



TRUSTED DATA IN ACTION

Exploring Profisee's
Native MDM Workload for
Microsoft Fabric

Enterprise Voice for Microsoft Fabric

 Profisee

About Profisee

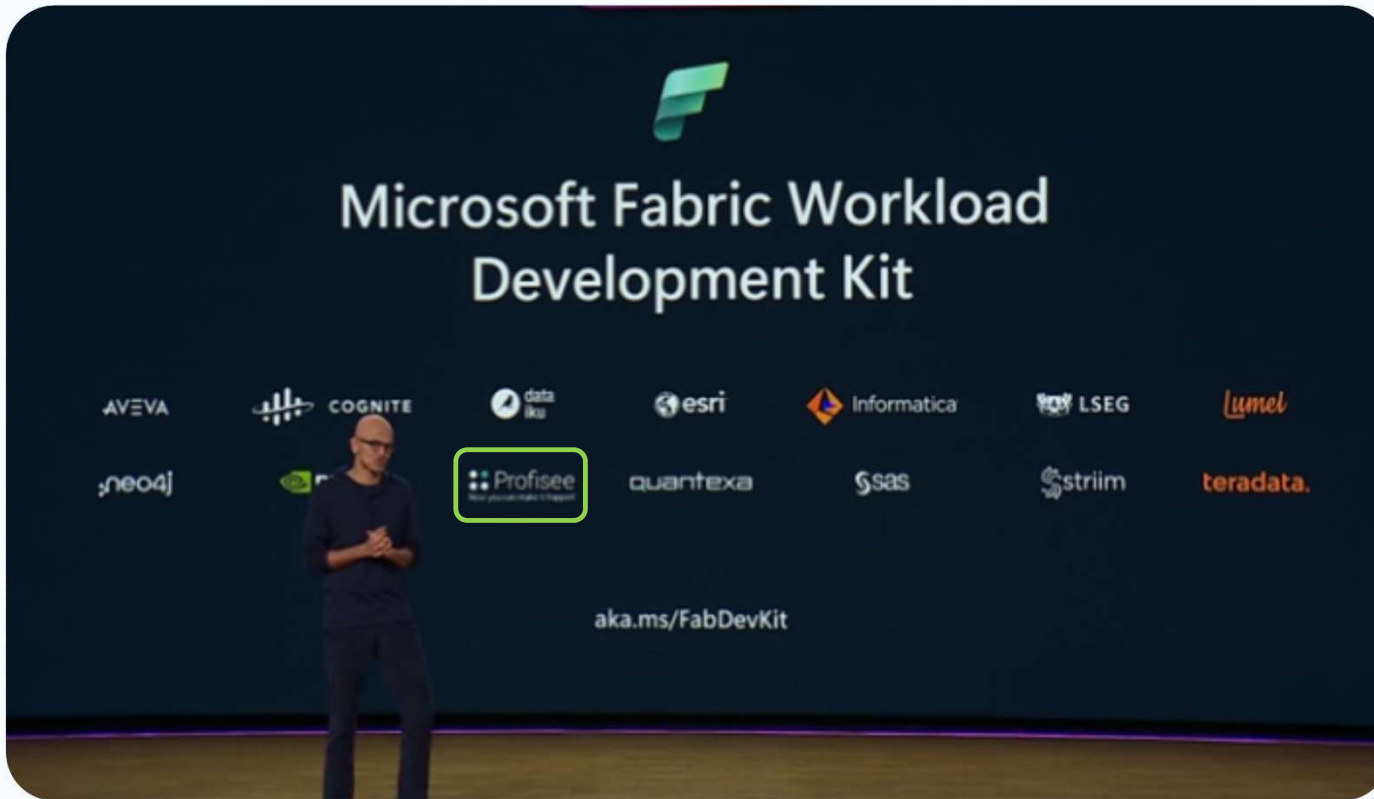


Profisee exists to make Master Data Management **easy**, for the purpose of unlocking the **power of trusted data**



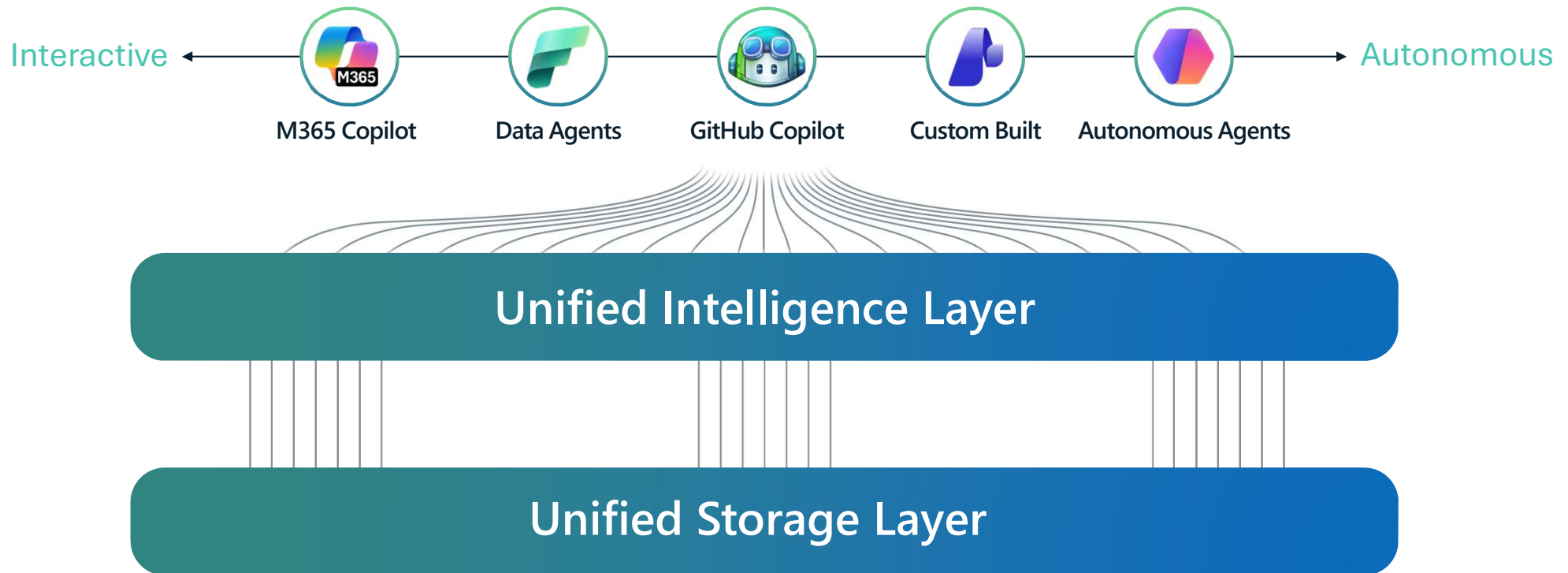
- 1 Market-leading developer of cloud-native MDM software with the fastest time to production
- 2 Trusted Microsoft partner with a long-standing reputation for delivering enterprise MDM across Microsoft platforms
- 3 Profisee MDM fills the gap between Microsoft's data platforms and trusted business data
- 4 Selected by Microsoft as a design partner for the Fabric Workload Development Kit

Profisee MDM for Microsoft Fabric



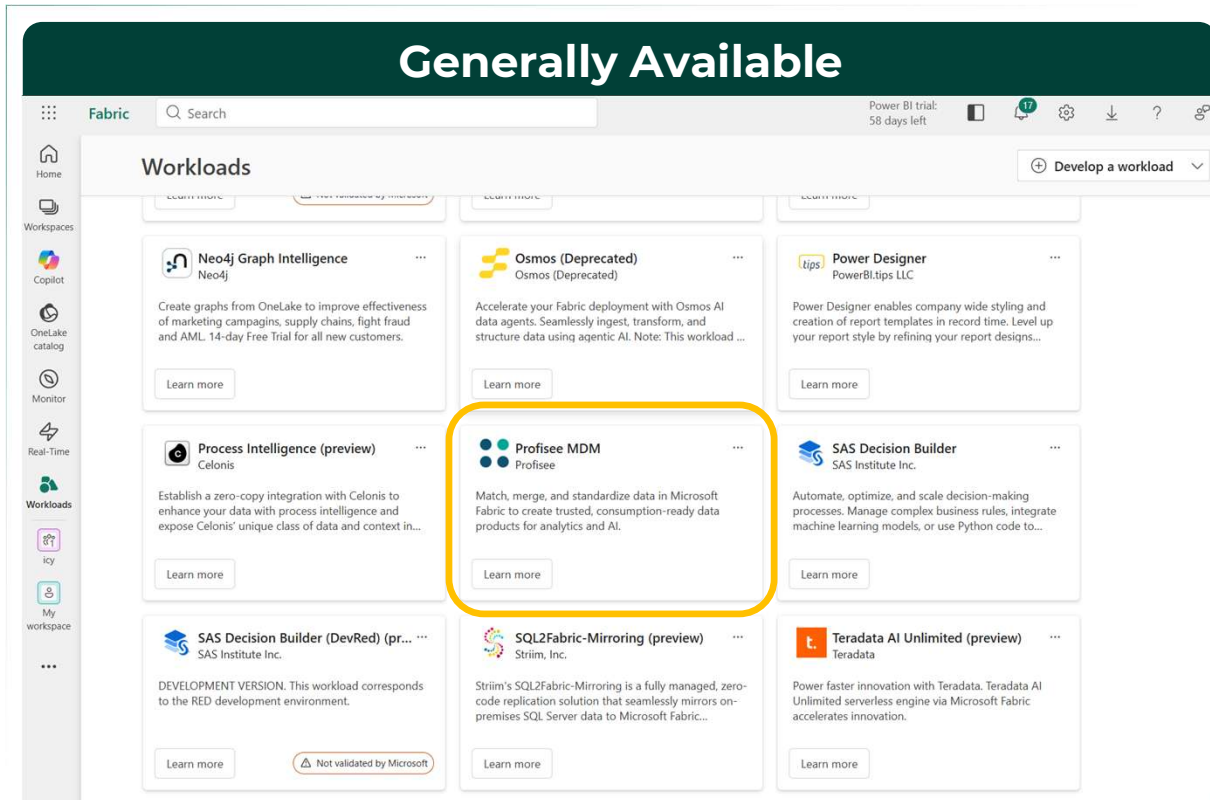
Having MDM as a workload **within** Fabric simplifies the delivery of the high quality, trusted, consumable data required for analytics and AI

We share a vision of AI, Agents and Humans; using high-quality data



Profisee fills a gap in the Fabric portfolio

Available in the Fabric Workload Hub



Stewardship in Fabric:

Managed, consistent, high-quality view of all your data, from within Fabric



Connected to your data:

Operate on your enterprise data stored in OneLake, write back to OneLake for analytics and AI

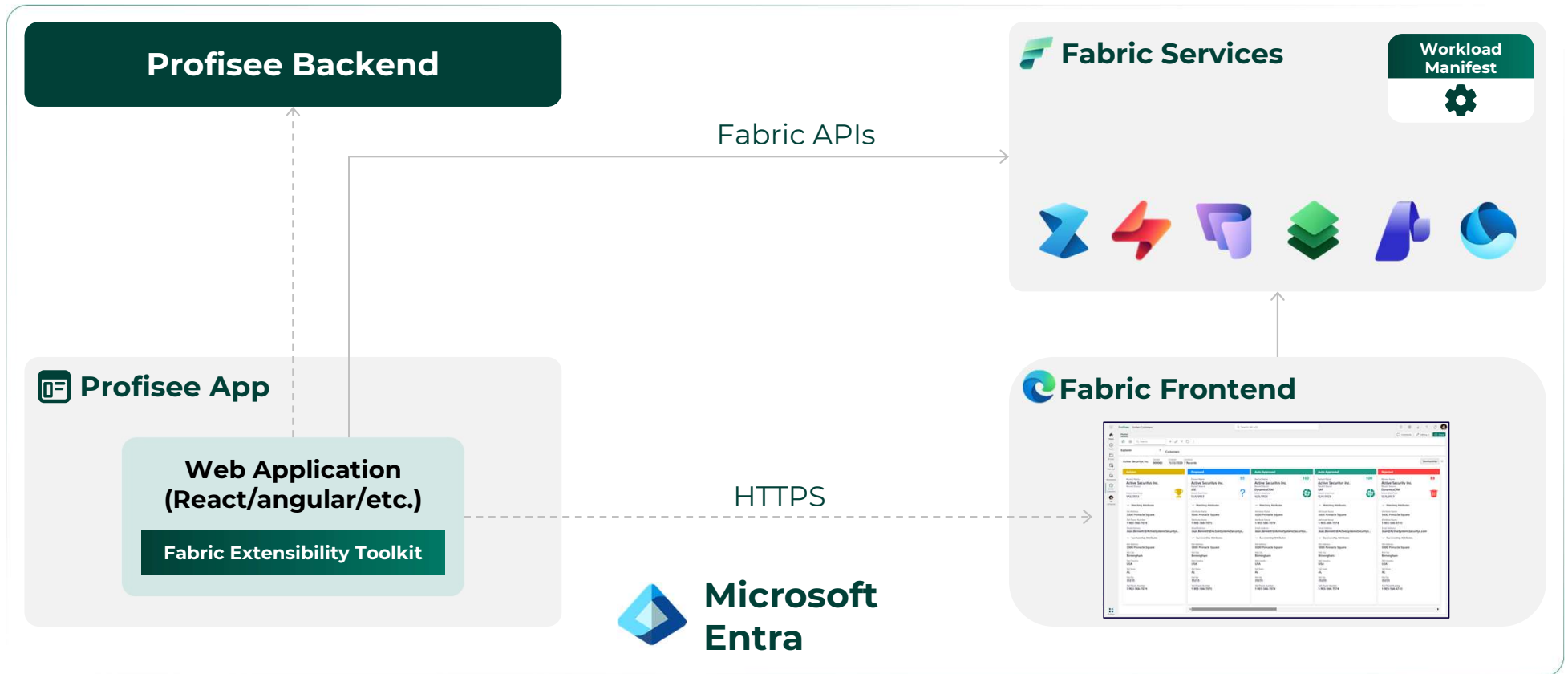


Easy to get started:

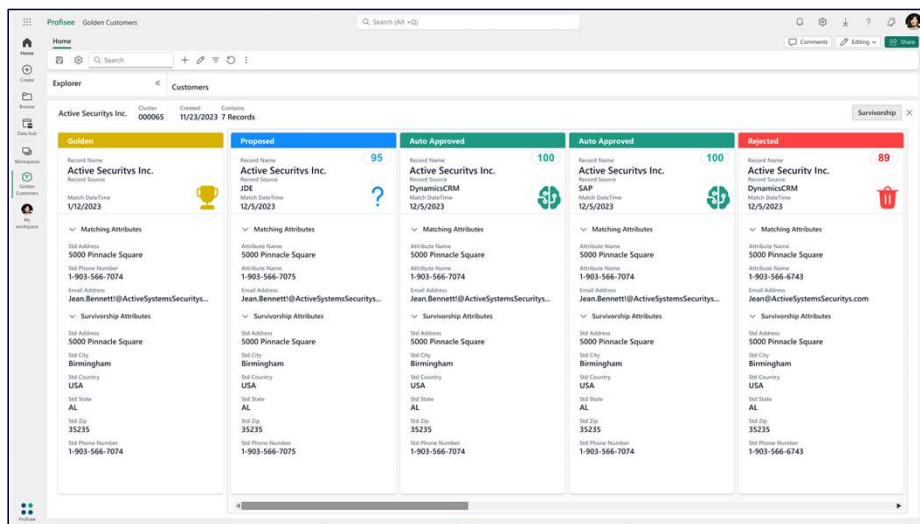
Locate Profisee in Workload Hub, add to Workspace, get started

* Evolved from the Fabric Workload Development Kit: now faster, smarter, and enterprise-ready.

Extensibility Toolkit – Secure, Managed and Integrated



Profisee operates on your unified data estate in OneLake



Golden	Proposed	Auto Approved	Auto Approved	Rejected
Active Securitis Inc. Record Source JDE Match DateTime 1/12/2023	Active Securitis Inc. Record Source DynamicCRM Match DateTime 12/5/2023	Active Securitis Inc. Record Source SAP Match DateTime 12/5/2023	Active Securitis Inc. Record Source SAP Match DateTime 12/5/2023	Active Securitis Inc. Record Source DynamicCRM Match DateTime 12/5/2023
Matching Attributes Std Address 5000 Pinnacle Square Std Phone Number 1-903-566-7074 Email Address Jean.Bennett@ActiveSystemSecuritys...	Matching Attributes Attribute Name 5000 Pinnacle Square Attribute Name 1-903-566-7075 Email Address Jean.Bennett@ActiveSystemSecuritys...	Matching Attributes Attribute Name 5000 Pinnacle Square Attribute Name 1-903-566-7074 Email Address Jean.Bennett@ActiveSystemSecuritys...	Matching Attributes Attribute Name 5000 Pinnacle Square Attribute Name 1-903-566-7074 Email Address Jean.Bennett@ActiveSystemSecuritys...	Matching Attributes Attribute Name 5000 Pinnacle Square Attribute Name 1-903-566-6743 Email Address Jean@ActiveSystemSecuritys.com
Survivorship Attributes Std Address 5000 Pinnacle Square Std City Birmingham Std Country USA Std State AL Std Zip 35235 Std Phone Number 1-903-566-7074	Survivorship Attributes Std Address 5000 Pinnacle Square Std City Birmingham Std Country USA Std State AL Std Zip 35235 Std Phone Number 1-903-566-7075	Survivorship Attributes Std Address 5000 Pinnacle Square Std City Birmingham Std Country USA Std State AL Std Zip 35235 Std Phone Number 1-903-566-7074	Survivorship Attributes Std Address 5000 Pinnacle Square Std City Birmingham Std Country USA Std State AL Std Zip 35235 Std Phone Number 1-903-566-7074	Survivorship Attributes Std Address 5000 Pinnacle Square Std City Birmingham Std Country USA Std State AL Std Zip 35235 Std Phone Number 1-903-566-6743

31,000+

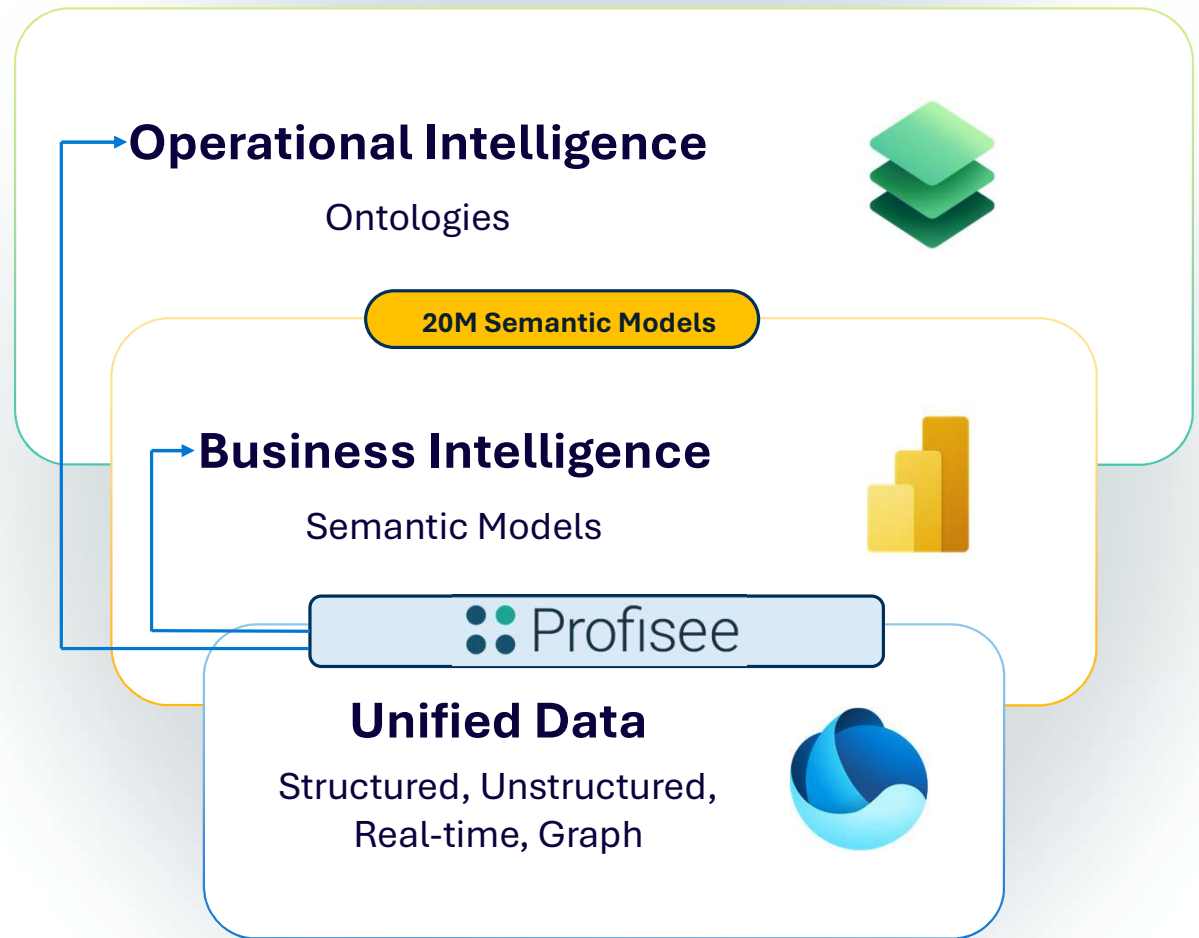
Fabric
customers

Unified Storage in OneLake



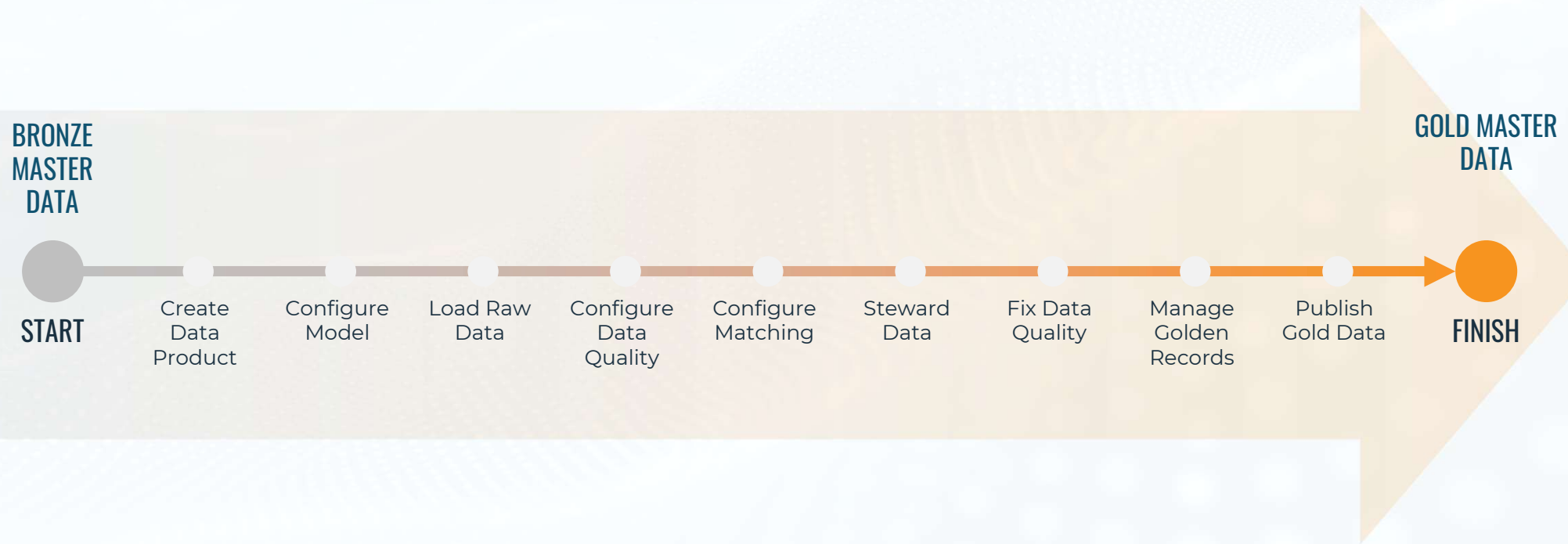


Fabric IQ



Fabric User Journey Vision

Enable Fabric customers to manage master data with Profisee without leaving Fabric.



Profisee Workload Demo



Profisee is Fueled by AI and Critical for AI

THE ENTIRE USER JOURNEY IN PROFISEE CAN BE FUELED BY AI

User Journey Stage	 Before	 After
LEARN	Context-switching to read documentation	Aisey guides users to answers and provides next steps instantly.
CONFIGURE	Set-up is manual and requires technical expertise.	Aisey can model, map and configure the system for you.
MANAGE	Data issues require constant manual effort.	AI powers capabilities in Profisee and assists stewards to manage data.
AUTOMATE	MDM doesn't scale without more people.	Agents eliminate busywork and automate stewardship at scale.

TRUSTED MASTER DATA CREATED BY PROFISEE IS CRITICAL FOR AI

Enterprise AI Success

Solid Foundation

AI thrives on accurate, complete and consistent data, Profisee ensures trusted unified data to enable AI to deliver reliable insights.

Trusted Data Unstructured

AI, requires contextual, enterprise-wide data. Without MDM, AI initiatives risk low ROI, compliance issues or operational harm.

Reduction in Bias

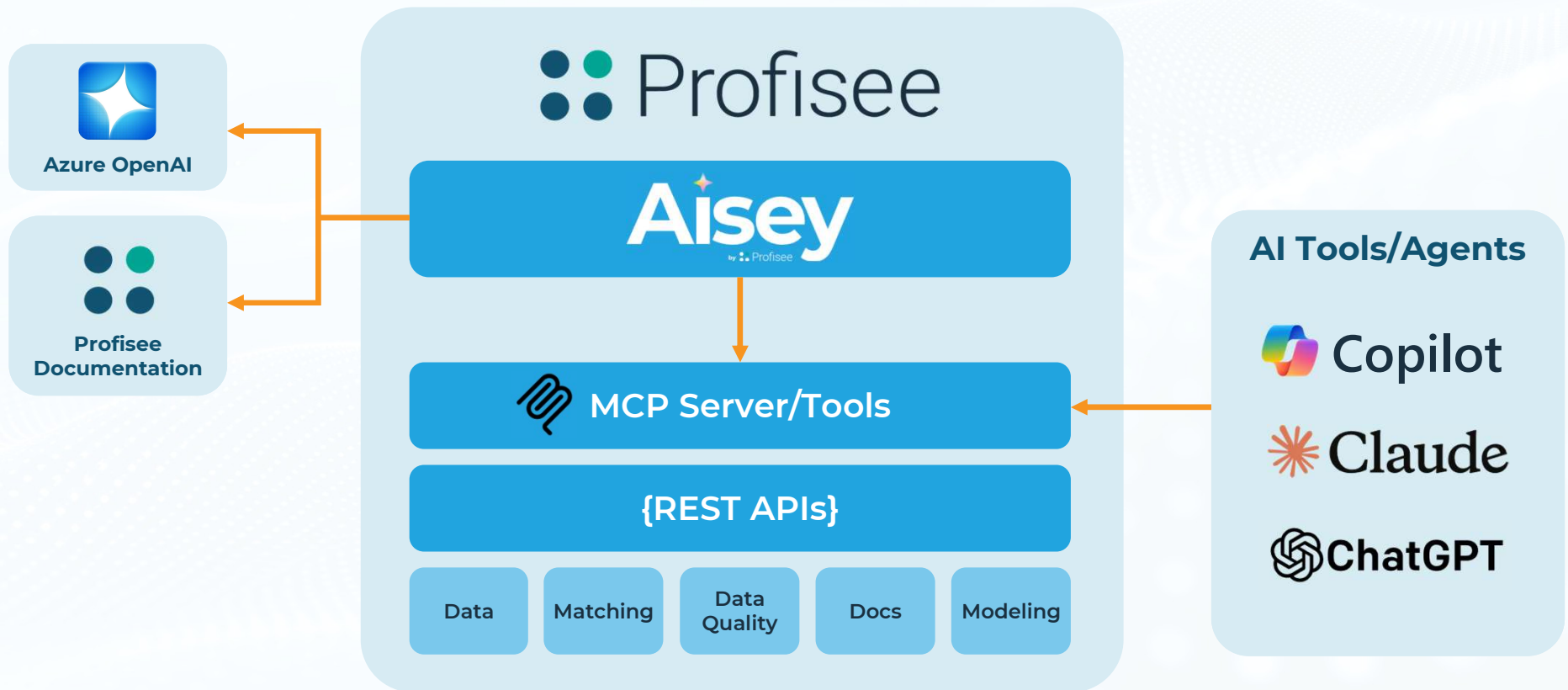
Inconsistent data introduces biases into AI training, misleading AI to provide the wrong information.

Better Business Outcomes

Trusted master data enhances AI Applications in customer 360, supply chain optimization and drug discovery.

Profisee must be a native part of the AI ecosystem ¹¹

Profisee AI Architecture



Profisee AI Demo



Learn More About Us

- www.Profisee.com
 - Check out the Fabric Trial
 - Request a Profisee Demo

Stop by and see us this week

Booth #709

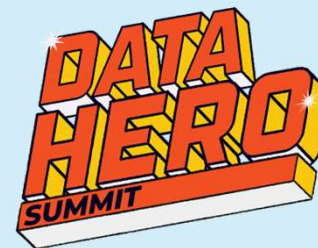


HEAR FROM DATA LEADERS



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<https://profisee.com/podcast>



Learn from Profisee Data Heroes

<https://profisee.com/data-hero-summit>

Thanks for your time!

