



Decentrix AI4Media™ Integrates Master Data Management

DENVER, CO May 27, 2025 -- Decentrix, Inc. announced today the introduction of an Integrated Master Data Management capability to their AI4Media™ technology stack, enabling comprehensive analysis across disparate advertising platforms.

Market research has established that advertising industry executives are using more than 12 different tools, and some are using more than 31 tools to manage campaigns and data. The current approach to Master Data Management (MDM) bundles consulting engagements with product to enforce standardization across enterprise systems and workflows. This invariably results in disappointing outcomes, characterized by long implementation timelines with intangible Return on Investments (ROIs).

Recognizing that change management on such a scale is disruptive to the enterprise, Decentrix respects each system across the organization by maintaining its current workflow. It activates AI4Media™ agents to coordinate code synchronization activities which consolidate and normalize data to simplify analysis across all such connected systems.

This approach fuels the sales process with trusted, high-quality account data so reps spend more time selling, and less time finding and reconciling data. Moreover, this enables the creation of accurate white space analyses and territory plans to uncover new opportunities.

“Master Data Management using AI4Media™ agents resolve the longstanding issues with MDM implementations by effectively removing consulting delays in negotiating the standardization of disparate systems,” said Wayne Ruting, Founder and CEO of Decentrix. *“It leverages AI to enhance MDM capabilities and enables existing workflows to continue without unnecessary disruption during the deployment process.”*

Building on over a decade of MDM experience, Decentrix has reimaged its production proven IP and integrated it with current GenAI technologies into its AI4Media™ technology stack. This approach enables media enterprises to free up experienced personnel for high-value revenue driving opportunities.

AI4Media™ agents have a proven track record of results. Decentrix case studies provide examples of over 75% reduction in time running reports for campaign maintenance resulting in a 58% increase in avails predictability and 35% revenue increases from higher eCPMs.

Integrated MDM is now available and is an optional extension to AI4Media™.



About Decentrix (www.decentrix.net)

Decentrix is a globally focused data technology company with transformational AI-based workflow management solutions that maximize advertising revenues and optimize operational efficiencies across digital, addressable and linear operations platforms for Brand Advertisers, Telecommunications and Media and Entertainment companies. The Decentrix BIAlytix™ SaaS suite, powered by AI4Media™ technology, is the most comprehensive next generation media enterprise platform in use today. It powers streamlined OMS workflows, delivering sophisticated functionality for cross-media planning, inventory optimization, rate card maximization, *Frictionless Trading™*, highly efficient advertising operations, comprehensive analytics and consolidated billing.

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