



Brochure

# Effortless Master Data Management

Harmonized Customer Information | Empowered Data Governance |  
AI-based Data Management | 100% Salesforce Native

Management and governance of client-centric information is foundational to every digital transformation initiative. It provides not only accurate visibility of client data and history across the enterprise, but also enhances quote-to-cash lifecycle, enables cross-sell opportunities, and facilitates better omni-channel experience. Current solutions are costly to deploy and challenging to maintain, and offer a limited autonomous capabilities.



### **Ease of Integrations**

Easy access and registration of data sources via customizable adapters.



### **Programmatic Data Governance**

Pre-configured data governance processes and monitoring.



### **Master Data Management Engine**

Automated configurable AI-based algorithms matching, validating, processing, and routing data.



### **Recommendation and Insights**

Data quality visualization and insights to build comprehensive data understanding.



### **Federated Master Data**

Golden data is available for consumption by any application in real-time mode.

## **Highlights**

Lightweight and flexible SaaS-based master data management solution

Ease of one-time and ongoing data hygiene

Minimal human intervention

Rapid deployment

Pre-built data governance processes and controls

# Empowering Customer 360

## The LTI Advantage

LTI Master Data Management is a SaaS-based solution 100% native to the Salesforce platform. It integrates internal data governance processes with easy-to-use and change AI-based algorithms and insights. The solution is designed to integrate with myriads of source systems, conduct one-time and ongoing data hygiene and enrichment and serve a single source of truth / golden data records to any applications within the enterprise landscape. Being native to Salesforce platform, it is easily integrated into the existing Salesforce environment.



LTI (NSE: LTI) is a global technology consulting and digital solutions company helping more than 400 clients succeed in a converging world. With operations in 31 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 33,000 LTItes enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <http://www.Lntinfotech.com> or follow us at @LTI\_Global.

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