

— PRODUCT OVERVIEW · MASTER DATA MANAGEMENT

One client, one product, one supplier — one trusted record.

In most larger organizations, the same customer, product, or supplier exists across multiple systems with different names and data. Omnit Master Data Management creates a single, trusted source for key company data — one customer, one product — one trusted record across the organization

If nobody knows which record is the trusted one, every report and every decision rests on uncertain foundations. From defining the golden record and establishing governance to aligning systems and ensuring continuous maintenance.

trusted source

one record, one truth

governance

clear ownership

synchronization

the same data everywhere

maintenance

consistent over the long term

An Implementation Partner, Not a Consultancy

We build systems that solve real business problems — tailored to existing operations, sustainable in the long term, for mid-sized and large enterprises. We do not pursue the most fashionable solution; we pursue the best value for money.

Three Pillars, One Partner

AI Factory

Practical AI for enterprise environments: document processing, automation, customer service, image and video analytics, prediction, intelligent search.

Data Solutions

Reliable reporting starts with well-managed data: ETL, BI, master data management, migration, Data Governance.

Custom Development

Business applications, system integrations, process digitization — from frontend to backend, cloud and hybrid.

What Makes Us Different

- **The team that assesses the project also builds it** — from the first workshop to production.
- **We build systems, not disconnected APIs** — frontend, backend, databases, integrations.
- **We start from real operations, not templates.**
- **Modular approach** — complete systems or individual components.
- **We specialize in projects where the challenge is difficult to define.**

KEY MESSAGE

We start with assessment and finish with a working system — and the same team carries the project from the first workshop to production.

Practical AI with Real Business Value — Not Hype

A generic AI subscription is not the same as AI built around a specific business problem, measured and integrated into enterprise operations. We build the latter: complete AI processing pipeline from your data, testing multiple models on the same dataset and selecting the best value-for-money solution.

Core AI Capabilities

- **Document Processing** — invoices, forms, contracts (typically 80% processing time reduction).
- **AI Automation** — replacing repetitive manual processes.
- **Customer Service & Contact Centers** — AI-assisted responses in Hungarian.
- **Image & Video Analytics** — manufacturing and visual quality control, performance measurement.
- **Predictive AI** — quality and behavioral forecasting.
- **Intelligent Search (RAG)** — enterprise knowledge search with source references.

Ready-Made AI Products

- **AI Invoice Posting** — rule-based, audit-ready coding from images and PDFs.
- **AI Conveyor Monitor** — video analytics for operational performance.
- **Intelligent Chatbot** — hallucination-free, RAG-based knowledge assistant.
- **Intelligent Search Engine (RAG)** — answers from documents, not lists.

Every product and service at a glance

AI Factory brings together AI services; Data Solutions creates order in enterprise data; Development builds custom systems. Every engagement starts with a fixed-price assessment.

AI Factory ARTIFICIAL INTELLIGENCE

ENTRY AND LEVELS

AI Opportunity Check

€1,450 • 1 week

★ ENTRY

AI Compass Audit

From €4,950

ADVANCED

AI Pilot

From €7,950

ADVANCED

CAPABILITIES

Document Processing · AI Automation ·
Customer Service & Contact Center · Image & Video
Analysis · Predictive AI · Intelligent Search (RAG) · AI
Agents & Assistants · Customer Behavior Analytics ·
Anomaly Detection · AI Consulting & Training ·
CRM Solutions

READY-MADE SOLUTION

AI Invoice Posting · AI Conveyor Monitor ·
Intelligent Chatbot · Intelligent Search Engine

Data Solutions DATA MANAGEMENT

ENTRY

Data Assessment

From €1,450 • 2–3 weeks

★ ENTRY

CAPABILITIES

Data Preparation & Processing (ETL) · Business
Intelligence & Reporting · Data Cleansing & Validation ·
Master Data Management · Data Migration Management ·
Data Analytics · Oracle & Database Expertise · Specialized
Data Project Management · Data Governance

READY-MADE SOLUTION

CER — Material Master Data Gateway: SAP master
data framework (45 days → 4.5 days)

Custom Development CUSTOM DEVELOPMENT

ENTRY

Solution Concept

From €1,450 • 2–3 weeks

★ ENTRY

CAPABILITIES

UI/UX Design & Business Application Development ·
System Integration · Document & Workflow Management ·
Cloud & Hybrid Solutions · Data Protection & GDPR
Compliance · Handwriting & Form Digitization

READY-MADE SOLUTION

DOCMAN: Enterprise Document Management (Case
Management, QES, Company Gateway)

One customer, one product — one trusted record

The three pillars of trusted master data: defining the authoritative record, establishing clear ownership, and ensuring consistent operation across all systems.

- 1 Consolidates**
Combines different versions that exist across multiple systems into a single trusted record.
- 2 Defines**
Determines the authoritative record and its source of updates.
- 3 Maintains**
Uses governance rules to ensure master data remains consistent over the long term.

IMPORTANT DISTINCTION

Master Data Management is not a one-time data clean-up exercise. It defines the trusted source, establishes the required rules, and ensures that master data remains consistent over time. If nobody knows which customer record is trusted, every report and every decision stands on uncertain foundations — the principle of one customer, one truth eliminates this problem.

Three situations where fragmented master data undermines decision-making

- 1 One customer, many records**
Customers, products, and suppliers exist across systems with inconsistent names and data — no single truth.
- 2 Decisions built on uncertainty**
If nobody knows which record is trusted, every report and decision becomes questionable.
- 3 Consistency breaks down**
After a one-time clean-up, master data becomes fragmented again if there is no owner and no governance.

BOTTOM LINE

Fragmented reporting, duplicate customers, and multi-system chaos still cost businesses money today — whenever nobody knows which record is trusted.

Three perspectives, one solution — and where the impact can be measured

Most relevant where the same key data (customer, product, supplier) exists differently across multiple systems and reporting suffers as a result. Initiatives are typically driven by data, master-data, and business teams.

Data / Master Data Owner

Creating and maintaining the trusted source is the primary outcome.

CRM / Sales

Every team sees the same customer with the same data.

CIO / IT

Systems operate from the same trusted data without constant manual reconciliation.

Where change becomes measurable

Reliable reporting

Reports and decisions are built on the same trusted data.

Consistent customer view

Every department sees the same customer, product, or supplier view.

Long-term consistency

Governance ensures that master data remains consistent over time.

What it does in practice — core capabilities

Master data assessment

We identify which key data domains appear across multiple systems and where inconsistencies or duplicates exist.

Consolidation and unification

Different versions spread across systems are merged into a single trusted record.

Golden record

We determine which value is authoritative and where updates originate — one trusted source.

Governance

Who owns the data, who may modify it, and under which rules — ensuring consistency remains in place.

System synchronization

Trusted data automatically distributed across systems — the same value everywhere, automatically.

Continuous maintenance

Ongoing validation of new records — ensuring master data remains consistent over the long term.

— THE DIFFERENTIATOR · THE THREE BUILDING BLOCKS

Three pillars — from the golden record to system synchronization

1

Golden record

One authoritative value per record, with a defined update source.

2

Governance

Who is responsible, who can modify data, and under what rules — consistency is not only created, but maintained.

3

System synchronization

Trusted master data automatically distributed — the same value everywhere.

WHY IT MATTERS

The three pillars of trusted master data are defining the authoritative record, establishing clear ownership, and ensuring consistent operation across systems. This is what keeps master data consistent over the long term.

Proof of expertise

The three building blocks

Trusted source

One authoritative record for every customer, product, or supplier — no more uncertainty about which data is correct.

Clear ownership

Clear rules defining who may create, modify, or approve data — ensuring long-term consistency.

Consistent operation

Every system works from the same trusted data — keeping reporting, integrations, and business processes aligned.

What makes MASTER DATA MANAGEMENT different

One customer, one trusted record

One trusted record — an end to the chaos of multiple systems and multiple versions.

Trusted source

One authoritative source with clearly defined update logic.

Clear responsibility

Clear responsibility and rules — consistency remains in place over time.

Consistent business operations

Trusted data automatically reaches every system — without manual reconciliation.

ABOUT PRICING — HONESTLY

There is no fixed list price. Pricing is project-based and depends on data domains, systems involved, and overall complexity. The real question is not the price — but the cost of uncertain reporting, duplicate customers, and multi-system chaos that trusted, consistent master data eliminates.

— THE NEXT STEP

Which customer record **should the business trust?**

In a 30-minute discussion, we review your master-data landscape and show how the principle of one customer, one truth can be established. If the solution is not right for your situation, we will tell you honestly.

Unified

One trusted record.

Proof: duplicate records eliminated.

Trusted

One authoritative source.

Proof: defined data owner and trusted source.

Governed

Governance and continuous maintenance.

Proof: master data remains consistent over the long term.

WEB

omnit.hu

PRODUCT

Master Data Management · golden record ·
governance · system synchronization

COMPLIANCE

ISO 27001 + 9001

[Request a consultation →](#)

