

Product Data Governance for a major cosmetics provider

Case Study | Data Engineering

25% REDUCTION IN RETURN OF ONLINE ORDERS THROUGH DATA GOVERNANCE AND RAPID DATA INDEXING

Mastech InfoTrellis recently helped a well-known global cosmetic retailer provide better access to product information and enhance responsiveness to specific situations, which resulted in a 25% reduction in the return of online orders.

THE BUSINESS CHALLENGE

The cosmetics provider has a worldwide reach and is one of the notable names in the cosmetic industry, equipped with massive amounts of data collected over the years. The current master data of the provider had multiple hierarchies, classifications, products, items, and variants ranging into the millions with a high error rate which hindered operational efficiency. The company was looking for a complete view of structured and unstructured data and needed a solution to provide a multitude of integration capabilities to meet any corporate system architecture standards.

THE SOLUTION

Mastech InfoTrellis successfully implemented a Product 360 solution to give a holistic view of all the data. The Infosphere MDM implementation helped rapidly index trusted, structured information from the provider's master data. The team worked on linking and indexing structured and unstructured data sources that helped gain fast and intuitive access through customizable interfaces through the Watson Explorer.

THE OUTCOME AND RESULT

- The Implementation of GPM (Global Product Master) paved the way for making better data-driven enterprise decisions, resulting in more efficiency in operations.
- Substantial cycle time improvements helped customers differentiate from competitors.
- The solution derived new insights and business value for the entire organization through better data governance.
- The provider was able to respond faster and more accurately to compliance and regulatory requests.
- A 25% reduction in returned online orders due to the easy availability of detailed product information, resulting in a better customer experience.
- The solution provided intuitive access to insights for the marketing, sales, logistics team from a single, centralized source.
- Integration with other master data-fueled applications for collaborating with suppliers resulted in a revenue boost for the provider.
- The implementation sped up new product introduction processing by four times.
- The provider saw a reduction in the time taken to translate product information from ten days to just three.
- The solution reduced the time to integrate a new subsidiary acquisition system from three months to a mere week.