

# MDO Overview

## An AI-Driven, Multi Domain MDM Platform

MDO is Prospecta's AI-driven MDM platform designed for enterprises that need trusted, governed, and AI-ready master data across complex system landscapes.

Built on nearly two decades of data governance experience, MDO goes beyond traditional workflow-driven data management. It enables organizations to **explore**, **remediate**, and **govern** master data continuously, across domains, systems, and users. Founded in 2002, Prospecta has spent over two decades evolving the data landscape. MDO has now transformed into a next-gen, AI-Driven MDM platform. It works seamlessly across all ERP environments, promising master data consistency and a single source of truth.

## The Future of Master Data

Master data management is no longer a form-based or workflow-only exercise. The future of master data is:

- Driven by business rules and AI—both conversational and agent-based
- System-agnostic across ERPs and technologies
- Focused on continuous improvement, not one-time governance
- Enabled by standards as benchmarks, not endpoints
- Owned by the enterprise, not outsourced to external teams
- Supported by pre-built, AI-enhanced industry content
- Dependent on suppliers and partners taking ownership of their data

## MDO FUSE: Explore → Remediate → Govern

MDO follows a **three-step**, continuous approach:

### Explore



Understand enterprise master data using real-time **MDO Data Quality (DQ)** insights, pre-defined datasets, configurable DQ rules, and cross-system profiling.

### Remediate



Improve data quality with **MDO DIW** using AI-assisted data cleansing, guided remediation workflows, match-merge standardization, and automated rule-based corrections.

### Govern



Enforce scalable governance with AI-driven **MDO Flows**, cross-system policy enforcement, role-based stewardship, and **MDO XFuse** synchronization.

## MDO Master Data Domains

MDO supports multiple master data domains across industries:



**Product:** Provides a unified MDM-PIM capability for a single view of finished products, which is particularly critical for sectors such as Discrete (Manufacturing, Chemicals), Packaging, and Pharma & Life Sciences.



**Assets:** Keeps Enterprise Asset Management (EAM) asset data perfectly aligned with field reality to support high-stakes operations in Asset Intensive industries like Oil and Gas, Mining, and Utilities.



**Items:** Duplicate items are eliminated, and inventory is optimized by aligning field usage with ERP records, benefiting manufacturing, logistics, retail, and other asset-intensive sectors.



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*The reason we selected Prospecta's MDO is because there is workflow-driven change management embedded within the platform. We were able to achieve our built-in assurance, identify the groups of people responsible for making key decisions, and ensure that the workflows to them before ending up with the data practitioners, directly integrating with SAP. What strengthened our decision further is that MDO is an SAP-endorsed product.*

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**Peter Ind**  
Data Management Lead,  
Santos Ltd

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*We went from the chaos we were in when it came to master data changes to a point now where we're in control—and then the next evolution we want to get to...all with the help of MDO.*

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**John Parnaby**  
Asset Master Data &  
Maintenance Systems  
Specialist,  
Origin Energy



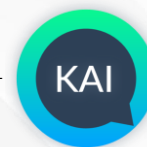
**Business Partners:** Ensure accurate, trusted data for all business partners—customers, contractors, and suppliers, across any industry, independent of ERP system.



**Finance:** Clean finance master data enables better reporting and financial accuracy, applicable across all industries and ERP platforms.

## KAI: AI-Powered Master Data Intelligence by MDO

At the core of MDO FUSE sits **KAI**, Prospecta's AI-powered data steward. It interacts with master data—moving from static rules to intelligent, conversational, and agent-based management.



### KAI Agents

- **KAI Request Agent** – Assists users in creating and validating data requests
- **KAI Enrich Agent** – Enhances data using external and internal sources
- **KAI Steward Agent** – Helps define rules, automate flows, and monitor quality
- **KAI Insight Agent** – Provides data quality insights and SLA-based metrics
- **KAI Assist Agent** – Supports both stewards and business users with guidance

## Key Differentiators

- **Converged Data Platform:** Unifies data management and governance within a single platform enhanced by industry accelerators.
- **KAI – AI-Driven MDM:** Leverages unique KAI Agents to autonomously manage and improve data quality and governance.
- **Industry Accelerators:** Provides specialized tools for Supply Chain and Assets to ensure rapid deployment and faster ROI.
- **Low-Code Flexibility:** Features a low-code environment that easily extends to complex use cases across any domain or industry.
- **Partner Endorsements:** Recognized as an SAP Endorsed App with premium certifications and strong partnerships with Microsoft and Coupa.
- **Multi-Domain MDM:** Recommended by analysts like Gartner for its balanced B2B strength across multiple data domains.

## Subscription Options

MDO offers cloud-native deployment models tailored to your residency and compliance needs.

### Standard:

A value-driven entry point to get started with the FUSE platform and scale incrementally.

### Enterprise:

A multi-tenant solution with full features to scale across global geographies.

### Enterprise Private:

Maximum control over patches and infrastructure where data residency is critical.