# Master Data Management with Adatis ⊙EntityHub

## Unlock the potential of Master Data Management on Azure

As the digital environment grows, more organisations are relying on data to make quick decisions all whilst managing data governance. In a complex data environment, organisations may have data for entities such as customer, product, financial or confidential information spread across multiple systems with no easy way to tie all the systems together to create a single view.

As the volume and complexity of data increases, the need for a method to bring all the data together, into one place, and create a single golden record that can be their single source of truth for the entity is essential. Yet, this data management can be a complicated and time-consuming process. Currently there are limited tools available to support this critical process and many require IaaS resources to host the software that have a management overhead associated with them.

## What is Adatis ⊙EntityHub    ⓘ Hover over each pillar for more information

The four main pillars to the Adatis EntityHub are:

# How ⟨C⟩EntityHub works

The Adatis EntityHub takes complex amounts of data and translates it into understandable information. This is done with a method of combining data from various IT systems to create a structured set of information about customers, goods, suppliers, and other business organisations. Having data arranged separated in this format helps project a clear single version of the truth.

The two key areas where the Adatis EntityHub strengthens the capability of how the data is used are:

**Reference data management**, which targets the copious amounts of key business reference data stored within spreadsheets. MDM eliminates the need for spreadsheets by moving data into the MDM application, where it can be accessed and modified by users.

**Master data management**, where the customers and products, for example, are distributed across various systems and require a mechanism to bring all that data together to generate a single golden record that can serve as the entity's single source of truth. To accomplish this processing Adatis utilise cloud-scale tools such as Apache Spark to accomplish the matching and then use EntityHub to provide a portal for data stewards to manage the mastered data.

Fundamentally, improving data quality, streamlining data sharing and help with the transaction between departments.

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Adatis offer professional services specialising in data analytics, from data management strategy and consultancy through to world class delivery and managed services.

With offices in London, Farnham, Sofia and Pune, they have been delivering innovative and successful solutions for clients since 2006.

**Data Science**

**Data as a Service**

**Modern Data Warehouse**

**Data Architecture**

**Data Analytics**

**Data Strategy**

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**We love helping people unlock the power and value of their data.**

If you are interested in finding out more please contact us on **+44 (0)1252 267 777** or via email at **enquiries@adatis.co.uk**

You can also check out our website at **www.adatis.co.uk** or come and see us at numerous global conferences and speaking events.

⟨C⟩EntityHub

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