

# Global Master Data Management Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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## Abstracts

Master data management (MDM) is an approach which enables enterprises to link its critical data to a single file known as a master file from where one can retrieve the data through a single point of reference. The mastered data includes analytical data—that supports decision making and reference data—the dimensions for analysis & business objects for transactions. Master data comprises confidential and critical business data regarding customers, products, financial transactions, suppliers, and others. Emergence of MDM has enabled enterprises to collate and manage master data and utilize it for data analytics and effective decision making. MDM makes it convenient to use data for different business operations as to boost operational as well as business performance and offer enhanced customer services.

The master data management market is segmented in terms of applications, end users, deployment models, industries, and geography. The deployment models favored by enterprises consists of on premise and cloud-based model. In terms of application, the market is segmented into product data, supplier data, customer data, and others. Based on organizational size the market is segmented into small & medium enterprises and large enterprises. Industries served by the master data management market include BFSI, IT & telecommunication, media & entertainment, healthcare, retail, manufacturing, and others. Regions expected to observe tremendous growth in the MDM market are North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

Drivers:

Rise in need to have installation of centrally located and

managed data among business organizations

Growing requirements for data verification and authenticity

Strengthening need to have excellent business performance and data quality

Need of improvised customer management services and higher operational efficiency

Restraints:

Threat of data breach

Lack of awareness about the benefits of MDM solutions and services

## **MARKET PLAYERS:**

The key industry leaders in the global master data management market International Business Machine Corporation, Tibco Software, SAP AG, SAS Institute Inc, Riversand Technologies, Teradata Corporation, Informatica Corporation, Riversand Technologies Inc, Syncforce, and Talend.

## **KEY TAKEAWAYS**

### **MARKET LANDSCAPE**

By Deployment Model

On-premise

Cloud-based

By Application

Supplier Data

Product Data

Customer Data

Others

By Organizational Size

Small & Medium Enterprises

Large enterprises

By Industry Vertical

BFSI

IT & Telecommunication

Media & Entertainment

Healthcare

Retail

Manufacturing

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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