

# Global Master Data Management (MDM) Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

In business, master data management (MDM) is a method used to define and manage the critical data of an organization to provide, with data integration, a single point of reference. The data that is mastered may include reference data- the set of permissible values, and the analytical data that supports decision making. In computing, a master data management tool can be used to support master data management by removing duplicates, standardizing data (mass maintaining), and incorporating rules to eliminate incorrect data from entering the system in order to create an authoritative source of master data.

Based on the Master Data Management (MDM) market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the

country-wise government.

Key players in the global Master Data Management (MDM) market covered in Chapter 5:

TIBCO Software  
Sunway World  
Microsoft  
Oracle  
VisionWare  
SAP  
Orchestra Networks  
Riversand Technologies  
Magnitude  
EnterWorks  
Talend  
IBM  
Stibo Systems  
Agility Multichannel  
Teradata Corporation  
Software AG  
Yonyou  
SAS Institute  
KPMG  
Informatica  
SupplyOn AG

In Chapter 6, on the basis of types, the Master Data Management (MDM) market from 2015 to 2025 is primarily split into:

Consulting  
Implementation  
Training & Support

In Chapter 7, on the basis of applications, the Master Data Management (MDM) market from 2015 to 2025 covers:

Customer Data  
Product Data

Supplier Data  
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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