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**Master Data  
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English Edition By  
Alex Berson Larry  
Dubov**

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rené zimmermann head of  
global master data projects  
amp analytics at merck group  
and oliver lauffer senior  
project manager at sap  
schweiz ag give an insight  
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anizations with an accurate  
and prehensive view of their  
business critical data such  
as customers products vendors  
and more while mastering  
these key data areas can be a  
plex task the value of doing  
so can be tremendous from  
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center of excellence lead  
data governance axa xl  
collibra has played an  
important role in our journey  
to build data transparency  
within our anization it helps  
our users connect the dots  
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service model eliminating the  
need for a middleman and  
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their real work'

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data management to streamline business processes and gain a single trusted view of master data across the value chain'

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their data meaning a lack of an effective data governance approach it is unclear who is responsible for key data objects e g customer product employee and their quality'

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*tools are required to ensure that the master data is coordinated and synchronized across the enterprise'*

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availability relevancy  
usability integrity and  
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major values of a master data management mdm program is that because it is an enterprise initiative a successful initiative will be accompanied by the integration of a data governance program as more lines of business integrate with core master data object repositories there must be some assurance of adherence to the rules that'

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