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# FAST TRACK YOUR DATA

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**Fast : Affordable : Scalable**

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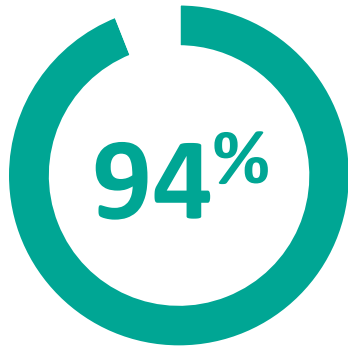
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# ABOUT PROFISEE



4.8 ★★★★★

Most Recommended  
MDM Solution



Would recommend

## Leading MDM vendor

One of the  
**fastest growing**  
MDM vendors in the market

Best in-class  
**multi-domain**  
MDM platform

**Singular focus on MDM** – 100% of  
company,  
support, R&D  
is focused on MDM

Gartner Magic Quadrant  
**Challenger** –  
quickest time to value



First and only  
**Cloud-native PaaS**  
MDM platform for Azure

**Native Integration**  
with Azure Data Services



Our customers need the highest quality data, so ***the value-add of master data management in Azure continues to grow***. With its cloud-native approach and integration with Microsoft Azure data services, ***Profisee is a great choice for MDM in Azure.***














**Mike Flasko,**  
*Partner Director of Product  
Management, Microsoft*



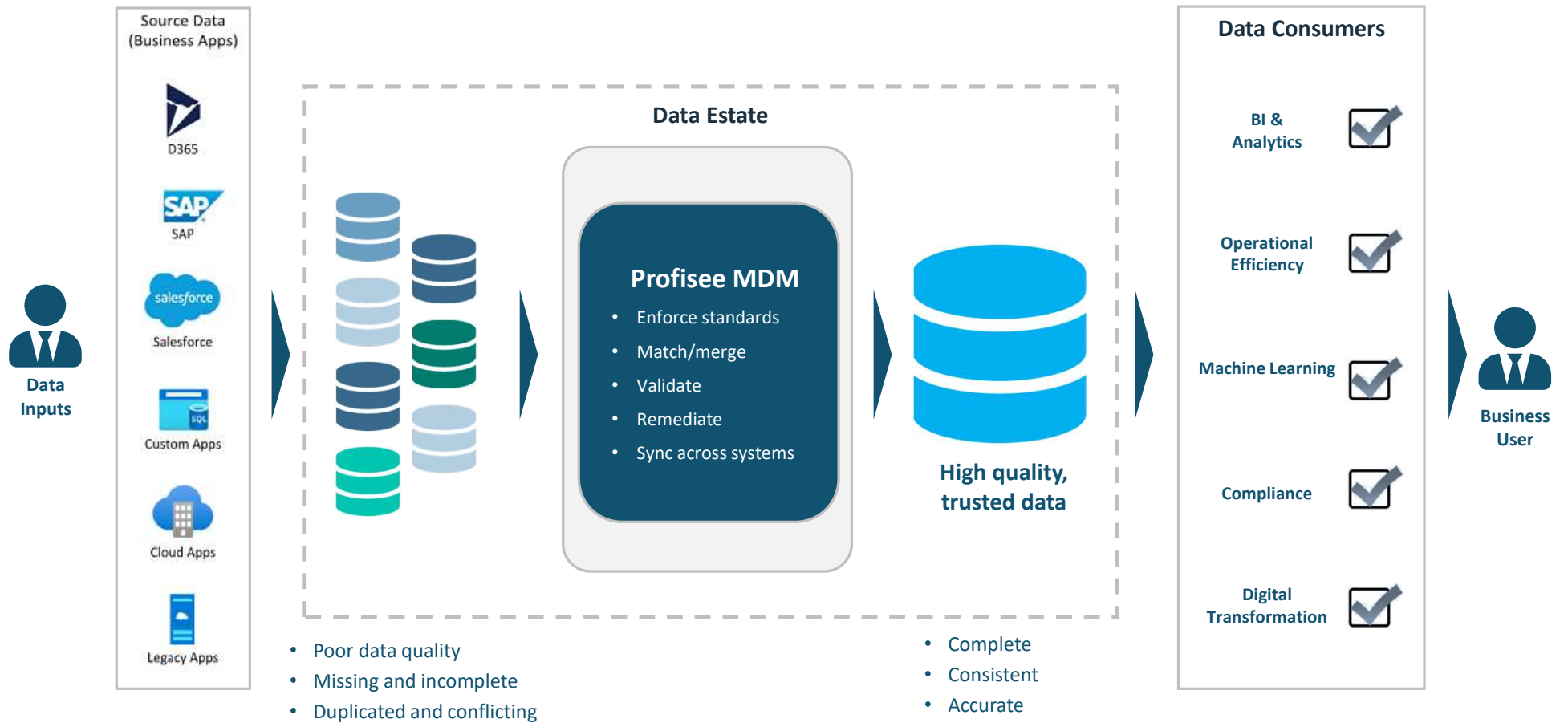
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# EXAMPLE CUSTOMER USE CASES

	Mastering:	Tactical goal:	Business Objective:
	Customers, products and locations	Match and enrich customer information	Foundation for loyalty program, targeted promotions, analytics and CCPA compliance
	Ingredients and recipes	Precise ingredients and variations to control the manufacturing process	Deliver consistent product, exceeding customer expectations
	Products, buyers and rollup hierarchies	Consolidate purchase data from multiple retail channels	Build comprehensive analytics platform for model buyer behavior and improve market insights
	Customers and locations	Improve customer list management and make real-time AI-based recommendations	Reduce cost, improve customer service and average order size
	B2B customers and corporate hierarchies	Gain visibility to upcoming deals worldwide	Optimize revenue while avoiding conflicts of interest
	Customers	Consolidate customer information across several systems	Build foundation for loyalty program, marketing insights and compliance
	Items and rollup hierarchies	Consolidate reporting across multiple ERPs	Optimize pricing and margin across regions and product lines
	Menu items, ingredients and store locations	Speed up new menu item introduction and ensure consistency across stores	Drive operational efficiency, enable online ordering and customer service
	Products, suppliers and customers	Consolidate reporting across multiple ERPs	Improve business processes and service while eliminating clerical errors (order fulfilment, billing, etc.)
	Product data	Consolidate product data from multiple PLM systems	Understand margin and pricing across regions; enable and expand ecommerce
	Financial hierarchies	Manage multiple large rollup hierarchies	Enable nimbler FP&A (what-if scenarios, tax optimization, etc.)



# MDM – HIGH QUALITY, TRUSTED DATA



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## PROFISEE MDM – THE BEST MDM FOR AZURE

FAS

**Fast, Affordable, Scalable**

**Fast** – time to value

**Affordable** – Start small and grow

**Scalable** – large data volumes,  
flexible configurations, any  
domain

**Gartner** MDM Magic Quadrant:



*“Profisee has more implementations taking under three months than any other vendor”*

*“[Profisee] Customers report an economically priced offering and favorable TCO”*

*“Profisee has a broad range of customers across industries, domains, and deployment models”*




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\*Gartner Magic Quadrant for Master Data Management Solutions, 2020

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# PROFISEE MDM – THE BEST MDM FOR AZURE

FAS Fast, Affordable, Scalable	Multidomain	Gartner® MDM Magic Quadrant: 
<p><b>Fast</b> – time to value</p> <p><b>Affordable</b> – Start small and grow</p> <p><b>Scalable</b> – large data volumes, flexible configurations, any domain</p>	<p><b>Inherently multidomain</b> – maximizes coverage and ROI</p> <p>No technical or pricing limitations</p> <p>Profisee customers <b>are</b> multidomain:</p> <ul style="list-style-type: none"><li>• 83% have more than 1 domain</li><li>• 63% implement a second domain in their first year</li></ul>	<p><i>“[Profisee has] one of the highest numbers of customers running multiple domains – demonstrative of customers with initial projects expanding into new domains.”</i></p>



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## PROFISEE MDM – THE BEST MDM FOR AZURE

 <b>FAS</b> <b>Fast, Affordable, Scalable</b>	 <b>Multidomain</b>	 <b>Easy</b>
<p><b>Fast</b> – time to value</p> <p><b>Affordable</b> – Start small and grow</p> <p><b>Scalable</b> – large data volumes, flexible configurations, any domain</p>	<p><b>Inherently multidomain</b> – maximizes coverage and ROI</p> <p>No technical or pricing limitations</p> <p>Profisee customers <b>are</b> multidomain:</p> <ul style="list-style-type: none"><li>• 83% have more than 1 domain</li><li>• 63% implement a second domain in their first year</li></ul>	<p><b>Templates, not apps</b> – Fast-start domain templates</p> <p><b>Cloud-native PaaS</b> – higher efficiency and lower cost</p> <p><b>Profisee Academy</b> – online learning and education</p>

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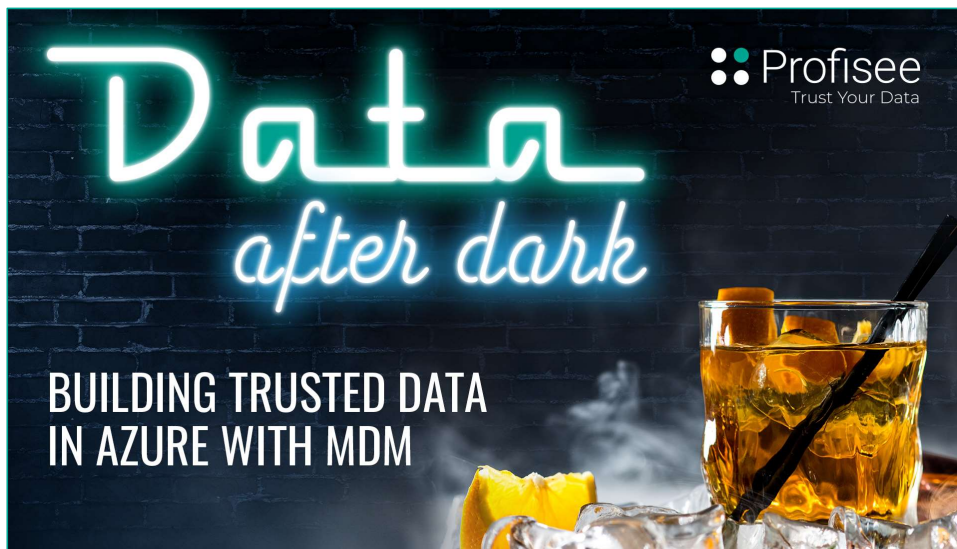
# PROFISEE ENTERPRISE PLATFORM



Full-featured, multi-domain MDM Platform



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*Click Image to Play Video*

“Microsoft leans on a lot of partners when it comes to **master data management** with customers and Profisee being the one that I recommend, just really all the time.

Profisee has a great relationship with Microsoft and they integrate better with them (Microsoft) – just like they do now with **Azure.**”

JAMES SERRA, BIG DATA EVANGELIST | MICROSOFT

