

# The Ultimate MDM - Checklist

How to find the perfect **Master Data Management** to create a reliable Single Point of Truth.

- ✓ Use our Scoring System to find out if you even need a **MDM** in your company and which features you should look out for
- ✓ Learn everything about the **Users & Target Groups** as well as important features and the most common cost structures for **MDM**
- ✓ Find out about the **Differences** between **MDM, DAM, PIM** and **ERP** and which solution might be the best fit for you



# The most important advantages of an MDM solution

- ✓ Central database for all branches and locations
- ✓ Intuitive data consolidation in a central system
- ✓ Easy provision of data for retailers, partners & stores
- ✓ On-demand creation of product data sheets & catalogs
- ✓ Seamless integration into existing software solutions (ERP, CMS...)
- ✓ Integrated translation management for all languages
- ✓ Creation of product descriptions incl. translation via AI
- ✓ Individual access rights for internal and external persons
- ✓ Organization of content via own metadata taxonomy
- ✓ Channel-optimized output conversion for omnichannel marketing
- ✓ No more duplicate data records
- ✓ Low data maintenance effort in day-to-day business
- ✓ Simple search and retrieval of product data in seconds
- ✓ and many more



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## CHAPTER 01

# Do I even need a Master Data Management?

To answer this question, we recommend that you first determine your actual requirements using our scoring model.

Simply evaluate the following statements and place a check mark for each statement that applies.

**1 Checkmark = 1 Point**

# Do I even need a MDM System?



## Which of these situations sound familiar to you?

**Data inconsistency:** Different departments work with different versions of the same data, which leads to errors and misunderstandings.

**Difficulties with consolidation:** Data is scattered across different systems, which makes it complicated to bring them together for marketing and sales.

**Lack of data access:** Employees do not have equal access to current and relevant data, which hinders collaboration.

**Long time-to-market:** Due to inefficient data management and manual processes, the development and market launch of new articles is considerably delayed.

**Poor data quality:** Data is incomplete, outdated or incorrect, making it difficult to make informed decisions and jeopardizing business success.

**Duplicate data records:** Multiple data records exist for the same products or customers, which makes it difficult to maintain an overview and leads to errors and duplication of effort.

**Manual and error-prone processes:** Without a standardized system, data entry and maintenance is often done manually, which increases the risk of errors and delays.

**Redundancy of IT resources:** Without a centralized MDM system, multiple databases are often maintained, which puts a strain on IT resources and increases maintenance costs.

**Compliance problems:** Without centralized control over the data, legal requirements and compliance requirements cannot be reliably adhered to.

**Manual effort:** Due to a lack of automation and links to existing software, your data usually has to be entered or consolidated manually.

## Count your answers:

**0 - 3 Points:**  
**Low demand**



An MDM could help you in some areas help you to optimize the handling of master data in some areas, but there is no acute need.

**4 - 7 Points:**  
**High demand**



An MDM will help you to optimize the aforementioned workflows and generally reduce the time required in all of the above-mentioned areas.

**> 7 Points:**  
**Urgent need**



In view of the large number of error-prone and inefficient workflows, an MDM offers significant savings potential and various opportunities for improvement.



CHAPTER **02**

What role does a  
**Master Data Management**  
play in the company?

# What role does an MDM play in the company?



MDM provides companies with a uniform and reliable database that can be used across departments. This improves data quality, facilitates well-founded decisions and optimizes business processes.

## What is the aim of a classic MDM solution?

Traditional MDM software takes the approach of **collecting, maintaining and managing all important master data centrally**. It ensures that all departments and systems have access to a consistent and up-to-date data source by eliminating duplicates and automating data validation, which helps to improve data quality and efficiency.

## What role does ERP play in this context?

**ERP** (Enterprise Resource Planning) plays a crucial role in the context of Master Data Management (MDM), as it is often the central system in which an organization's master data is managed and used.

ERP systems integrate different business processes and departments, providing a consolidated view of the data, and the seamless integration of MDM with the ERP system ensures that all departments have access to the same, up-to-date and correct master data, which increases efficiency, reduces errors and provides a consistent database for analysis and decision-making.

## Can I use MDM without ERP?

Of course, MDM solutions can also be implemented independently in order to use them as a central database for your own master data. In any case, responsibilities must be clarified before implementation, i.e: Which system is the lead player and is primarily responsible for acting as the **single point of truth**.



CHAPTER **03**

# Target Group & Users

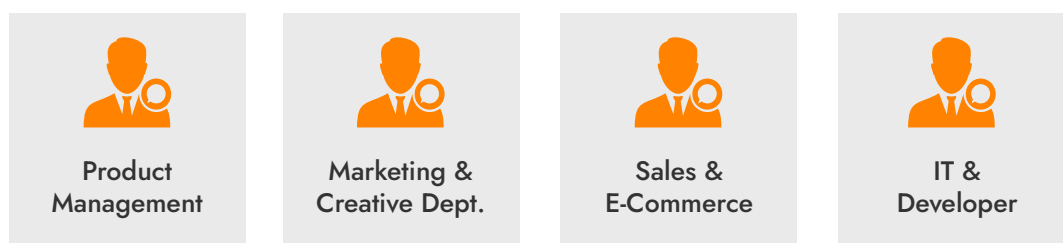




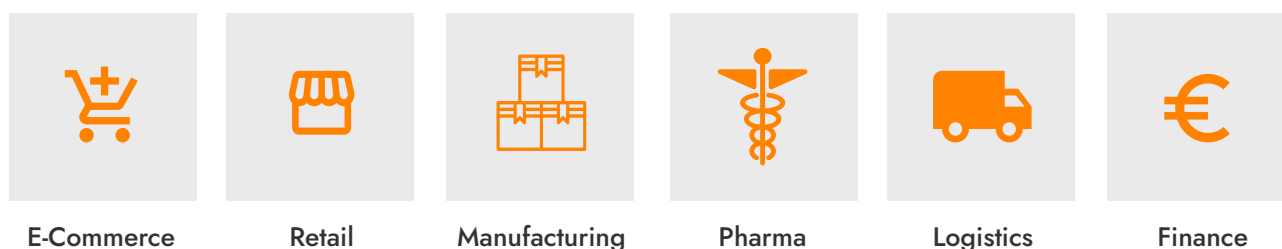
# Target Group & Users

For a smooth MDM implementation, it is essential that you develop absolute clarity about which departments should be involved and how your teams will benefit from the solution.

## Who needs a Master Data Management (MDM)?



## Which industries benefit from MDM?



## Typical user requirements





CHAPTER **04**

# Use Cases



# Which Use Cases with MDM?

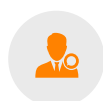
In the area of Master Data Management (MDM), there are numerous use cases that help companies to manage their data more efficiently and optimize their business processes.

## Product Data Management



- ✓ Management of product information, technical data and catalogs
- ✓ Support for product development, marketing and sales

## Customer Management



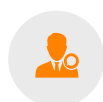
- ✓ Centralization of customer data from CRM, ERP and other systems
- ✓ Enables a 360° view of your own customers

## Financial Data Management



- ✓ Consolidation of financial data from different systems
- ✓ Support for financial reporting and compliance

## Employee Data Management



- ✓ Centralization of personnel data from HR systems
- ✓ Support for personnel administration and planning

## Vendor Data Management



- ✓ Management of supplier information and relationships
- ✓ Support for purchasing, procurement and supply chain management

## Comprehensive areas of application



- ✓ ERP: Integration of consistent master data in ERP processes
- ✓ Supply chain management: Provision of uniform product and supplier data
- ✓ Customer experience: Use of consolidated customer data for personalized experiences
- ✓ Business intelligence: Provision of high-quality data for analyses and reporting
- ✓ Compliance and risk management: Support with compliance with regulations



CHAPTER **05**

# Cost structure



# What are the costs for MDM?

In reality, the cost of a solution can vary greatly depending on factors such as company size, complexity of requirements, number of users and choice of hosting (on-premise or cloud).

## 1. One-time costs

One-off license fees and implementation costs are usually incurred for **self-hosted On-Premise** solutions. The costs here are often higher, as additional hardware, your own IT infrastructure and, if necessary personalized adjustments are necessary.

- I License costs:** One-off license costs for classic on-premise solutions can range between 50,000 and 500,000 euros, depending on the provider and company size.
- II Implementation:** The costs for implementation, including data migration, customizing and integration into existing systems, can amount to between 25,000 and 250,000 euros.
- II Training:** Employee training can cost between 5,000 and 20,000 euros, depending on the provider, scope and number of employees to be trained.

## 2. Yearly costs

**Cloud-hosted SaaS** solutions are typically linked to recurring yearly or monthly fees, which include the Licence Fees as well as the cost for hosting, maintenance and support. Depending on the amount of data (in GB or TB) the real life costs also vary greatly.

- I Licence costs:** For SaaS solutions (*Software as a Service*), annual fees are charged for the use, hosting and use, hosting, maintenance and updates of the software. These costs are usually between 50,000 and 100,000 euros per year.
- II Implementation:** The costs for implementation, including data migration, customizing and integration into existing systems, can amount to between 25,000 and 250,000 euros.
- III Maintenance & Customer Support:** Depending on the software vendor, the costs for a „standard“ support as well as maintenance and updates, are often times included in the recurring licence fees. Of course, there might be options for customized Service-Licence-Agreements (SLA) which can increase the price while receiving a higher standard in terms of customer support.

# Example for Cost Structure



## Example for On-Premise MDM

On-premise solutions generally incur one-off license fees and implementation costs, which are often associated with the acquisition costs for a dedicated server infrastructure. The simultaneous advantage and disadvantage is that customers are responsible for operating the software themselves.

- I One-off license costs: 100,000 €
  - II Implementation (incl. acquisition costs): 200,000 €
  - III Maintenance fees (maintenance, updates & support): 20,000 €
- 



## Example for a Cloud-hosted MDM

Cloud solutions generally incur monthly or annual license fees, which include a flat rate for maintenance, servicing and customer support. The advantage for customers is the convenience - after all, there is no internal effort involved in providing and operating a server infrastructure.

- I Annual license costs: 30,000 € (incl. maintenance, updates & support)
- II Implementation: 100,000 €



CHAPTER **06**

# Important Features

# Which features should not be missing in a Master Data Management system?



## **IMPORT**

- ✓ Automatic Import from ERP
- ✓ File Upload via Drag & Drop
- ✓ Automatic Tagging (AI)
- ✓ Use of your own attributes
- ✓ Simple CSV Import

## **TAXONOMY**

- ✓ Custom Metadata Taxonomy
- ✓ Metadata & Field Groups
- ✓ Customizable search templates
- ✓ Individual classification
- ✓ Multi-Level Data Hierarchy

## **ORGANIZATION**

- ✓ Integration of existing folders
- ✓ Localization & Translations
- ✓ Find & delete duplicates
- ✓ Managing product families
- ✓ Linking of product accessories

## **ACCESS RIGHTS**

- ✓ Complete access control
- ✓ Individual user groups
- ✓ Intelligent usage rights
- ✓ Read-only access for retailers
- ✓ Prevent unauthorized access

## **INTEGRATION**

- ✓ Universal RESTful-API
- ✓ Native ERP-Integration
- ✓ Bi-directional data transfer
- ✓ Connection to Shop, CMS, etc.
- ✓ CDN-Integration

## **OMNICHANNEL**

- ✓ Enrichment of external channels
- ✓ Automatic synchronization
- ✓ File-specific conversion
- ✓ Translation management
- ✓ Omnichannel tool linking





CHAPTER **07**

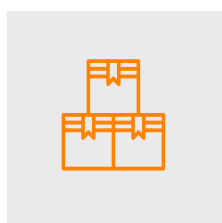
# Integrations

# Which **Integrations** must not be missing in your Master Data Management?

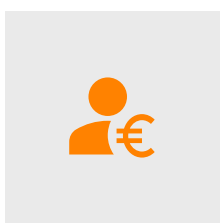


The main task of an integration (*often referred to as „API“*) is to partially automate the central consolidation of data from different sources. This not only reduces the error rate, but also the number of duplicates.

## Overview of the most important Data Integrations:



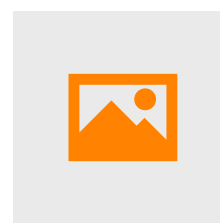
ERP



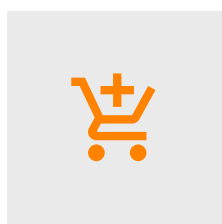
CRM



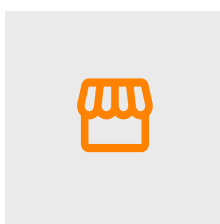
PIM



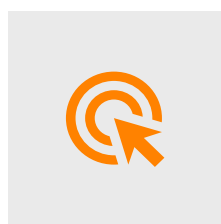
DAM



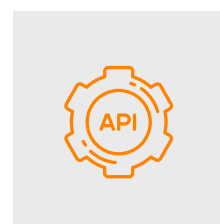
Webshop



Marketplaces



Marketing Tools



API-based



## How does an Integration work?

Integrations usually function via a **trigger** and an **action**.  
The defined trigger (*e.g. a change to the product description*) activates the linked action (*e.g. sending this updated description to the linked web store*).

It is also possible for data queries to be made via the integration. This mutual *bi-directional system communication* is made possible by standardized programming interfaces such as a *RESTful API*. This enables both periodic and real-time synchronization.



**PUSH**

Data is actively sent to a target system (real-time)



**PULL**

Data queries are carried out according to a fixed schedule (periodically).



CHAPTER **08**

# Challenges

# What challenges can arise in the course of implementation?



Introducing a central solution for master data management is no easy task. In the following, you will learn what the typical challenges are in the context of implementation and what is important.

## 1. Technical Challenges

- I** **Complexity of the software:** The complexity of MDM solutions can lead to difficulties during implementation and customization. Careful planning and possibly external support are often necessary.
- II** **Integration into existing systems:** Integration into the existing IT infrastructure can cause compatibility problems. A thorough analysis of the existing systems and interfaces is important.
- III** **Data migration and quality:** The transfer and cleansing of data from different source systems into the central MDM solution is often time-consuming and error-prone. Thorough preparatory work is particularly important for system-wide data consolidation.

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## 2. Organizational Challenges

- I** **Employee training:** A lack of employee training in the use of the new software can lead to errors and inefficient use. A comprehensive training concept is required and should always be provided by the software manufacturer.
- II** **Process adjustments:** The introduction of MDM often goes hand in hand with changes to business processes. This can meet with resistance and requires strategic change management.
- III** **Resource planning:** Implementation often requires more time and personnel than originally planned. Clever resource planning with sufficient buffer times is crucial in order to determine a realistic go-live date for the new software.

# What challenges can arise in the course of implementation?



Introducing a central solution for master data management is no easy task. In the following, you will learn what the typical challenges are in the context of implementation and what is important.

## 3. Strategic Challenges

- I** **Definition of goals and requirements:** Unclear or unrealistic goals can jeopardize the success of the project. Accordingly, a careful requirements analysis is necessary.
  - II** **Selecting the right solution:** The variety of MDM solutions makes the selection process complex. The software must match the specific company requirements. In order to offer the best possible fit between requirements and functional scope, it is advisable to draw up a specification sheet, for example.
  - III** **Balance between security and usability:** Strict security guidelines can affect user acceptance. A balanced hybrid is therefore required that combines seamless security mechanisms with forward-looking usability.
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## 4. Data-related Challenges

- I** **Data sovereignty and data governance:** Defining responsibilities and processes for data management can be politically sensitive, for example due to compliance requirements and individual data protection guidelines.
- II** **Data protection and compliance:** Compliance with data protection provisions and industry-specific regulations must be ensured and data protection-compliant.



CHAPTER **09**

# Differences between MDM, DAM & PIM

# What are the differences between MDM, DAM & PIM?



The terms are often mentioned in the same context. But what exactly is the difference between these three types of software and how do the areas of application of the respective solutions actually differ?

## I Master Data Management (MDM)

MDM ensures that all important company data is stored centrally and uniformly. This gives all departments access to up-to-date, correct information, which improves data quality and decision-making.

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- ☑ **Central role:**  
Management and consolidation of all business-critical master data (e.g. customers, products, suppliers) throughout the company.
  - ☑ **Goal:**  
Uniform, consistent and high-quality data ("single source of truth").
  - ☑ **Data types:**  
Master data such as product data, customer data, supplier data
  - ☑ **Focus:**  
Data harmonization, data quality, data integration
  - ☑ **Area of application:**  
Company-wide, all departments, to optimize business processes.

# What are the differences between MDM, DAM & PIM?



The terms are often mentioned in the same context. But what exactly is the difference between these three types of software and how do the areas of application of the respective solutions actually differ?



## Product Information Management (PIM)

PIM ensures that all product information is managed centrally and uniformly. This means that all departments always have access to up-to-date and complete product data, which improves consistency across

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 **Central role:**

Management and consolidation of all business-critical master data

 **Goal:**

Standardized and consistent product data for different sales channels (e.g. e-commerce, catalogs).

 **Data types:**

Product data (descriptions, technical specifications, prices, images).

 **Focus:**

Provision of consistent product information across all sales channels.

 **Area of application:**

E-commerce, sales, product management to optimize product data for different channels



# What are the differences between MDM, DAM & PIM?



The terms are often mentioned in the same context. But what exactly is the difference between these three types of software and how do the areas of application of the respective solutions actually differ?

## III Digital Asset Management (DAM)

DAM manages all digital media such as images, videos and documents centrally in one place. This gives all teams quick access to up-to-date, approved content, which promotes efficiency and brand consistency.

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- ☑ **Central role:**  
Management and organization of digital content and media (e.g. images, videos, documents).
  - ☑ **Target:**  
Efficient storage, retrievability and distribution of digital assets.
  - ☑ **Data types:**  
Digital content (images, videos, graphics, audio files, CAD models).
  - ☑ **Focus:**  
Management, versioning, metadata maintenance, file conversion, sharing
  - ☑ **Area of application:**  
Marketing, creative teams, product management to manage visual content.



CHAPTER **10**

# Differences between MDM and ERP

# What are the differences between MDM and ERP?



In general, ERP is used to handle processes and increase efficiency in day-to-day business, while MDM ensures that the underlying data is correct and consistent to support these processes.

vs

## Differences in detail

### ☑ Focus and purpose:

An ERP system focuses on managing and optimizing central business processes such as finance, production, warehouse and personnel. MDM, on the other hand, is used to keep all master data (e.g. customer, product and supplier data) consistent and standardized so that it can be used reliably in all systems and departments.

### ☑ Data management:

ERP systems manage operational data and ensure that business processes run smoothly. MDM focuses on the quality and consistency of master data across multiple systems and acts as a central “Single Source of Truth” for all important company data.

### ☑ Integration:

ERP is often a comprehensive system that generates and stores data itself. MDM, on the other hand, often works as a central system that integrates data from different sources and provides them in a consolidated form.



## MDM vs. ERP: When do I need what?

☑ You need **MDM** if you want to ensure that your master data (customers, products, suppliers) is consistent, complete and harmonized across the company, especially if you have several systems in use.

☑ **ERP** is what you need if you are looking for a software solution for managing and optimizing all operational business processes that connects all departments and processes.



CHAPTER **11**

# Alternative to classic MDM

# What makes 4ALLPORTAL the ideal MDM alternative?



Although 4ALLPORTAL is not a classic MDM, it still has the same capabilities in the context of master data management, data harmonization and omnichannel integration.

## All-in-One Solution

The 4ALLPORTAL combines the consistent management and harmonization of master data, product information and media content in a modular and flexibly configurable single point of truth that adapts to the requirements of your departments.

## Data Harmonization

ERP, website, online store, etc. integrate seamlessly with the 4ALLPORTAL via standardized interfaces so that you can link your master data with relevant information such as products, content or personal/company data to create a "golden record" in a single interface.

## Simplification

Statt verschiedene Systeme parallel betreiben zu müssen, hilft dir 4ALLPORTAL dabei, deine Systemlandschaft schlank und simpel zu gestalten und alles in einer Oberfläche zu vereinen. Damit wächst nicht nur die Benutzerfreundlichkeit, sondern auch die Datenqualität um ein Vielfaches.

## Data Governance

To ensure data quality, security and compliance, individual rights can be assigned at user, module and data field level. This means you don't have to compromise on data security and have all the freedom that many traditional solutions cannot offer you.

## Custom Modules

Our unique data model allows you to build multi-layered systems with different data layers and hierarchies. At the same time, we are able to create customer-specific modules for special use cases and thus significantly increase flexibility in the context of data workflows.

# What makes 4ALLPORTAL the ideal MDM alternative?

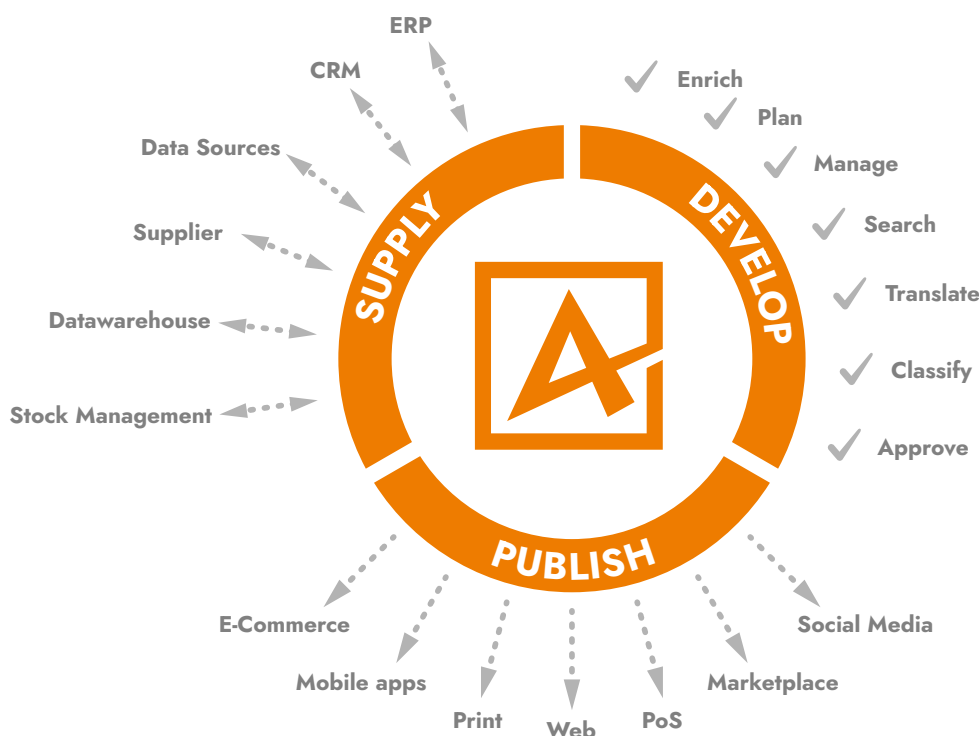


Although 4ALLPORTAL is not a classic MDM, it still has the same capabilities in the context of master data management, data harmonization and omni-channel integration.

## The 4ALLPORTAL helps you to collect all relevant information in one place, prepare it and display it.

As a central hub for marketing, product management, e-commerce and sales, the 4ALLPORTAL helps you with its combination of DAM and PIM in various areas. areas:

- Centralization of company-wide product data, data sheets and article images
- Access and provision for employees, retailers and partners via self-service (24/7)
- Integration to ERP, store, retailers and much more for automatic synchronization
- Automated creation of product descriptions via AI (incl. translations)
- Channel-optimized data provision for omnichannel commerce (digital & print)





**Find out whether 4ALLPORTAL can meet your requirements.**

You're in good company with us:



CITIZEN



bofrost\*



## Free job interview

If you have any questions about functions, integrations or prices, we can find out together in an initial 15-minute phone call whether we are a good match.

You then have the opportunity to receive a comprehensive Live Demo with one of our Experts.

To make an appointment, simply click on the button:

[Continue to date selection](#)