



ASK THE EXPERTS SOLUTIONS BRIEF

WHAT IS ASK THE EXPERTS?

Amplifi understands the critical role of master data – and all of its nuances – in enabling successful digital transformation projects. For over a decade, we have been in the trenches with some of the largest brands in retail, manufacturing, and distribution, helping them harness the power of their data. During that time, we have become experts at our trade and of the product and master data platforms that we utilize on a daily basis.

Our **ASK THE EXPERTS** webinar series connects your team members with Amplifi's knowledge base of MDM experts. With our team's collective experience of over 150 years in the field of master data, Amplifi understands your industry and challenges. We stand ready to guide both business and technical users along the MDM journey.



Stibo Systems' STEP technology platform provides a common set of functionality that allows you to use one seamless solution to make data your business differentiator.

TOPICS INCLUDE

- » Optimizing Processes with Workflows and Business Rules
- » Understanding Data Model and Taxonomy
- » Automotive utilization
- » Use of Customer Data
- » Utilization of Integrations
- » **And many more...**

WHO IS AMPLIFI?

Amplifi is a strategy and information management consultancy that helps the world's leading brands, retailers, distributors, and manufacturers harness the power of their #1 asset...THEIR DATA.

Amplifi provides best-in-class data consulting services that address the entire information value chain from strategy, solution definition, design and implementation of information management technologies and solutions. Consistently recognized as a leader by Gartner on the Market Guide for MDM External Service Providers report, Amplifi provides strategic consulting and implementation services for industry-leading B2B and B2C companies through its North American offices.