CluedIn

Data management that moves like your business does.

AI-powered. Microsoft-native. Zero modeling.
CluedIn delivers the data you wish you had, faster than you thought possible.

www.cluedin.com

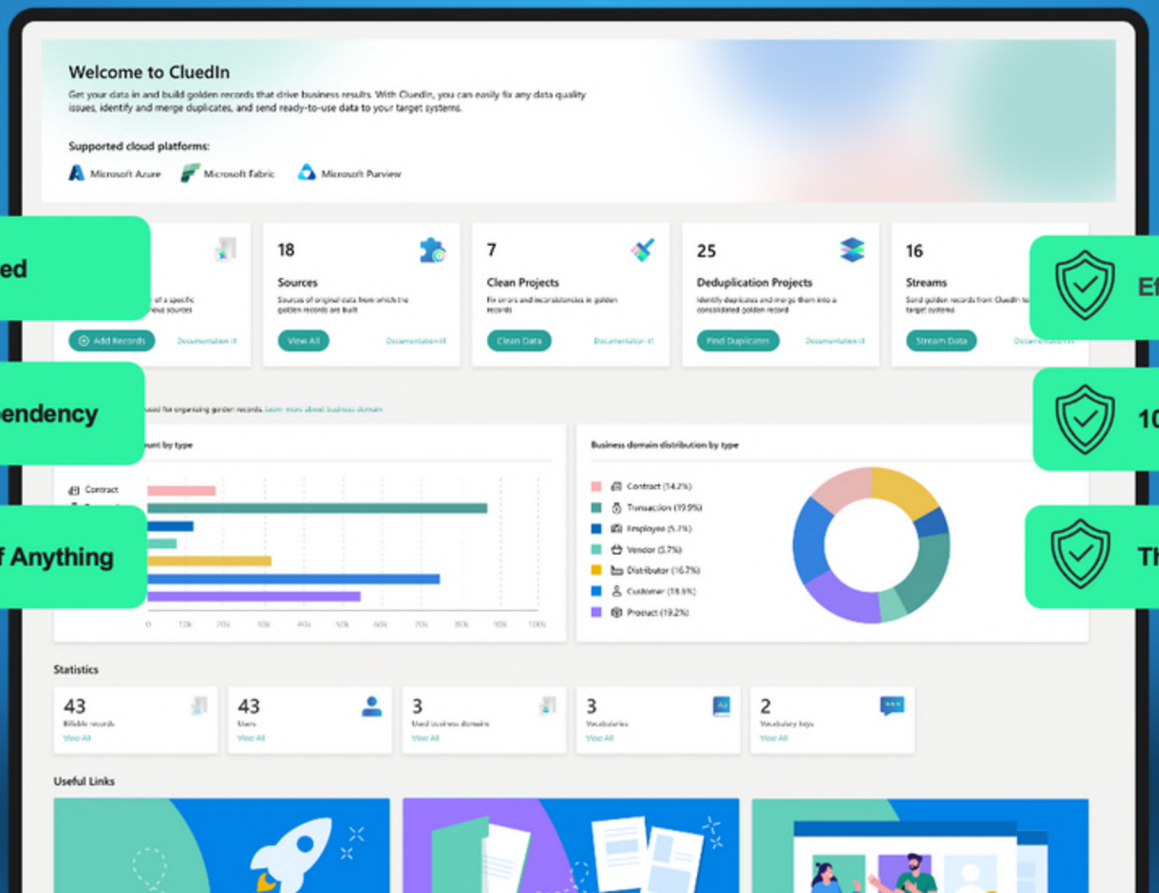
CluedIn | Microsoft

The smartest way To master your data.

OUT WITH THE OLD MDM. IN WITH THE INTELLIGENT.

Master Data Management was meant to unify your business. But today's MDM tools are slow, inflexible, and too complex to keep pace. CluedIn flips the script, making trusted, connected, and clean data available fast, with zero upfront modeling and no heavy lifting.

CluedIn is how data becomes business-ready, powering everything from AI and analytics to CRM and ERP migrations. If your data's not CluedIn, it's not working hard enough.



- Automation – AI Empowered
- Agility – No Resource Dependency
- Flexibility – Single View Of Anything
- Effortless Setup and Simple To Use
- 100% Business Outcome Focused
- The Most Native Azure MDM

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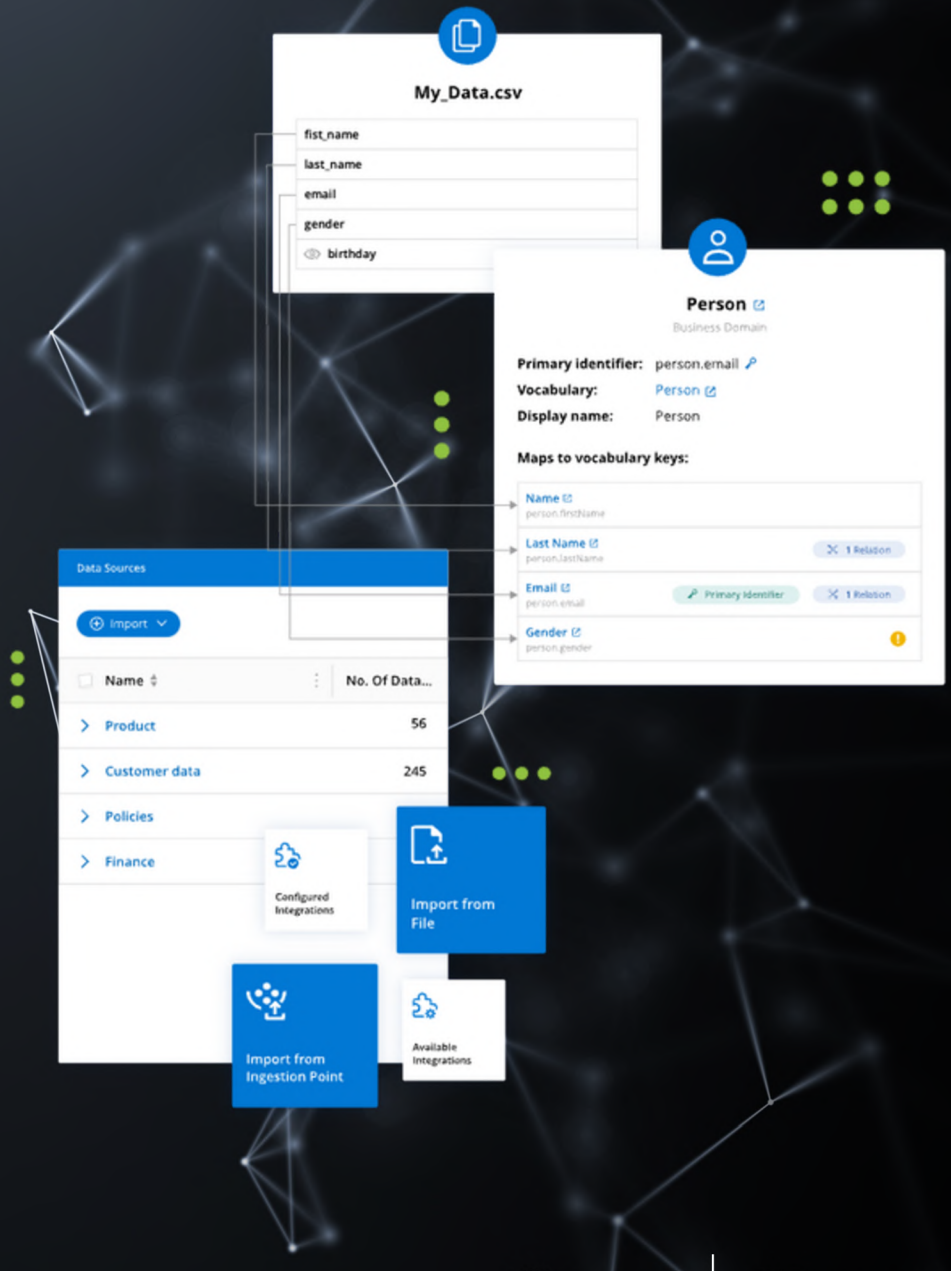
No-code. No waiting. No limits.

DATA THAT DEPLOYS ITSELF.

Forget the endless prep work of legacy MDM. With CluedIn, data onboarding is instant, relationships are graph-modeled automatically, and everything is AI-assisted. You're not just managing data, you're activating it.

No more waiting months for results. CluedIn lets you **Connect & unify data from any system**. Whether it's structured, unstructured, legacy, or modern. CluedIn **automatically deduplicates, enriches, and governs that data,** then **Serve it directly into your tools,** be it analytics, CRM, AI or any other platforms and services.



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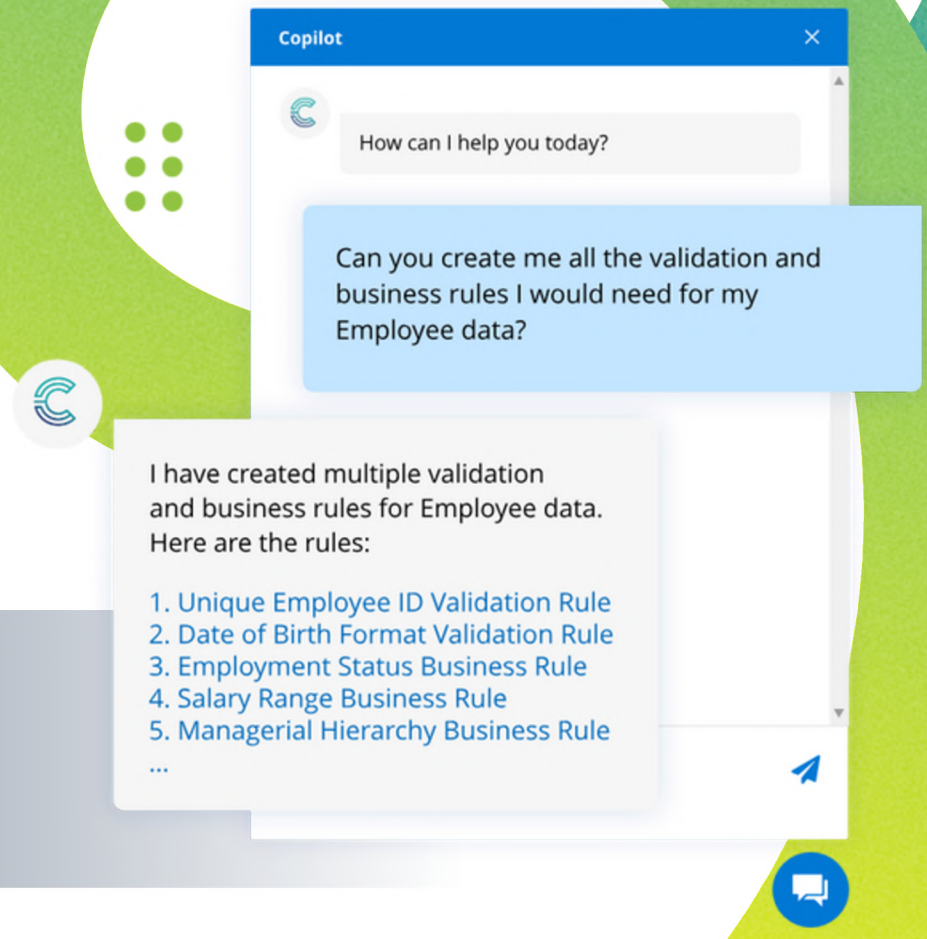
AI that does the hard work for you.

BUILT IN, NOT BOLTED ON.

Meet your new favorite teammates. The **CluedIn Copilot**. It understands your data, your business context, and your goals... and gets to work. **CluedIn's AI Agents** handle the heavy lifting, resolving, enriching, validating, and continuously improving your data behind the scenes.

This means an experience that business users can actually use, without waiting on IT. Think of it as a self-driving MDM, built for results.



30% FASTER ONBOARDING

80% FASTER DEPLOYMENTS

CluedIn | Microsoft

Built for Azure.
Powered for business.

ECOSYSTEM SYNERGY AS STANDARD.

CluedIn is a Microsoft recommended master data management platform, because it's built the way Azure works, **modular**, **scalable**, and **secure**. You get scalability, compliance, and deep ecosystem synergy out of the box as we natively integrate with:

Microsoft Purview
For real-time lineage, quality, and governance

Microsoft Fabric
For enabling analytics in OneLake, Power BI, Synapse & more

Azure Marketplace
Deploy in 20 minutes directly in your tenant

Over 26 Azure services
From Data Factory to OpenAI

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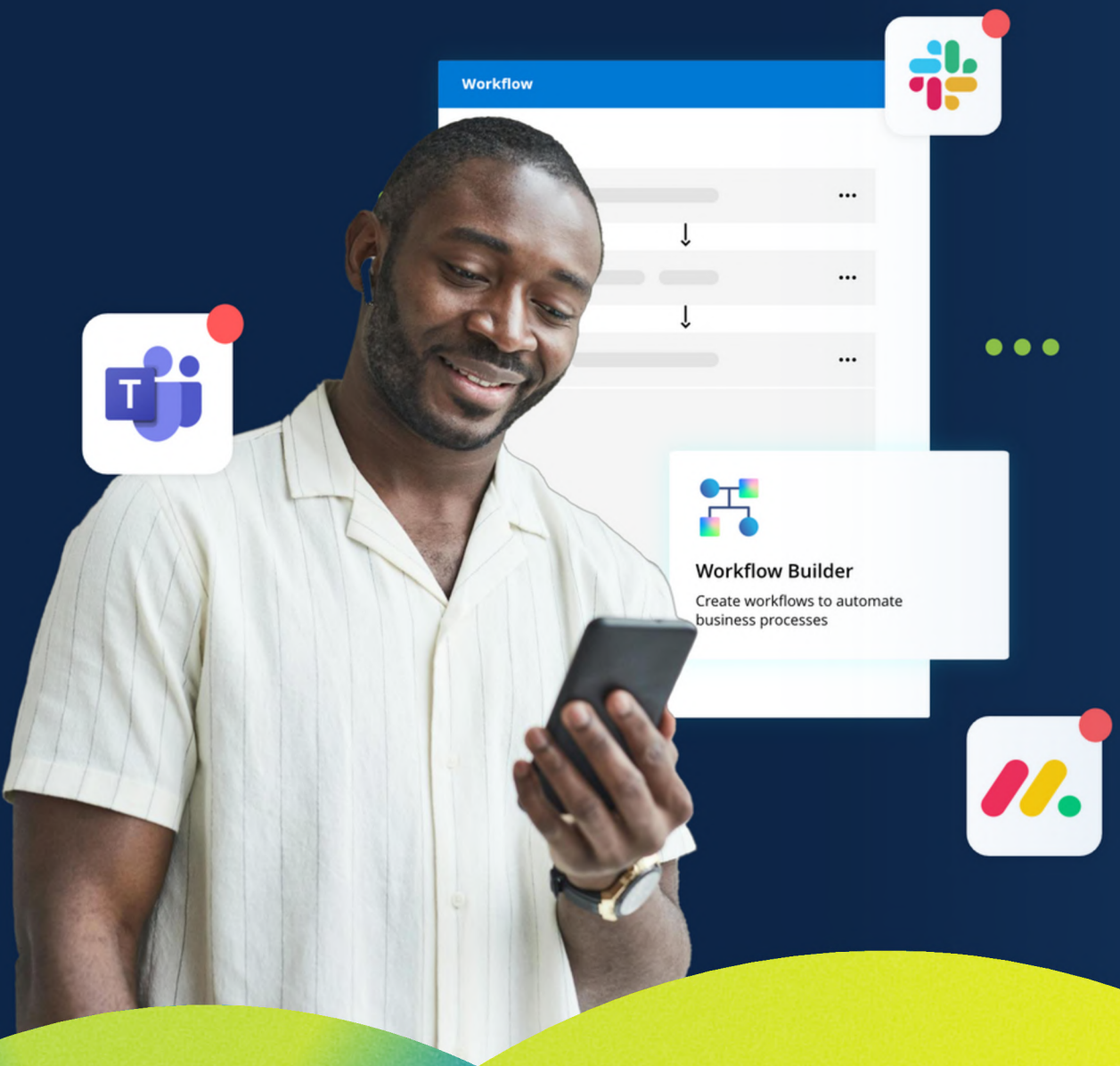

Let work flow.

AUTOMATION AND VALIDATION WHERE YOU WANT IT.

CluedIn operates seamlessly in the background, notifying you proactively when business approvals are needed, making it easy to manage collaboration in the tools you love.

Seamlessly **integrate 100+ systems** and **automate workflows** for user friendly collaboration and approval processes.

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Solve your biggest data headaches.

DELIVER VALUE FAST

CluedIn isn't just about mastering data, it's about fixing what broken data breaks. Across industries and teams, we help turn messy, misaligned, and incomplete data into business wins.

Customer 360

Unify every touchpoint into one trusted view, so marketing can personalize, sales can close faster, and support can actually support.

ERP & CRM Migrations

Cleanse, align, and de-duplicate before go-live, avoiding delays, budget overruns, and post-migration chaos.

AI & ML Enablement

Feed your LLMs and machine learning models with high-quality, governed data and watch accuracy, performance, and ROI soar.

Compliance & Risk Management

Track lineage, enforce quality rules, and prove control, across every domain, region, and regulation.

Supply Chain & Vendor Optimization

Connect and standardize product, vendor, and logistics data for full visibility, faster decisions, and lower risk.

Finance, Billing & E-Invoicing

Prevent missed revenue from incorrect billing, reduce manual reconciliation, and report with full confidence in every number.

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Loved by leaders. Endorsed by analysts.

WEALTH MANAGEMENT

We chose CluedIn because we share a common vision of accelerating value creation through the responsible democratization of data.

PERNILLE OLLING
SENIOR VICE PRESIDENT

Nykredit

MEDIA AND ENTERTAINMENT

We chose CluedIn for its powerful AI capabilities and seamless Azure-native integrations to empower our business and technical teams with data that's ready for insights & AI-driven innovation.

FELIX BAKER
HEAD OF DATA SERVICES

SEGA

RETAIL

With CluedIn, we can process data as-is and adjust our schema adaptively.

LAURETTE CHANG-LENG
HEAD OF INTEGRATION

MITRE 10

INDUSTRY ANALYSTS

CluedIn has the most **tangible** and **advanced** use of GEN AI / LLMs in MDM currently.

GARTNER
MASTER DATA MANAGEMENT GUIDE 2025

Gartner

RISK MANAGEMENT & INSURANCE

As a Graph-based system, we have experienced firsthand how easy it is to ingest and map data, and how simple it is to define our data model.

ROBERT BROWN
ENTERPRISE ARCHITECT

GUARDRISK

INDUSTRY EXPERT

Microsoft and CluedIn drives value for businesses and really helps them to achieve more.

DAN STILLWELL
DATA & AI DIRECTOR

Microsoft

INDUSTRY EXPERT

CluedIn combined with Microsoft Azure offers a fast and simple way for enterprises to realize their data estate's full value.

YVONNE MUENCH
SENIOR DIRECTOR

Microsoft

CUSTOMER

With CluedIn, we've been able to centralize our data while leveraging AI Agents to automate repetitive tasks. It's a perfect blend of simplicity and power.

MICROSOFT AZURE MARKETPLACE
CUSTOMER REVIEW

Microsoft Azure Marketplace

Microsoft Marketplace Ratings

4.8 Star Rating

Gartner peerinsights

4.8 Star Rating

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Why CluedIn? Why now?

THE ANSWER IS SIMPLE...

Our graph-based architecture and AI powered platform allows you to **see your data in full context**, unlock hidden relationships, and build single views of anything from customers to contracts, suppliers, assets, or employees, delivering data that makes the difference.

80% faster to implement

By leveraging the quickest implementation time of any MDM platform, you can deliver innovative solutions sooner and at a lower cost.

Manual work minimized by 12:1

By automating tasks and delivering the right data to the right tools, you free up teams from repetitive work, get better results and save on costs.

No data sources restrictions

Handle 100% of your data sources plus unlimited specialized enrichers for a higher Volume and Variety, accurate ML models and reduced knowledge gaps.

The power of AI

The combination of Graph-based MDM and AI enables the user to speak to their data and solve data problems in seconds – with ZERO CODE.

Zero upfront data modelling

CluedIn has been designed to allow for a quick start as no upfront data modelling is required (main blocker in other MDMs' projects). IT involvement is not required.

Achieve ROI in weeks, not years

Because you can start right away and work Agile, you can put value at the center of every iterative use case instead of technical complexity.

Build single views of anything

When domain experts can create domains dynamically and connect them together organically, your data is complete and exposes opportunities.

Inherited cost efficiency

The Cloud was born to enable scalability and instant resources availability. We were made for the cloud and will keep your costs as low as they can be.

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It's time to connect

Ready to bring CluedIn into your next data conversation?

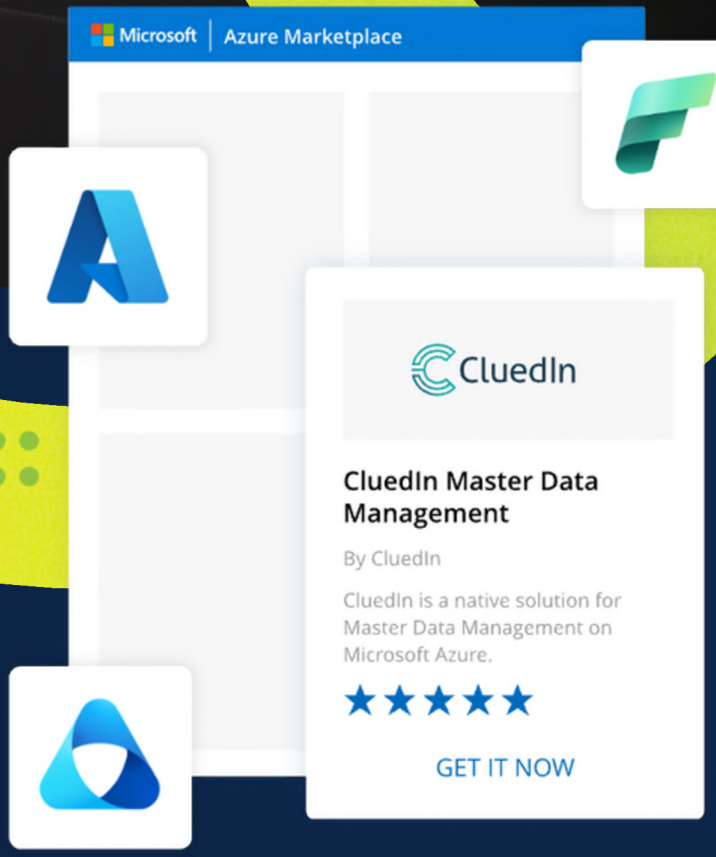
It's time for MDM that works like your business works - **fast, connected, and AI-powered.** Speak to our team today.

[Contact the Team]

[CluedIn Features]

[Microsoft Fabric & CluedIn]

[Microsoft Purview & CluedIn]



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