or Process Builder / Incremental or Bulk Record processing via Scheduled Jobs.
- > Installed from the Salesforce AppExchange®. Certified Lightning Ready.

EVERTON FC



Everton FC is a well established English Premier League football club from Liverpool. The club was formed in 1878 and has a successful history founded on a rich tradition of community focus, innovation, bravery and determination to live up to the club motto 'Nil Satis Nisi Optimum' (nothing but the best is good enough).

Everton FC have implemented clearMDM to deliver a 360° view of the fan that consolidates insight drawn across Ticketing, Hospitality, Merchandising and online interaction channels. The Fan 360° provides a clear picture of each fan's individual relationship with the club and provides the basis for customer service excellence and deep marketing insight.