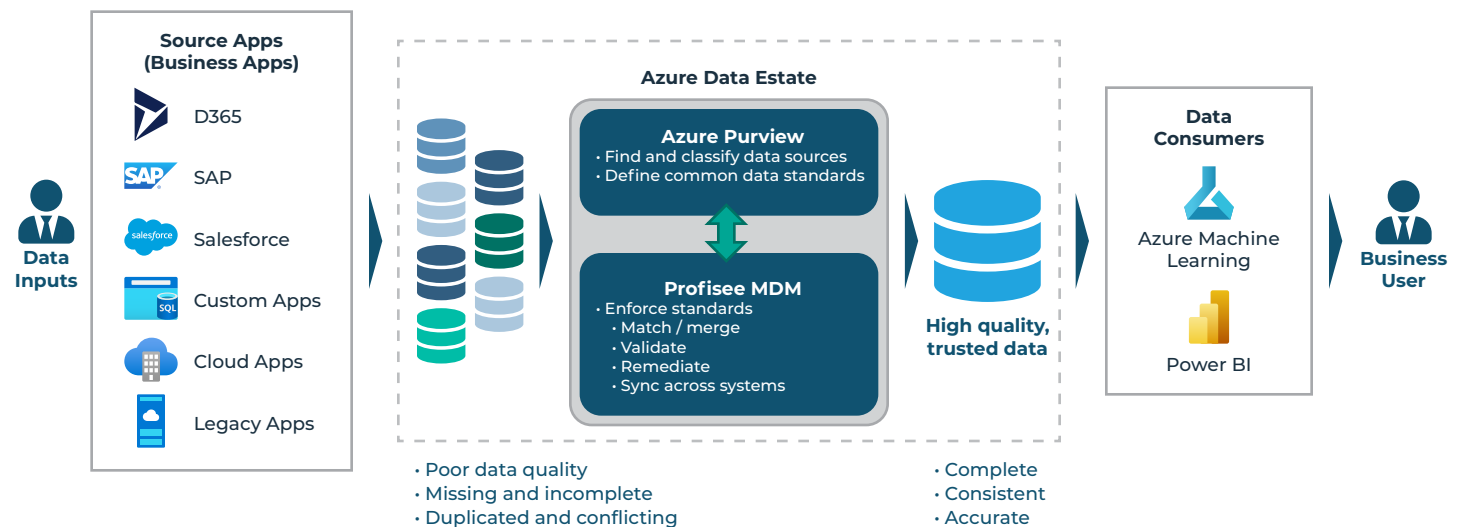


DATA GOVERNANCE AND MDM FOR AZURE

As ever more data is loaded into Azure, the need to properly govern and manage that data across all data sources and data consumers also grows. Data that seemed adequate in the source system is often found to be deficient when shared. It may have missing or incomplete information, duplications and conflicts and be of poor quality overall.

Without high-quality data in the Azure Data Estate, the business value of Azure will be undermined, perhaps critically. The solution is to build a foundation for data governance and management that can deliver high quality trusted data. Working together, Azure Purview and Profisee MDM form just such a platform.



PROFISEE AND PURVIEW FILL THE GAP

Azure Purview catalogs all data sources and identifies any sensitive information as well as lineage and gives the data architect a place to consider the appropriate data standards that should be imposed on all data. However, Purview does not actually enforce those data standards, nor remediate deficient data. That task falls to Master Data Management.

Profisee MDM is designed to accept master data from any source, then match, merge, standardize, verify, correct and synchronize it across systems, ensuring data can be properly integrated and will meet the needs of downstream systems such as BI, Machine Learning and so on.

Better Together – Purview and Profisee MDM are integrated to streamline these tasks and ensure that all systems are working to enforce the same standards. Profisee shares master data models with Purview and Purview shares glossary and dictionary information so it can be reviewed and enforced by Profisee.

For example, after cataloging enterprise data sources, it may be determined that there are multiple sources of customer data. To be effective, customer master data should be merged, validated, and corrected in Profisee using governance definitions, insights, and expertise detailed in Purview. In this way Purview and Profisee form the foundation for governance and data management and maximize the business value of data in Azure.

THE PROFISEE DIFFERENCE

In addition to Profisee's broad compatibility with the Azure landscape, our master data management platform has additional benefits for organizations wanting to improve their data trust and data quality for the Azure Data Estate.



Multi-Domain

When evaluating business obstacles, you'll find that only a select few fall into the category of needing a single-domain solution. That's because business issues are complex and inherently multi-domain. Much like Azure, Profisee's MDM platform is all-inclusive and can cover any master data domains required in Azure. Our platform can cover your standard master domains through to any specialized custom domains you may need with zero technical or pricing barriers.



Cloud Native

Profisee is engineered for cloud deployment using a microservices approach with Kubernetes. This means our platform takes away the vast amount of administrative and maintenance burden, which leaves you with reduced running costs without jeopardizing overall scalability and proximity to the data in Azure. It should be no surprise that the PaaS (Platform as a Service) architecture also matches that of Azure.



Fast

Profisee MDM deployment is amongst the fastest in the industry, thus accelerating Azure benefits. Gartner noted that, *"Profisee has more implementations taking under three months than any other vendor."* (Magic Quadrant for MDM Solutions, 2020)



Affordable

Initial deployments with Profisee MDM can start small and grow with usage. Gartner noted, *"Customers report an economically priced offering and favorable TCO."* (Magic Quadrant for MDM Solutions, 2020)



Scalable

Profisee MDM is scalable in terms of data volumes, deployment models, industries and master data domains with 83% of customers having implemented more than 1 domain and 63% implementing a second domain in their first year.

"Our customers need high-quality data, so the value-add of Master Data Management in Azure continues to grow. With its cloud-native approach and integration with Azure Data Services, Profisee is a great choice for MDM in Azure,"

- Mike Flasko, Partner Director of Product Management, Microsoft
