

CUSTOMER STORY

Innovative Technology Company Streamlines Data to Understand Customers, Cut Costs and Drive Revenue Growth



GLOBAL TECHNOLOGY COMPANY

Technology company that designs technologies that serve as the foundation for the world's computing devices.



THE CHALLENGE

This large technology company was in the process of moving from 200 systems down to only 50. They needed to consolidate record information, get a 360-degree view of prospects, customers and suppliers, and create a single master data management (MDM) hub that could feed multiple systems used by various business units. As part of this process, they wanted to create a customized D&B match experience with multiple matching workflows to accommodate the inconsistent data quality within the company's customer source systems.

Further, the customer was looking to move their ad-hoc file matching and mastering process to a transactional process, and also expand data to other applications and services via web services and automated workflows.

Ultimately, their corporate goal was to drive growth and understand their customers as they rolled out their own persona and digital marketing programs.



THE SOLUTION:

The customer selected D&B's Customer Integration Manager as their main system to help them integrate multiple data sets into the MDM hub via the Application Programming Interface (API). They also now have batch capabilities in place to handle large files, as well as Mergers and Acquisitions. Data is currently being fed into Salesforce.com, giving the sales teams a 360-degree view of their prospects and customers.



RESULTS/ROI

By cleaning the data, the customer was able to reduce duplication, identify who their biggest customers were and understand exposure to any given entity. The sales team leveraged the 360-degree view for a "Smart Leads" program that scored leads and routed high-level prospects to the appropriate place, while the procurement team leveraged Linkage to understand hierarchies in the vendor file. From a procurement perspective, the team is now able to find opportunities to for cost savings through national buying agreements or to better negotiate rates based on total spend.

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