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MDM for Customer Data: Optimizing Customer Centric Management of Your Business

Kelvin K. A. Looi

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Practical and informal, this manual clearly defines Master Data Management (MDM), a set of processes and tools that consistently define and manage the nontransactional data entities of an organization. Demonstrating how to implement MDM and how to make it complement other IT solutions, this handbook proves that MDM is a fascinating and up-and-coming approach that allows organizations to run customer-centric business operations. With chapters on data governance, MDM data domains, and customer-data case studies, this reference will appeal to programmers, chief information officers, and information technology architects and managers.

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