

Master data management myth busters

There are several myths floating around about master data management. One myth involves the belief that the definition of MDM is that it is a way to manage enterprise data about a company's customers, products and other information assets. This definition is - at best - imprecise, says DataFlux CEO Tony Fisher.

Recently, I've observed a wave of articles, product releases and even analyst reports that describe solutions for companies looking to "get into" master data management (MDM) or "try out" an MDM project. Other reports claim that companies have been successful at MDM without having an MDM infrastructure in place.

As someone who has been actively involved in the data quality, integration and management market for more than 20 years, there are several myths about MDM that have become commonly accepted. Here are the three biggest myths about MDM that are currently being pushed as reality.

Read the full article [here](#)