

The future of global data management is here:
modular, scalable and integrated

MasterCard *smartdata.gen2*[™]



**Go modular with
MasterCard *smartdata.gen2*
and get what you need
when you need it**

MasterCard *smartdata.gen2* is modular, scalable and integrated: configure MasterCard *smartdata.gen2* differently for multiple card programs and market segments. Implement the applications you need when you need them. Seamlessly integrate expense data with your ERP and accounting systems. MasterCard *smartdata.gen2* builds on Smart Data's best-in-class core capabilities to deliver the next generation of a high-performance reporting solution designed to help issuers:

- Secure new business
- Strengthen existing customer relationships
- Drive transaction volume

Revolutionize your data. Transform your business.

A web-based reporting solution for expense and information management, MasterCard *smartdata.gen2* gives companies of all sizes the tools they need to control spending, optimize profits and ensure compliance.

Translate data into business intelligence with MasterCard *smartdata.gen2*

If your customers are multinational companies, government agencies or large to small businesses, your budgets and daily operations will differ, but they all share the need to translate expense data into business intelligence. Every enterprise requires a high level of information integrity and valuable insight into their expense data—whether it's for consolidated, multinational views of global data

to optimize taxpayer dollars and ensure compliance or to control and monitor employee spend with alerts. While the scope and scale of needs may differ, one product—MasterCard *smartdata.gen2*—can deliver integrated, custom solutions scaled to fit.

Designed to be modular, scalable and integrated

Modular, MasterCard *smartdata.gen2* is easy to configure differently for multiple card programs and market segments. Scalable, it lets you implement the applications you need when you need them. Easily and seamlessly integrate MasterCard *smartdata.gen2* data with enterprise resource planning and accounting systems. Innovative, MasterCard *smartdata.gen2* takes expense management to the next level, leveraging over ten years of Smart Data technology and product development.

Driven by global data

Powered by the MasterCard® Global Data Repository—a robust repository of daily card program data as well as enhanced supplemental data from vendors such as airlines and hotels—MasterCard *smartdata.gen2* provides complete, consolidated and custom views of data, delivering a holistic overview of company expenditures on schedule or on demand. Knowledge is power: whatever the size of your company, MasterCard *smartdata.gen2* provides rich, consistent data and powerful tools to transform the way you use it.

Leveraging 10+ years of Smart Data technology

Committed to product innovation, MasterCard introduced the first Smart Data product over ten years ago; during that time, we have continually launched new solutions. The latest innovation in Smart Data solutions: MasterCard *smartdata.gen2* leverages the superior capabilities of Smart Data technology and takes business reporting and expense management to the next level.

In a recent independent analysis, IBM conducted a functional assessment of the most widely used reporting solutions including Smart Data Online (SDOL), the previous generation of MasterCard *smartdata.gen2*. Worldwide in scope, the IBM study found SDOL exceeded its competition in five out of seven categories: multinational capabilities, customer service, integration, program administration and technology platform. In data and reporting capabilities, the two remaining categories, SDOL was rated as good as the competition.

Smart Data core capabilities have consistently been viewed as best-in-class by issuers and commercial customers. MasterCard *smartdata.gen2* builds on those capabilities to deliver the next generation of a high-performance, integrated and scalable solution designed to help issuers:

- Secure new business
- Strengthen existing customer relationships
- Reduce costs

Jump a generation ahead

Get the business intelligence you need: No matter the size of your business or the scope of solutions needed, MasterCard *smartdata.gen2* can be scaled to fit. Revolutionize your data. Transform your business. Contact your MasterCard representative or visit www.mastercardbusiness.com/sdg2 and jump a generation ahead.

Platform and Capabilities Comparison

	MasterCard <i>smartdata.gen2</i>	SDOL
Easily scalable and modular	✓	
Multinational global data consolidation and program management	✓	✓
Currency conversion and roll-up reporting in single currency	✓	✓
Languages	14	14
Extensive issuer branding	✓	
Support multiple products and market segments	✓	
Single sign-on capability with issuer site	✓	
Data retention for online access (in months)	36	25

Features and Functionality

	MasterCard <i>smartdata.gen2</i>	SDOL
Transaction review and approval		
Access to all basic and enhanced transaction data	✓	✓
Cardholder review and manager approval process	✓	✓
Up to 250 splits per transaction	✓	
Automated split process	✓	
Accounting process		
Powerful accounting capabilities for simple to complex needs	✓	
Accommodate multiple accounting systems and schemes	✓	
Support up to 10,000 values in drop-down lists	✓	
Automated process for account code maintenance	✓	
Customer-defined input fields	✓	✓
Reporting and data export		
Powerful integrated reporting and data export engine	✓	
Custom report workflow creation process	✓	
Format standard and custom reports in Microsoft® Excel®, Microsoft® Word®, PDF or text	✓	
Access to all available data fields for custom reports and data exports	✓	
Expense monitoring		
Exception reporting based on customer parameters	✓	✓
Customized spending alerts	✓	
Customized data analysis with filtering	✓	✓