

Although ACSL maintains a Webpage which acts as a web Portal where part of the master data are also can be access by its customers (Higher Education Students) and staff according to an evaluation done by the author using “Google Analytic” tool hardly any target audience have view the website at all.

Master Data Management System coupled with an e-mail management system and text analytics which facilitate incorporating Business Intelligence (BI) capabilities in the identified problematic and other areas of the data and information management systems at ACSL. Implementing Search Engine Optimization (SEO) techniques is also crucial in the data management at ACSL.

Keywords: *Master Data Management, Business Intelligence, E-mail Management System, Text Analytics*