

Implementing Single View of Customer on Cloud

Case Study | **Data Management**

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THE PROBLEM

The client has a number of systems dealing with customer information and each system maintains its own silo of information.

The diversity of systems and inconsistent view of customers made it increasingly difficult to identify who the customers actually are and the ability to get a holistic view of all the customer interactions was a big challenge.

Data quality issues and duplicates existed in the source systems.

Maintaining common reference values for various reference data (state, country, and other business reference values) across source systems was a challenge.

THE SOLUTION

Mastech InfoTrellis implemented the IBM MDM solution on AWS Cloud to solve the customer data problem.

Mastech InfoTrellis led the program including driving requirements, infrastructure planning, design, architecture, development and post-implementation support activities.

The MDM solution enabled performing a search in CRM before adding a new customer. This reduced creation of duplicates in the Salesforce and OneAdmin source systems.

We implemented near real-time change notification process to keep all the source systems updated of any enterprise-wide customer changes.

THE OUTCOME

The MDM cloud solution achieved rapid time to value and allowed the solution to scale dynamically.

The effective probabilistic match algorithm enabled identification of better matched profiles and met the high performance SLA of online search.

The MDM implementation helped Salesforce and other consuming systems to reduce duplicate customer/account creation and the overall data quality of the system was enhanced with this implementation.