

Specialized Software Company – Why do we have 22 records for the same customer?

Overview

- Mid-size (\$100M) but fast growing specialized software company with global customer base
- Offers eDiscovery, data discovery, and computer forensics solutions for corporations and government agencies
- Marketing, Sales, Customer Service, and Training users were unable identify the correct customer record to work with (e.g. 22 Wells Fargos)
- AR Group had to deal with time consuming address corrections before invoices can be released
- Success of 2010-11 CRM Sales & Marketing initiatives relied on cleansed customer master in Oracle E-Business Suite.
- Management reports tied to customer and install base information are deemed unreliable



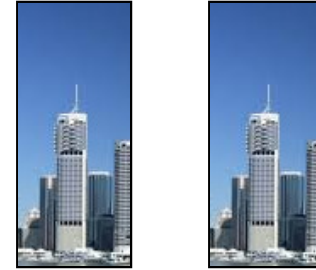
Impacts

- Sales and operational productivity
- Risk for CRM SFA rollout
- Reporting

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Solution

- ✓ Deployed Customer MDM solution, Oracle Customer Hub (CDH)
- ✓ Established Data Governance Board and policies for Customer data quality
- ✓ **80% of US addresses validated**, cleansed and standardized (65% of total)
- ✓ **62% reduction of customer records** for faster, more accurate search and improved customer data quality
- ✓ Deployed Oracle Customer Hub, Integrated SOA Gateway (ISG) web services to connect real time with Salesforce.com



Value

- Significant sales and operational productivity improvements
- Successful CRM SFA rollout
- More reliable executive reporting