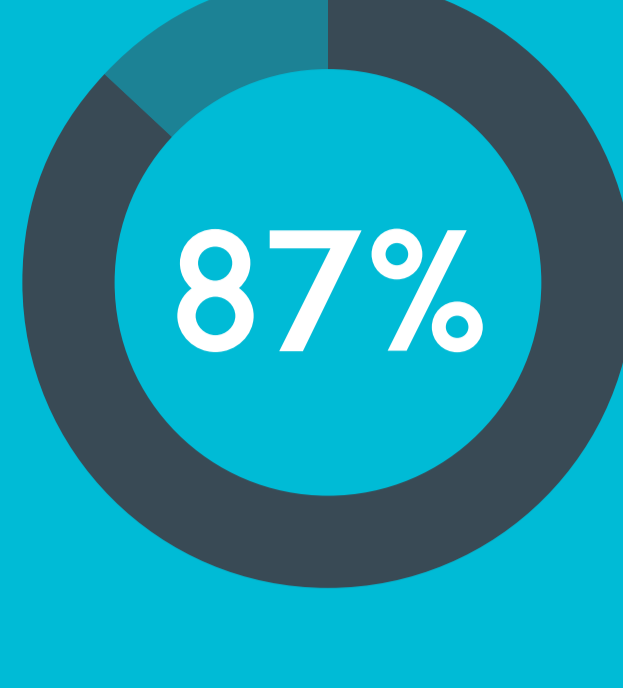


MDS-fueled Business Wins

as reported by Profisee customers

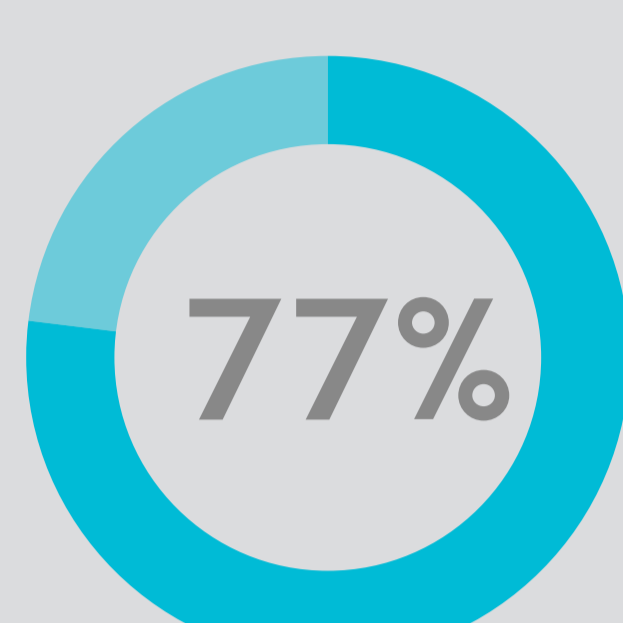


Increased data accuracy & trust in data

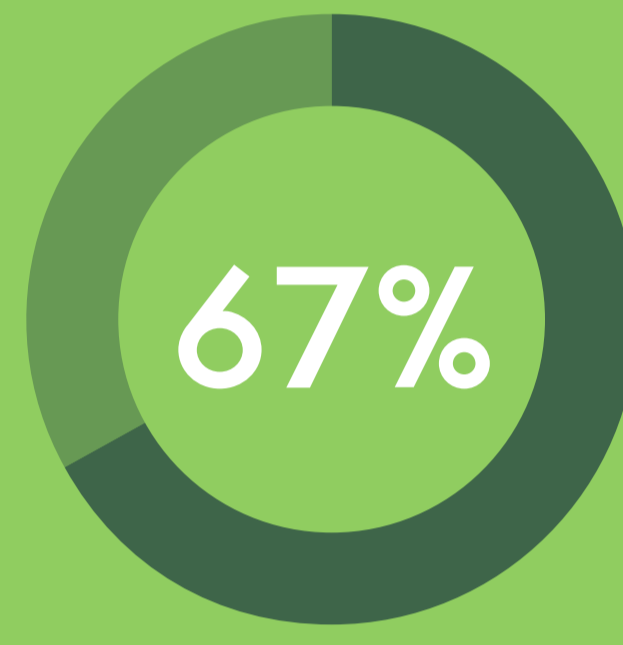
Leading driver in strategic Enterprise Information Management initiatives



Integrate master data into both operational & analytical systems



Highest priority for operational integration is CRM



Enabled a Customer 360 data strategy

#1 data initiative to drive revenue growth

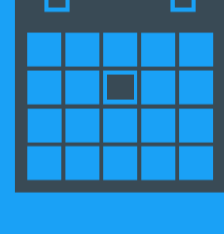
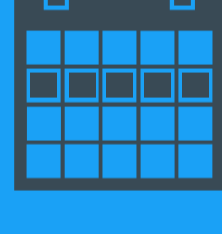
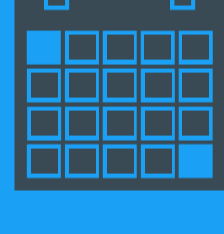


Time-to-market improvements

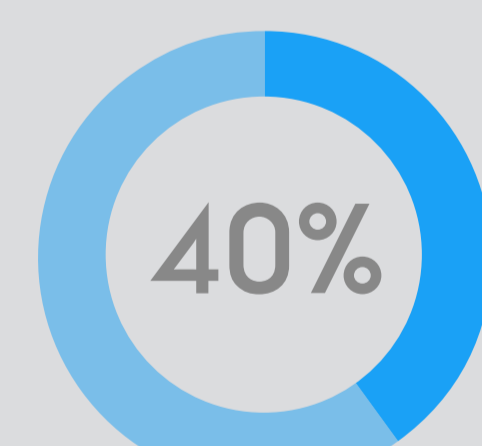
(customer onboarding, product launch, etc.)

Months to weeks: 64%

Days to hours: 27%

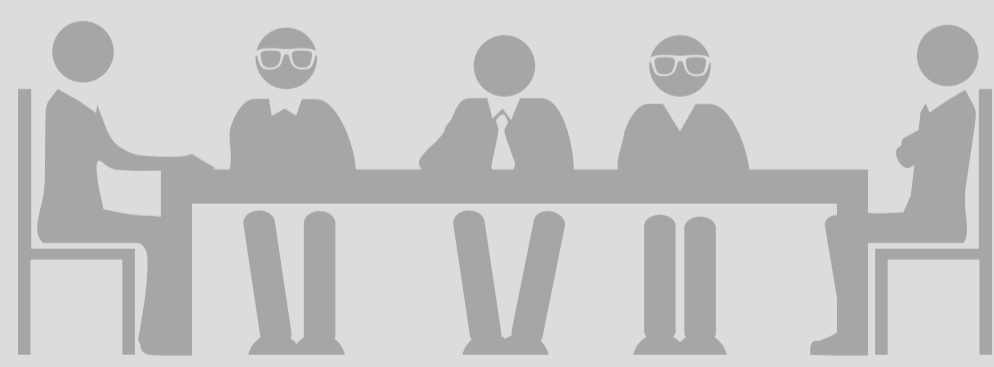


Business user experience reported as primary process accelerator



Increase in communication between business and IT

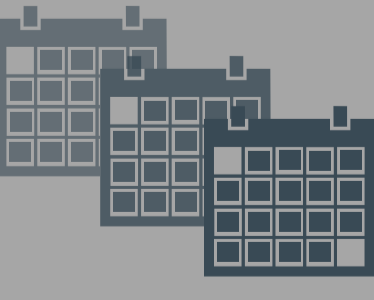
Key driver to overall MDM project adoption & success



Bonus (and most unexpected) stat



More than 8 of 10 customers realized value from MDS-fueled solutions in



6 months or less

