

# Global \$2.7B High Tech Manufacturer

Offers navigation and positioning software, hardware and services used in over 150 countries; with operations in 35 countries.

Experienced rapid growth by merger and acquisition resulting in federated corporate structure

Reporting revenue by sales channel

Undergoing IT transformation: consolidation of salesforce.com instances, Oracle EBS R12 upgrade and Oracle ERP Cloud deployment

## Business imperatives:

- Integrate customer management processes and consolidate solutions
- Gain efficiencies and provide a trusted record for marketing and sales
- Prepare organization for migration to Oracle Cloud ERP

## Enables Enterprise Migration to Oracle Cloud ERP with Oracle Data Management (CDM) Cloud Capabilities

### Approach

Designed and established new data governance and stewardship processes

Integrate the customer data from channel partners using Oracle Customer Data Management (CDM) Cloud

Leverage de-duplication, merge and address validation in Hub and publish the “golden record”

### Results

- ✓ Increased lead acquisition by 20% with targeted campaigns and personalized content
- ✓ Ability to execute campaigns in 30 minutes internally vs. three days with an external agency
- ✓ Single, enriched view of customer stored and published in CDM for consumption by ERP Cloud, PPM Cloud, salesforce.com, EBS and BI
- ✓ Reduced number of duplicate records by 60%
- ✓ Enabled advanced customer insight for growth (up/cross-sell)
- ✓ Supported the success of the IT transformation program

*“Oracle CDM helps us keep our most valuable asset – our customer data – in perfect sync across the enterprise.”*

– IT Director