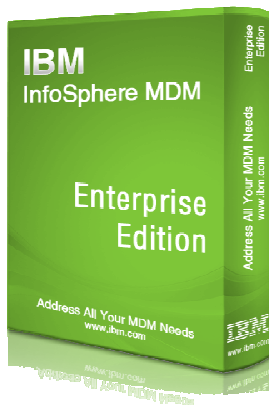# InfoSphere Master Data Management v10 Enterprise Edition

InfoSphere MDM Enterprise Edition meets all of your needs across multiple master data domains, use cases, and implementation styles creating trusted views of your data assets and elevating the effectiveness of your most important business processes and applications.

Highlights

- Support for all MDM implementation styles: Virtual master registry, hybrid, centralized physical master repository, collaborative authoring.
- Support for all master data domains: Party, product, account, financial, location, and custom domains.
- MDM-powered applications: Rapidly deliver business value with governance applications through pre-built blueprints and widgets for embedding within existing applications.
- Governance and stewardship user interfaces: Inspect and resolve data quality issues in real time, including relationships and hierarchies; author and edit the "golden record".
- Data quality: Native capabilities for the cleansing, matching, linking, and semantic reconciliation of master data from different data sources to create and maintain the golden record.
- MDM workflow: IBM BPM Express improves data quality through capabilities necessary to implement and coordinate multi-step and multi-role workflow for data stewardship and data governance.
- Performance and scalability: Designed to support large transaction loads and high-availability operational environments.
- Collaborative authoring: Workflows for collaborative authoring tasks.

InfoSphere MDM Enterprise Edition Use Cases

Advanced Catalog Management	Insurance Underwriting
Asset Management	Law Enforcement
Customer Preferences	Mergers and Acquisitions
CIF Augmentation / Replacement	Multi-Channel Commerce
Customer Loyalty Programs	New Product Introduction
Enterprise Master Catalog	Product Bundling
Federal / State / Local Citizen Hub	Pharmacy Exchange
Global Data Synchronization	Product Factory
Claims/Eligibility/Member 360	Reference Data Management
Call Center Customer Service	Risk & Compliance
Hierarchy Management	SOA Alignment
Campaign Marketing	Supplier Collaboration
Infrastructure Rationalization	Supplier Onboarding