

# MASTER DATA MANAGEMENT FOR HEALTH & WELLNESS

## TRUSTED, CONNECTED DATA

Unify product, supplier, and claims data into a governed system. Every department works from one trusted source of truth.

## RAPID INNOVATION & LAUNCHES

AI and GenAI cleanse, enrich, and validate product and ingredient data to bring compliant products to market faster.

## COMPLIANCE & TRANSPARENCY

Validate labeling, allergen, and sustainability claims in time with evolving wellness standards for audit readiness and consumer trust.

## GROW WITH SMART AUTOMATION

Agentic AI connects master data across labeling, marketing, and retail systems to automate workflows, speed submissions, and align teams.

Digital Wave's AI-native Master Data Management (MDM) solution, built on the ONE<sup>SM</sup> Platform, delivers the unified, governed foundation that modern health and wellness enterprises need to thrive. With a unified data model and native AI, Generative AI, and Agentic AI, the platform connects every dataset and decision, transforming accurate, trusted information into transparency, regulatory confidence, and sustainable growth.

## KEY FEATURES

- **AI-Driven Data Accuracy:** Automatically cleanse, match, and enrich data for products, ingredients, and suppliers to improve precision and traceability.
- **Regulatory Intelligence:** Monitor and validate compliance needs for global standards and regional health agencies.
- **Agentic Data Activation:** Automate governed workflows across R&D, regulatory, labeling, and marketing to reduce manual intervention.
- **Cross-Domain Governance:** Unify product, supplier, and claims data within a single system that maintains lineage and full audit trails.
- **Flexible Configuration:** Adapt to new markets, product categories, and wellness regulations without custom code or downtime.
- **Integrated Architecture:** API-first design connects seamlessly with ERP, PLM, PIM, Ecommerce, and analytics platforms in real time.



# DISTINCT ADVANTAGES OF DIGITAL WAVE

*Digital Wave's Master Data Management does more than govern data—it activates it. With ONE Platform as your foundation, your organization gains the accuracy, transparency, and intelligence needed to grow responsibly, move faster, and inspire confidence across every channel and market.*

## UNIFIED DATA FOR ENTERPRISE ACTION

Digital Wave's MDM doesn't just manage data - it activates it. Embedded within the ONE Platform, it becomes the intelligence layer powering every process, from product innovation to global compliance. Clean, connected data drives faster decision-making, transparency, and execution.

## TAILORED FOR HEALTH & WELLNESS LEADERS

The solution is purpose-built for wellness and consumer health brands managing complex formulations, ingredient sourcing, sustainability claims, and regulatory requirements. Easily configure workflows to fit your business, accelerating success without costly customization.

## BUILT FOR CONTINUOUS GROWTH

As part of the AI-native ONE Platform, MDM evolves alongside your business. AI keeps data accurate. GenAI scales enrichment instantly. Agentic AI executes governed automation across functions. Your master data becomes the living engine of innovation, compliance, and trust in a competitive market.



# 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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