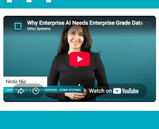
POWERED BY AI

Master Data Management with AI by Default

AI is built into STEP, our trusted intelligence platform, embedded in the core workflows teams use to run modern data operations. From content generation to onboarding, matching and governed delivery, we help you execute faster, reduce manual effort and put AI to work in a way you can trust.

Explore AI in STEP



THE MARKET IS ALREADY SIGNALING THE SHIFT

49%
of business prioritize AI-driven services, but 28% struggle adopting AI.

69%
of teams don't fully trust their customer data.

76%
of organizations maintain shadow spreadsheets or off-system customer data.

AI-native MDM, built into STEP

From generative AI to automated workflows, AI is embedded into the core workflows businesses use to onboard, govern, enrich and syndicate data every day.

ProductGen AI | AI-powered attribute mapping | AI-driven matching for customer MDM

Create, govern and localize product content at scale

ProductGen AI is a generative AI capability embedded into Product Experience Data Cloud to generate AEO- and SEO-ready product content with governance built in, using preconfigured prompt libraries, approval workflows and human-in-the-loop oversight. It also supports automated product description generation and AI-assisted translation, helping teams scale content and localization without leaving STEP.

Get solution sheet

Open ecosystem for AI and analytics

Stibo Systems MCP Server

The Stibo Systems MCP Server connects AI agents directly to trusted, governed master data, allowing them to securely access, interpret and act on verified information across enterprise systems. By bridging your MDM with our MCP, you get traceable, high-integrity context to power agentic AI and automated business processes that scale — and that you can trust.

Microsoft Fabric

Bring governed master data into Microsoft Fabric so analytics and AI workflows run on golden records instead of conflicting copies. Connecting MDM to the tools your analysts, engineers and data scientists already use reduces friction and speeds time to value.

Ready to explore how AI is embedded into STEP?

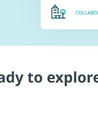
Let's talk

Master data management for the AI era

As AI and autonomous agents change how work gets done, we're redefining the role of MDM. Download the white paper to explore our vision for MDM as the authoritative foundation for meaning, trust and intelligent enterprise operations.

Read the white paper now

If reliable, flexible and ready-to-integrate sounds tempting, dive in.



Agentic commerce

Can your commerce data drive AI decisions?

As buying shifts to AI-driven recommendations, product data must be complete, comparable and context-rich, so that agents can evaluate and recommend confidently across channels.

Learn more

AEO discoverability

Can your products be found by AI?

AI engines rely on product information they can understand, trust and cite. Structured, enriched data helps your products show up and stay accurately represented in AI search results.

Learn more

Agentic customer 360

Does AI understand who your customers really are?

AI decisions are only as reliable as the identity behind them. A single, consistent customer view helps recommendations and actions stay accurate, explainable and safe to scale.

Learn more

From vision to reality

Trustworthy intelligence is delivering business value for our customers where AI needs to make or influence decisions. Across commerce, discovery, onboarding and customer intelligence, these scenarios show how our vision is coming to life.

How businesses are putting AI into action today

OfficeMax

OfficeMax NZ: AI-ready product data at scale

AI-assisted product onboarding helped OfficeMax NZ move from weeks to hours, accelerating commerce by grounding automation in trusted data.

Read the story

hagergroup

Hager Group: From fragmented data to AI-powered product info

Hager Group unified product data and automated publishing across 26 markets — plus AI-driven content creation — on a single product information backbone.

Read the story

FERGUSON

Ferguson: Applying AI to construction product data

Ferguson uses AI to accelerate product onboarding and prepare construction data for large-scale, intelligence automation.

Read the story

How we're building what's next

The future of master data management and trustworthy intelligence isn't built in a lab. It's built through collaboration. Our dedicated Innovation Team works at the intersection of master data and AI. They're building what enterprises need right now with our customers, technology partners and researchers. The result is an MDM platform that doesn't need to wait for AI to mature. Because it's already grounded in it.

- CO-INNOVATE WITH CUSTOMERS
- PARTNER ACROSS THE ECOSYSTEM
- COLLABORATE WITH UNIVERSITIES

Ready to explore further?

Why Enterprise AI Needs Enterprise Grade Data

The Future of MDM

After Agentic AI: Building The Architecture For What Comes Next

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