



**E-Paper**

# MDM in Retail

# Master Data Management: The foundation for smooth trading processes

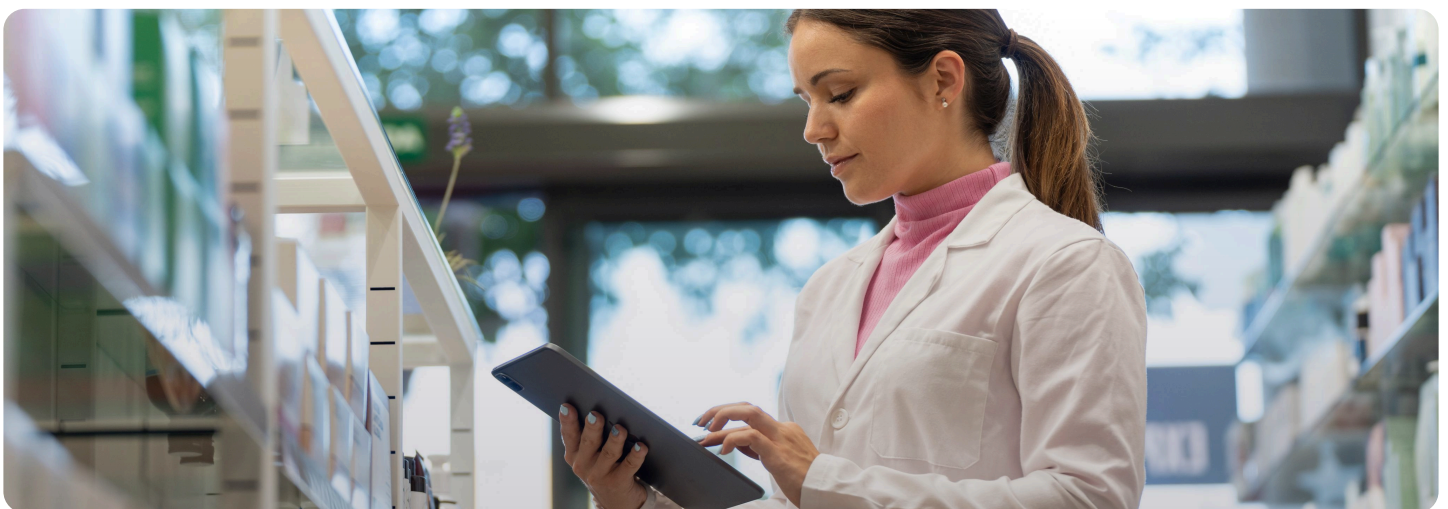
Retail thrives on close collaboration between manufacturers and retailers, making a smooth exchange of information essential. Even minor delays or inconsistencies can slow down product launches, weaken the effectiveness of customer communication, and trigger resource-intensive correction loops. As modern supply chains operate on a global scale and partners follow different data standards, large-scale data exchange often becomes a source of friction. With every new business partner, data volumes and complexity increase, eventually requiring a fundamental rethink of working practices, starting with data onboarding. Master data management (MDM) provides the technological foundation for automation and high data quality.

## Master Data Management in Modern Retail

Growing data volumes, global supply chains, and an increasingly fragmented system landscape pose significant challenges for information management across the retail sector.

Differences in standards and data quality levels impair operational processes—from procurement and product communication to reporting and performance management—as well as the ability to make fast, well-informed decisions. In addition, data silos and slow processes often reflect deeper structural issues along the information supply chain.

Retailers are therefore required to ensure the quality of supplier data from the very beginning of the onboarding process and to structure it in a way that makes it usable across the organization for all relevant stakeholders and departments. Master data management provides the necessary technological foundation by establishing a single source of truth—a central and reliable data repository for business-critical objects (such as products, customers, and suppliers) and their master data. Core capabilities of MDM systems include the integration of distributed data sources (e.g. Excel files, supplier portals, and data pools) as well as the enforcement of data governance rules and quality standards.





**“Multi-domain MDM ensures agility and enables retailers to make data-driven decisions while staying one step ahead of the competition.”**



**Otakar Tomes**  
CEO Advellence

## Criteria for Selecting an MDM Solution

Choosing a software solution is not about finding the “best” product on the market, but the one that best fits the organization and its strategic objectives. This requires a clear definition of business requirements by all relevant stakeholders.

From a technological perspective, the focus should be on an open architecture. API-first approaches enable seamless integration with other systems, ensuring flexibility and scalability. Equally important is a generic data model that avoids rigid structures and can be adapted to evolving business needs.

Within the MDM context, organizations must also decide whether to implement a single-domain or multi-domain MDM solution. Single-domain solutions focus on a specific data domain and can typically be implemented more quickly. They are particularly suitable when addressing individual departments and clearly defined use cases. Multi-domain MDM, in contrast, integrates multiple data domains within a single platform. This approach enables a holistic view of business-critical objects and their interrelationships, forming the basis for improved analytics and coordinated decision-making across departments.

## The Role of the Integrator

The full value of an MDM system is realized when high-quality data is seamlessly integrated into the information supply chain—including existing systems, data processes, and workflows. As outlined previously, this requires an appropriate system architecture as well as a holistic data and implementation strategy that takes all use cases and stakeholders into account.

Software integrators support organizations throughout this journey: in selecting the right solution, integrating it into the system landscape, and implementing effective data governance. A strong integrator stands out not only through technical expertise, but also through industry experience and a strong sense of change management.



# CONCLUSION

## MDM as the Foundation for Data Quality

In a global and dynamic retail environment, smooth data processes are indispensable. As in many other industries, establishing a strong foundation for data quality within the information supply chain is a critical first step. MDM systems address this need by providing a central data backbone and creating so-called “golden records” for business-critical objects—records that can be used, processed, and enriched across the organization.

Because MDM forms the foundation of enterprise data quality, its implementation is inherently complex. It requires a clear data strategy as well as experienced integration partners who can support organizations throughout the process.



## About Advellence

As an experienced digital transformation partner for companies of all sizes and industries, Advellence supports organisations in the sustainable development of their digitalisation strategies – building on their existing IT landscape and process structures. With extensive technical and domain expertise, Advellence provides both strategic consulting and hands-on support in the implementation and integration of systems, data, and processes.

With our strong and continuously growing network of technology partnerships, we identify the ideal solution for any starting point – from data and information management to modern work solutions and advanced data and analytics scenarios that give your company the competitive edge it needs.

We connect all your data so it can tell your story. Technical precision is our craft; project execution is our passion. Consulting, technology selection, implementation, development, and integration: At Advellence, you get everything from a single source – with the Advantage of Excellence.

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