



ChainSys Master Data Governance: **Bringing Control, Consistency, and Trust to Enterprise Data**

Executive Summary

Did you know that a large portion of enterprise master data is duplicated, inconsistent, or lacks clear ownership, yet it drives every critical business decision? In this guide, we explore how organizations can address these challenges through a structured Master Data Governance approach, and how ChainSys enables this transformation by bringing control, standardization, and accountability to master data across the enterprise.

Fact Check: Why Change Your Approach?

92%

Data governance gaps are a major risk, 92% of enterprises report breaches linked to governance failures. (Gitnux)

84%

84% of digital transformation projects are marked as failures, for the reasons mostly attributed to poor data quality and governance. (ElectrolQ)

60%

Gartner predicts that through 2026, organizations will abandon 60% of AI projects unsupported by AI-ready data. (Gartner)

Building a Governed Data Foundation

What Strong Governance Looks Like	Why Governance is Non-Negotiable
A single, trusted master record across the enterprise	Ensures consistency across systems
Clearly defined data ownership and stewardship	Eliminates duplication and ambiguity
Controlled creation, update, and approval processes	Enables reliable analytics and reporting
Continuous data quality enforcement	Supports regulatory compliance
Embedded compliance and audit mechanisms	Creates a foundation for AI and automation

Introducing ChainSys Smart Data Platform: From Governance Vision to Execution

ChainSys Smart Data Platform turns governance from a set of guidelines into something that actually works in day-to-day operations. It brings your master data, rules, workflows, and quality checks into one place, so every record is created, validated, and maintained in a controlled way. The result is a consistent, reliable data layer that stays aligned across systems and can be trusted by the business.

AI-Enabled Data Governance & Data Quality Capabilities



AI-Powered Data Profiling:

Automated discovery of data structures, patterns, and anomalies with AI enablement to accelerate issue detection.



AI-Driven Automated Validation:

Policy-driven validation framework that ensures only compliant data enters the system, with real-time enforcement.



AI-Assisted Cleansing & Standardization:

Resolves inconsistencies using AI and automation, enabling scalable and consistent data preparation.



AI-Enabled Deduplication & Matching:

Advanced matching capabilities powered by AI and automation to eliminate duplicates and unify records.



Intelligent Workflow Orchestration:

Orchestrates approval workflows, governance lifecycle execution, and maintains a complete audit trail.



Golden Record Creation:

Establishes a trusted single source of truth through governed consolidation of data.



Secure Governance & Audit Intelligence:

Enforces role-based access control with end-to-end traceability of all data changes and approvals.

Master Data Governance Architecture Diagram

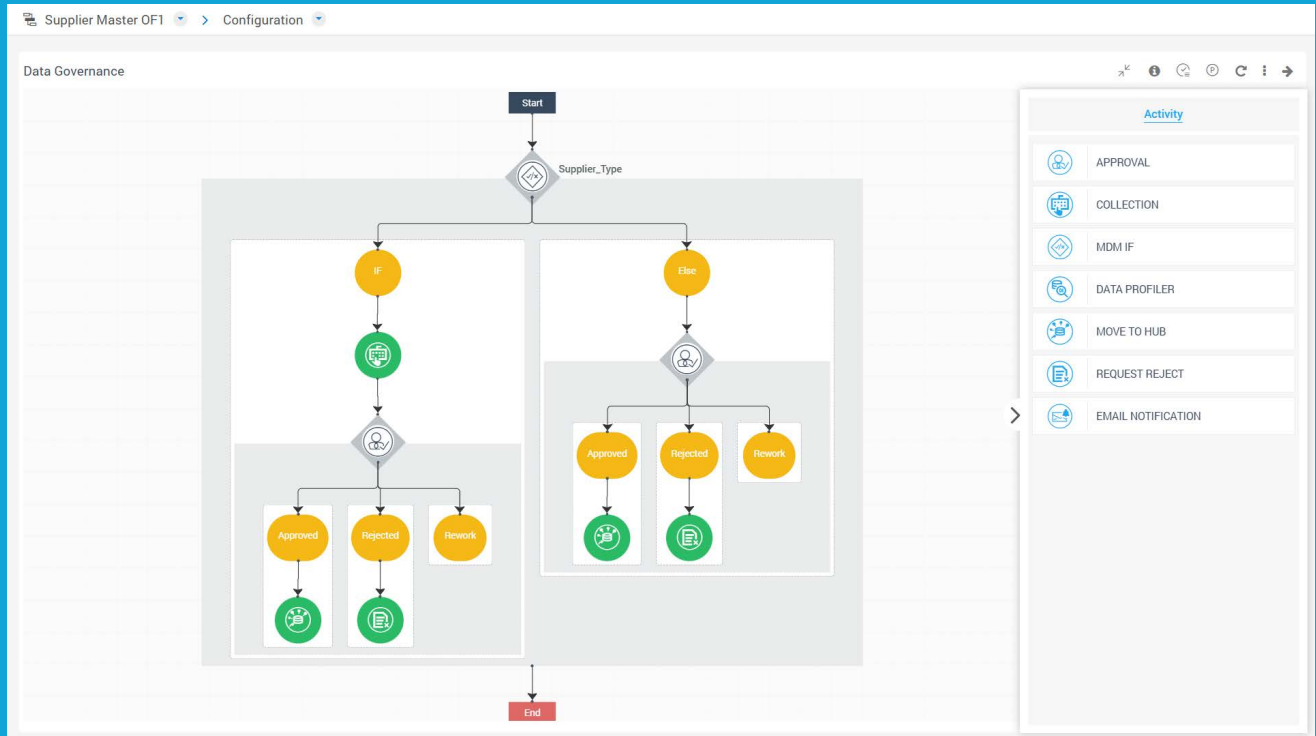


From Data Intake to Trusted Records: A Seven-Stage Governance Flow

Step: 1

Set up Governance Framework:

Establish governance activities to define policies, roles, and controls.



Step: 2

Define Quality Rules:

Configure business rules to validate and ensure data quality

The screenshot shows the 'dataZen' interface for configuring a quality rule. The breadcrumb path is 'Rule_List > Master_Object > Supplier Master OF1 > Rule : Taxpayer_ID_Length'. The rule configuration is shown in three sections: 'Definition', 'Actions', and 'Condition'. The 'Definition' section has 'Left Expression Type' set to 'Page', 'Left Page Name' set to 'Page Name', and 'Left Attribute Name' set to 'Select'. The 'Actions' section has 'Operator' set to 'Select'. The 'Condition' section has 'Right Expression Type' set to 'Constant', 'Right Page Name' set to 'Page Name', and 'Right Attribute Name' is empty. Below the configuration, there are buttons for 'Reset', 'Add Condition', and a list of conditions: 'Taxpayer ID IS NOT NULL', 'AND', and 'Length (Taxpayer ID) != 10'. The rule is currently disabled, as indicated by a blue circle with a slash.

Step: 3

Data Intake & Validation:

Capture incoming data and validate against defined quality rules

The screenshot shows the dataZen interface for 'Supplier Master OF1'. It displays a summary of validation results: Total 91, Yet to Validate 0, Validated 91, Success 23, Warning 0, and Error 68. Below this, a table lists rule-wise records with columns for SI.No, Rule Name, Description, Success, Warnings, and Errors.

SI.No	Rule Name	Description	Success	Warnings	Errors
Object Name: SUPPLIER_STD_OF1_238 (3)					
1	Taxpayer_ID_Length	The taxpayer ID should be ten characters	77	0	14
2	Check_DUNS_Length	DUNS Number should be of 9 characters	77	0	14
3	PAYMENT_METHOD	Payment Method Should be mandatory	39	0	52
Object Name: SUPPLIER_ADDRESS_OF1_238 (2)					
4	Postal_Code_Length	Postal Code should be 5 characters for US address	0	0	90
5	Check_STATE	State Should be mandatory	85	0	5

Step: 4

Processing & Cleansing:

Cleanse, standardize, and enrich data to improve overall accuracy

The screenshot shows the Bulk Editor interface for 'SUPPLIER_ADDRESS_...'. It displays a table with 16 records, each with a status icon (green checkmark or red triangle) and a checkbox. The table columns include SI.No, Supplier Name, Address ID, Address Name, Address Line1, City, State, County, Country Code, Postal Code, and Phone.

SI.No	Supplier Name	Address ID	Address Name	Address Line1	City	State	County	Country Code	Postal Code	Phone
1	Helrick Inc	1622156	LAUREL	6 Kains Ave	Baltimore	MD	Baltimore City	US	21215	410-520-4832
2	Brandt, Jonathan ...	1622249	AMMIE	74874 Atlantic Ave	Columbus	OH	Franklin	US		614-801-9788
3	Funding Equity Corp	1622189	TAWNA	3305 Nabbell Ave 679	New York	NY	New York	US	10009	212-674-9610
4	Kszl am Radio	1622333	ARLENE	3 Secor Rd	New Orleans	LA	Orleans	US	70112	504-710-5840
5	Bennett, Matthew ...	1622246	ALISHA	3273 State St	Middlesex	NJ	Middlesex	US		732-658-3154
6	Barragar, Anne L E...	1622184	VERONIKA	6 Greenleaf Ave	San Jose	CA	Santa Clara	US		408-540-1785
7	Angelo International	1622183	KILEY	25 E 75th St 69	Los Angeles	CA	Los Angeles	US	90034	310-498-5651
8	ABC Tank Co	1622329	JOSEPHINE	4 B Blue Ridge Blvd	Brighton		Livingston	US	48116	810-292-9388
9	NE Industrial Distr...	1622157	LUCINA	8597 W National Ave	Cocoa	FL	Brevard	US		321-749-4981
10	Ballinger, Maria Ch...	1622205	FLETCHER	394 Manchester Blvd	Rockford	IL	Winnebago	US	61109	815-828-2147
11	Highland Meadow...	1622330	ELZA	6794 Lake Dr E	Newark		Essex	US	07104	973-927-3447
12	Gaddis Court Repo...	1622339	PENNEY	18 Fountain St	Anchorage		Anchorage	US	99515	907-797-9628
13	Communication B...	1622208	LAVERA	678 3rd Ave	Miami		Miami-Dade	US	33196	305-606-7291
14	Buelt, David L Esq	1622274	ERNIE	45 E Liberty St	Ridgefield Park		Bergen	US	07660	201-709-6245
15	Voyager Travel Ser...	1622181	MITISUE	1390 Market St	San Francisco			US	94102	
16	Goodknight, David R	1622324	KALLIE	701 S Harrison Rd	San Francisco	CA	San Francisco	US	94104	415-315-2761

Step: 5

Workflow Execution:

Execute structured workflows for approvals and data governance processes

Request Number: 494

K & J Groups
Current Status: **In Collection**

Request Details
Requester: **supplier_requester** (supplier_requester@chai...)
Request Type: **Requested On**
NEW 17-APR-2026 15:18:06

Last Activity
No Last Activity found

Activities

- Collection** (Supplier_Collector)
17-APR-2026 15:40:54 **In Progress**
00 : 01 : 05 : 50
Action Progress by **supplier_steward** (supplier.steward@chainsys.com)
- Approval** (Supplier_Approval)
Yet to Begin
Yet to Progress
Action yet to Progress by **supplier_owner** (supplier.owner@chainsys.com)
- Move to Hub** (Supplier_Hub)
Yet to Begin
Yet to Progress

435 In Collection 433

Step: 6

Golden Record Creation:

Create a single trusted master request

Supplier Master OF1 > Actions

My Project Template Download

Project List EBS Supplier Records

Batch List 1
17-APR-2026 05:19 **In Progress**
Success 50 Error 0

Total 50 Success 50 Cancelled 0 Initiated 0 Yet to Initiate 50 Error 0

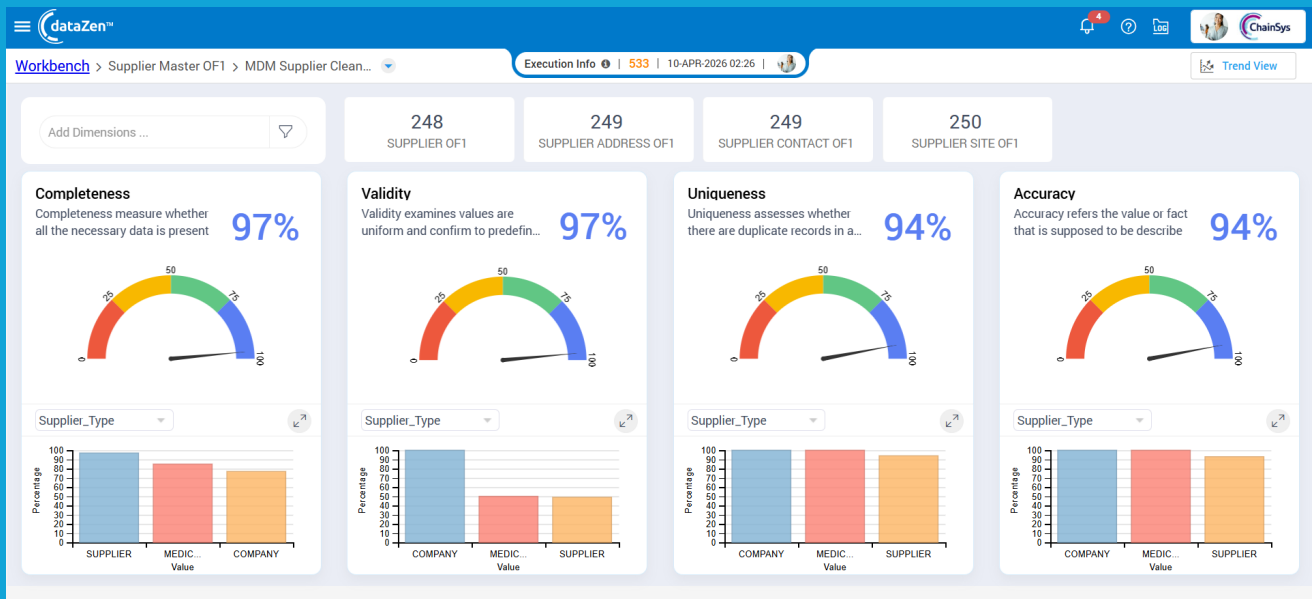
SI.No	Validation	Request Type	Supplier Number	Supplier Type	Supplier	Alternate
1	<input type="checkbox"/>	New	3434249	SUPPLIER	TerraSource Logistic	TerraSou
2	<input type="checkbox"/>	New	3434281	SUPPLIER	TerraNova Procurem	TerraNov
3	<input type="checkbox"/>	New	3434271	SUPPLIER	IntelliTrade Resourci	IntelliTra
4	<input type="checkbox"/>	New	3434234	SUPPLIER	Apex Industrial Supp	Apex Indi
5	<input type="checkbox"/>	New	3434270	SUPPLIER	MegaCore Equipmer	MegaCor
6	<input type="checkbox"/>	New	3434282	SUPPLIER	InfinitySource Trade	InfinitySc
7	<input type="checkbox"/>	New	3434267	SUPPLIER	NorthStar Supply Ch	NorthSta
8	<input type="checkbox"/>	New	3434278	SUPPLIER	FalconEdge Supplier	FalconEd
9	<input type="checkbox"/>	New	3434255	SUPPLIER	EverTrust Industrial	EverTrus
10	<input type="checkbox"/>	New	3434283	SUPPLIER	EliteCore Supply Sys	EliteCore
11	<input type="checkbox"/>	New	3434274	SUPPLIER	SmartBridge Procure	SmartBri
12	<input type="checkbox"/>	New	3434253	SUPPLIER	Precision Parts Distr	Precision

1 to 50 of 50

Step: 7

Integration & Monitoring:

Integrate mastered data into systems and continuously monitor quality and performance



From Data to Decisions: The ChainSys Impact



Data Accuracy & Integrity:

Achieved up to a 95% reduction in duplicate, missing, and inaccurate records, significantly improving overall data reliability



Decision-Making Effectiveness:

Delivered a 40–50% improvement in decision-making accuracy through access to high-quality, trusted data



Operational Agility:

Accelerated reporting cycles and product launches by 30–50%, enabling faster business response



Risk & Compliance Reduction:

Reduced compliance incidents by over 80%, minimizing regulatory exposure and reputational risk



Workforce Productivity:

Increased staff productivity by 20–35% through automation and streamlined data management processes

ChainSys in Action: Real-World Data Governance Success

ChainSys Supercharges leading financial advisory service's Enterprise Data Strategy & Governance, Unlocking Limitless Potential

Business Situation

A leading global provider of risk management, corporate governance, and financial advisory services, rely on vast amounts of data coming from multiple systems and sources, which include client data, company information, and transactional data. However, managing and extracting valuable insights from this data has been challenging due to:

Data is stored across various systems, often in disparate formats, making it difficult to consolidate and utilize for decision-making.

Data Fragmentation



Inconsistent data quality, including duplicate records and errors, leads to inefficiencies and increases the risk of incorrect decision-making.

Data Quality Issues



Manual Data Management

Heavy reliance on manual processes for data maintenance and reporting, resulting in slow response times and high operational costs.



Lack of Governance

Without clear data ownership and governance policies, there is a risk of non-compliance and missed opportunities for optimization and automation.



Project Scope



Enhance Data Ecosystem:

- Build a unified, governed data environment to support advanced analytics and business operations.



Data Extraction:

- Consolidate 200 million data from various sources, including PDFs and templates, into a unified repository.
- Ensure data quality with checks, controls, and corrections.



Master Data Management (MDM):

- Centralize, de-duplicate, enrich, and validate Client and Company data.
- Enable automated data enrichment using trusted external providers.



Data Governance:

- Implement policies and standards for data privacy, ownership, and governance.
- Define clear operating guidelines for data management processes.



Digital Transformation Support:

- Support migration to MS Dynamics and seamless integration with Salesforce.
- Provide a single source of truth for Client and Company data.

Key Benefits



Streamlined Data Management:

The centralized platform reduces the complexity of managing multiple data sources and systems.



Faster Decision-Making:

With over 200 million of consolidated and high-quality data points, Client can generate reports and insights faster, enabling better decision-making.



Governance and Compliance:

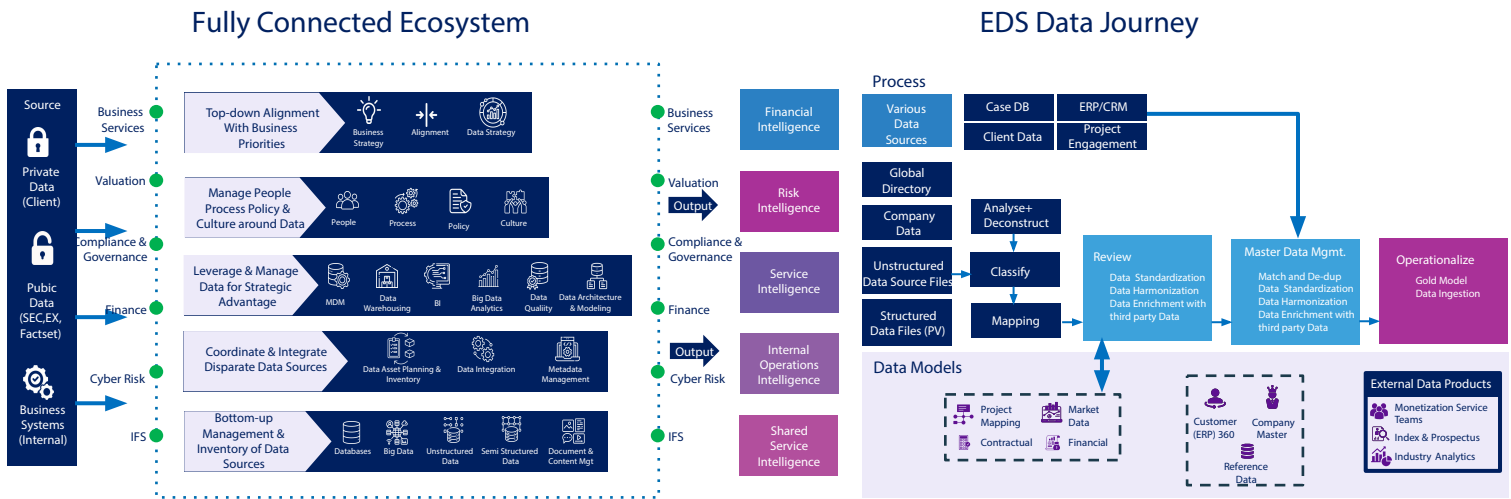
ChainSys ensures that the client adheres to data governance best practices, protecting sensitive information and meeting regulatory requirements.



Enhanced Operational Efficiency:

Automation and low-code/no-code tools reduce manual data management efforts, leading to high cost and time savings.

Illustration



World's leading Brand
Trust
 Our Data Solutions



Our Differentiators

10000+

Smart Data Templates for 200+ Applications

70%

Cost & Time Reduction in Data Ingestion Migration

99.9%

Data Quality Improvement

360°

Perspective with Automated Governance Protocols

Low / No code

Approach for ease of Development & Rapid Deployment

Chainsys Unveiled



Places

Global Headquarters



People

1500+ Data Professionals Worldwide

1000+ Data Engineering Experts (Development, QA, DevOps, Security & Support) Team

300+ Enterprise Applications Experts

90% Employee Retention Rate



Process

Hub & Spoke Architecture

Data Management Accelerators with 10000+ templates



Projects

Completed 500+ Projects for Our Customers Worldwide

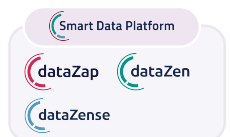
We offer value added services on our products Like:

1. Advisory
2. Architecture
3. Implementation
4. Training
5. Support



Product

Manage your Data



Manage your Business



Partnership

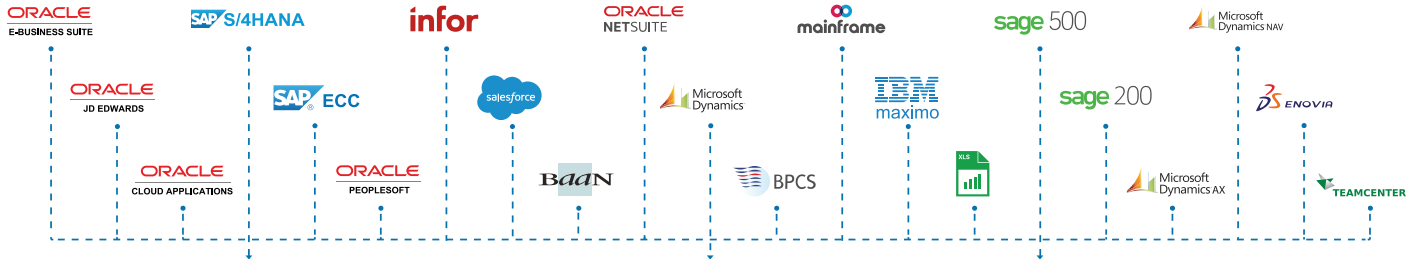


Technology



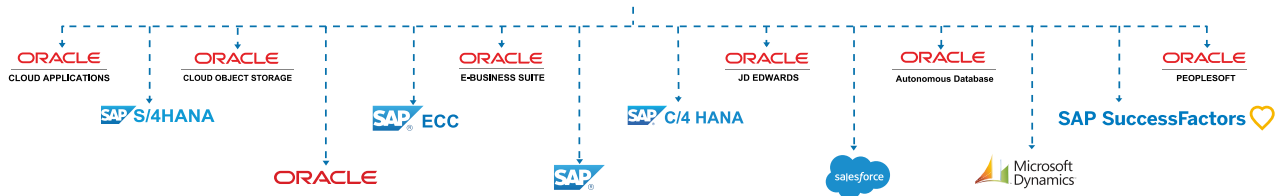
Effortless Connection with Smart Data Platform

Migrate or integrate data seamlessly from any source to any destination ensuring 99% quality and governance.



- AI-Driven Simplified & Rapid ETL/ELT
- Smart AI-Powered Migration
- Seamless AI-Based Data Ingestion
- Comprehensive Data Governance
- AI-driven Data Quality Management
- Multi-Domain MDM Implementation
- Scalable Data Discovery & Cataloging
- Customized Visualization
- One Platform Analytics to Security

Smart Data Platform™



“

I am honored to serve as ChainSys's CEO during this remarkable era of Digital transformation, as ChainSys is on an exciting trajectory to support this shift and help customers design, implement, and deploy the latest innovations in enterprise data management. We are honored to have a great customer base, hard-working & multi-skilled employees across the globe, and a respectful position in all the markets where we compete.

Sundu Rathinam Founder/ CEO/ CTO, ChainSys

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