Streamline enterprise data with a unified platform for better decisions

Organizations struggle to maintain consistent, accurate master data across systems and departments. Disconnected processes and manual data handling lead to inefficiencies, poor analytics, and missed opportunities. Teradata Master Data Management (MDM) addresses these challenges with a single platform and application that empowers business users to manage reference data and customer identities with agility and confidence. Teradata MDM along with Reference Data Management and Connected Identity provide services to harmonize data, automate workflows, and enable self-service processes. By standardizing business entity definitions and improving data quality, MDM simplifies business processes, enhances organizational speed and agility, and provides a holistic view of the enterprise.

Enhance analytics with Reference Data Management

Organizations depend on accurate reference data to connect and rationalize business information, but accessing this data can become complicated, fast. As part of MDM, Teradata Reference Data Manager is a self-service solution developed to increase analytic accuracy, improve data security, and provide rapid insights. It delivers a range of capabilities:

- **Enables Business Self-Service:** Empower users to enrich, maintain, and publish reference data—plus upload Excel files directly into Teradata Vantage™ with built-in governance.

- **Drives Business Agility:** Eliminate manual processes and enable proactive maintenance with automated alerts and notifications.

- **Provides Visibility and Compliance:** Understand change and lineage of data with traceability and visibility capabilities, including roll-back and role-based security.

- **Delivers Trusted Analytics:** Unlock effective analytics with improved data quality, time-based analytics, and extended transaction data with rule-based or manually defined tagging logic.

Drive business value with three core use cases

Teradata Reference Data Manager enables self-service enrichment of attributes, approvals, and business rules. It automates alerts when data is misclassified or incomplete, supporting three key use cases:

Self-Service Management

To reduce IT reliance, users can manage data through a user-friendly web UI or Excel uploads. They can perform create, read, update, and delete (CRUD) actions, set up automated alerts, and make mass updates—all through a self-service interface that boosts agility and control.

Harmonization of Code Sets

Teradata harmonizes code sets, lookup tables, and name-value pairs from multiple systems into a unified view for analytics. Reference Data Manager streamlines this process with workflows to standardize values, track changes over time, and alert users to missing or unknown data.

Multi-Dimensional Hierarchy Management

Users can easily explore, update, and manage data hierarchies at any level using a visual interface or Excel uploads. Teradata alerts users to changes—especially in slowly evolving hierarchies—so updates can be reviewed and incorporated into decision-making quickly.

Strengthen customer trust with Teradata's Connected Identity solution

Teradata Connected Identity helps organizations unify customer data across digital and offline channels to create a single, trusted view of each individual. By linking interaction and transaction data, businesses gain deeper insights into customer behavior and preferences. This harmonized foundation supports advanced analytics and fuels personalized experiences across platforms like Salesforce, Adobe, and Vantage Customer Experience.

Key capabilities include identifying anonymous users, integrating data across silos, and enriching customer profiles with third-party data. The solution also ensures data lineage and governance, enabling transparency and control across the enterprise.

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Enable comprehensive product features

Teradata's Connected Identity offers several features to help organizations better manage and leverage their data:

- **Customer 360:** Manage golden customer records to support lifecycle management, clickstream integration, and visibility into customer interactions through a web-based interface.

- **Third-party data:** Use any third-party data enrichment or overlay services to enhance existing profiles and reveal identities to gain greater accuracy.

- **Web service APIs:** Allow external systems like call centers to interact with customer data.

- **Pre-built data model:** Simplify deployment and customization.

Additional features include time-based analytics, role-based security, and the ability to overlay existing profiles with enriched demographic data. These tools empower teams to manage customer identities with precision and agility.

Improve customer understanding

Teradata MDM with Connected Identity drives high-impact outcomes by revealing customer traits and tracking journeys across touchpoints. It enables marketing attribution, optimizes campaign spend, and improves conversion by targeting users at the right moment. With a 360-degree view of each customer, teams can enhance engagement, reduce churn, and make data-driven decisions with confidence.

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and Trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most.
See how at Teradata.com.

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