

# Implementing a Centralized, Worldwide Customer Account Master

Case Study | **Data Management**

## HI-TECH MNC | AUSTIN, TX

### THE PROBLEM

Keeping customer experience as a key focus area, the client had initiated the Customer MDM program to improve quality of service.

The client had data records numbering in the billions, coming in from 20 source systems across the world.

The source data needed to be cleaned, standardized, and de-duplicated. The probabilistic matching algorithm from their initial attempt was not delivering the desired results.

### THE SOLUTION

Mastech InfoTrellis was engaged to evaluate the enterprise customer hub solution provided by another vendor. Based on the detailed assessment report, the client requested us to take ownership of the MDM program and define the MDM roadmap.

Our team devised a first-of-its-kind solution that involved combining the power of probabilistic matching provided by IBM Initiate with the precision and robustness of IBM MDM AE Server design for more than one billion customers.

Given the amount of data and complexity, the solution was delivered in a record one year's time.

Our team traveled to various client locations around the globe and met with business users to showcase the results of bulk cross-matching and further tune the probabilistic matching algorithm.

### THE OUTCOME

Successfully implemented an MDM solution with over 1.2 billion customer and organization records, setting a record for one of the largest MDM implementations worldwide.

Built integrations with more than 20 source systems and two new downstream systems while laying the foundation for future development moving towards a Service Oriented Architecture (SOA).

The probabilistic matching algorithm was designed and tuned to meet client expectations in each major geographic location – AMER, LATAM, APAC, and EMEA – by conducting multiple user workshops across the different geographies.