

Global \$6.4B High Tech Manufacturer

Leader in consumer transaction technologies, handling nearly 550 million transactions a day. 30,000 employees globally.

Business imperatives:

- Build a customer hierarchy data model
- Enable real-time channel partner data management and retire spreadsheet-based administration
- Build a custom portal to handle data onboarding and maintenance due to alleviate usability issues of the existing solution
- Replace the contact management solution for sales, marketing and data integration services

*Enables 360° View of Customer and Operational Data Management with **Oracle Customer Data Management (CDM) Cloud and Enterprise Data Quality (EDQ)***

Approach

Designed and established new **data governance and stewardship processes**

Implemented

- Oracle Customer Data Management (CDM) Cloud
- Oracle Enterprise Data Quality Suite (EDQ)
- Loqate Address Verification
- Collibra Data Governance Center (DGC)

Results

- ✓ Single, enriched 360° of customer stored in and published from CDM for consumption by salesforce.com, EBS and BI
- ✓ Improved management of the company-specific management of hierarchies (e.g. GAP and Banana Republic; BoA and Merrill Lynch)
- ✓ A key enabler of the global customer service excellence initiative