

Experts to discuss “Master Data Management for Cross-Functional Enterprise Data Quality”

PRINCETON, N.J., August 30, 2011: Zynapse - a division of Zycus that provides Master Data Management Solutions for ERP projects announced today that it is hosting an exclusive webinar “Master Data Management for Cross-Functional Enterprise Data Quality”

“Data subsystems are typically designed to support specific line of business processes, but as more organizations begin to employ enterprise-wide tools to support cross functional processes, what were tolerable data variations and discrepancies wreak havoc on cross-functional success.” Says David Loshin, the foremost industry expert in the Data Quality, Master Data Management and Information Value space and the author of “The Practitioner’s Guide to Data Quality Improvement”

When there is an intent to use data from multiple sources for cross-functional activities often embodied within ERP, CRM, SCM, procurement, A/P or data warehousing systems for reporting, there is a corresponding need for a platform to ensure that data instances created in one areas of the business are suitable for uses in other areas of the business.

In this webinar, we review how organizations can employ master data management (MDM) methods and techniques to resolve structural and semantic differences appearing from different data sources to reduce inconsistency and improve enterprise data quality across cross-functional departments.

This 60-minute webcast will be streamed live over the Web on Thursday, September 8th, 2PM EST North America. The Expert Panel addressing the audience will be **David Loshin**, President, Knowledge Integrity Incorporated and **Arthur Raguette**, Vice President, Zynapse, a Zycus division.

The experts will share insights on:

- The value proposition and business case for data quality improvement
- Variation and inconsistency in originating source systems and the remedies to resolve them
- Opportunities for cross-functional collaboration on data quality improvement programs
- Using master data management methods to harmonize variant structures and semantics
- Dollar Value savings from ensuring optimal enterprise data quality

About Zynapse

Zynapse is the first to offer Master Data Management services and solutions that bring real ROI and Business Value by focusing on the business use and application of organizational Master data. Zynapse uniquely offers end-to-end automated ERP MDM solutions driven by our suite of **Artificial Intelligence (AI)** based solutions and business roles and rules, easily configured to fit enterprise requirements for classification, enrichment, screens, fields, security, attachments, workflow approvals, languages and more.

Leading global companies have chosen Zynapse solutions for the following reasons:

- End-to-end automated processes to harmonize & enrich historical master data
- Ability to ensure ongoing data integrity and data quality
- In-depth domain expertise and customer responsiveness
- Ability to handle huge volumes of data in multiple languages across multiple systems

Registration to view this webcast is free of charge, courtesy of Zynapse and a recording of the webinar will be sent to all the registrants. Click [here](#) to register for this event today.

Press Contacts

Nupur Agrawal

PR & AR, Zynapse

Nupur.Agrawal@zycus.com

Direct: +91 9870701727