

# MASTER DATA MANAGEMENT FOR GROCERY

## OPERATE WITH TRUSTED DATA

Break silos and unify product, supplier, and store data. Fuel pricing, promotions, replenishment, and ecommerce with confidence.

## MOVE FASTER THAN THE MARKET

Automate enrichment and new item onboarding, reduce time spent on manual data cleanup, Adapt to shopper demand and market change.

## TRANSPARENCY AND COMPLIANCE

Every nutritional, ingredient, and sustainability claim is validated. Protect your brand and meet rising consumer and regulatory demands.

## PROFITABILITY VIA AUTOMATION

Agentic AI connects master data to downstream systems, enabling governed, autonomous actions in real time.

Digital Wave's AI-native Master Data Management (MDM) solution, built on the ONE<sup>SM</sup> Platform, unifies and governs every piece of business-critical data, then activates it through embedded AI, Generative AI, and Agentic AI to drive smarter decisions and faster execution. Your master data is no longer static; it becomes the engine that powers growth, agility, and competitive advantage.

## KEY FEATURES

- **AI-Driven Data Accuracy:** Automatically cleanse, enrich, and validate grocery-critical data to improve planning and pricing precision.
- **Generative Data Enrichment:** Create attributes, nutritional content, and hierarchy updates instantly for rapid new item onboarding.
- **Agentic Execution:** Trigger governed workflows across pricing, promotions, and supply chain systems, reducing dependency on manual intervention.
- **Flexible Configuration:** Adapt hierarchies, categories, and promotional structures without costly customization or downtime.
- **Integrated Architecture:** API-first connections synchronize master data in real time with ERP, POS, ecommerce, and replenishment systems.
- **Governance and Lineage:** Ensure every data change is tracked, approved, and fully transparent across all teams.



# DISTINCT ADVANTAGES OF DIGITAL WAVE

*Digital Wave's Master Data Management does more than organize data. It activates it. Grocers who unify data through the ONE Platform gain the agility, accuracy, and intelligence to compete head-to-head with retail giants.*

## UNIFIED DATA FOR ACTION

Digital Wave's MDM eliminates data silos and transforms master data into enterprise intelligence. Because it is embedded within the ONE Platform, it powers every operational function, from pricing to promotion to replenishment, with clean, connected, and trusted data.

## TAILORED FOR GROCERY LEADERS

The solution is designed around grocery-specific workflows and priorities, including perishable management, private brands, nutritional compliance, and regional assortments. Configure quickly to meet your business needs without costly custom projects.

## BUILT FOR THE FUTURE

As part of the AI-native ONE Platform, MDM continuously evolves with your business. Embedded AI learns and adapts. GenAI enriches and scales data instantly. Agentic AI executes intelligently and autonomously. Your data becomes the foundation for lasting competitive advantage in a market where speed and intelligence define success.



# ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's AI-native ONE<sup>SM</sup> Platform is the foundation for trusted data, intelligent automation, and scalable growth. With a Master Data Management (MDM) core and powered by Native AI, Generative AI, and Agentic AI, the ONE Platform unifies enterprise data and execution to help organizations accelerate innovation and achieve measurable business impact.

Every workflow, model, and decision runs on clean, governed data. With built-in Rapid Application Development, teams can build or extend enterprise solutions in days while maintaining control and compliance. Data Science Studio allows enterprises to develop, train, and operationalize AI models directly within the platform, eliminating silos and reducing time to value.

Trusted by global enterprises, Digital Wave Technology delivers the agility, intelligence, and resilience needed to thrive in an age of constant transformation.



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