



The Office of Application Development offers a **Master Data Management (MDM) Service** that addresses data quality by providing a platform for creating and managing consolidated, accurate, and “clean” data. Agencies participating in this service will have access to business-critical demographic information that is consistent, up to date, and that can be used in agency processes, tools, and applications.

The MDM suite comprises processes, standards, and tools to define and manage an agency’s data. MDM can de-duplicate and standardize data to create and maintain a repository of high quality, trusted data as the “golden record”. Reliable data in MDM allows agencies to:

- Integrate business data across the enterprise in a large variety of tools and systems
- Validate data against United States Postal Service regulations, confirming that the addresses are legitimate and properly formatted, potentially saving on bulk mail costs
- Adhere to legal requirements to use a Commonwealth Business Identifier (CBI) for businesses access state services
- Incorporate rules to identify and eliminate incorrect data from entering an application or system
- Reduce costs related to duplicate data and subsequent data storage and backups
- Provide reliable data for analytics and supporting compliance efforts

For more information, or if you would like to get a demonstration of this service, please contact:

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