

# MASTER DATA MANAGEMENT FOR CONSUMER BRANDS

## ACCELERATE GLOBAL LAUNCHES

Centralize and validate product, supplier, and packaging data so teams can introduce new SKUs faster across all regions.

## COMPLIANCE & SUSTAINABILITY

Govern all regulatory, labeling, and sustainability attributes with audit-ready transparency and control.

## FUEL GROWTH WITH TRUSTED DATA

Enable every team from marketing to supply chain to work from the same source of truth, ensuring accuracy and agility at scale.

## POWER AI-DRIVEN ACTIVATION

Native AI, GenAI, and Agentic AI enriches attributes, generates content, and automates data flow across systems and markets.

Consumer brands face growing complexity managing product, supplier, and packaging data across global markets. Built on the AI-native ONE<sup>SM</sup> Platform, Digital Wave Technology's Master Data Management solution unifies and activates data across your entire enterprise, transforming static records into real-time intelligence that fuels faster launches, stronger compliance, and global brand consistency.

## KEY FEATURES

- **Golden Record Management:** Create clean, validated master records for products, suppliers, and packaging for consistency across every market and channel.
- **Automated Cleansing and Enrichment:** AI, GenAI, and Agentic AI deduplicate, enrich data, and validate hierarchies in real time.
- **Compliance and Regulation Readiness:** Support sustainability, labeling, and digital product passport requirements across global regions.
- **No-Code Workflow Configuration:** Empower business users to manage data rules and approvals without IT or external developers.
- **End-to-End Governance & Audit Trails:** Track every change to maintain transparency, accountability, and regulatory confidence.
- **AI-Driven Content Activation:** Generate copy, attributes, and digital assets directly from master data for all channels.
- **Cross-Brand Reusability:** Share attributes, content, and packaging data across brands to scale global execution efficiently.
- **Real-Time API Integration:** Connect seamlessly with ERP, PIM, DAM, syndication, and analytics systems.



# DISTINCT ADVANTAGES OF DIGITAL WAVE

*Digital Wave's AI-native Master Data Management gives consumer brands the accuracy, agility, and intelligence to compete globally. By unifying and activating data across every product, supplier, and market, MDM transforms governance into growth, enabling faster launches, stronger retailer collaboration, and greater trust across the brand ecosystem.*

## UNIFIED DATA FOR ACCURACY

Digital Wave's MDM eliminates duplication and siloed repositories by delivering one governed foundation for product, supplier, and packaging data. Teams across functions and regions operate from the same accurate, enriched records, reducing risk and accelerating collaboration with retailers and partners.

## TAILORED FOR GLOBAL SCALE

Purpose-built for consumer brands, this solution adapts to diverse markets, compliance frameworks, and sustainability initiatives. Configurable hierarchies and governance ensure flexibility for regional teams while maintaining corporate control and brand consistency.

## FUTURE-READY INNOVATION

With AI, GenAI, and Agentic AI embedded natively in the ONE Platform, master data becomes dynamic intelligence that powers every function from content generation and regulatory validation to demand forecasting and campaign execution.



# 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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