

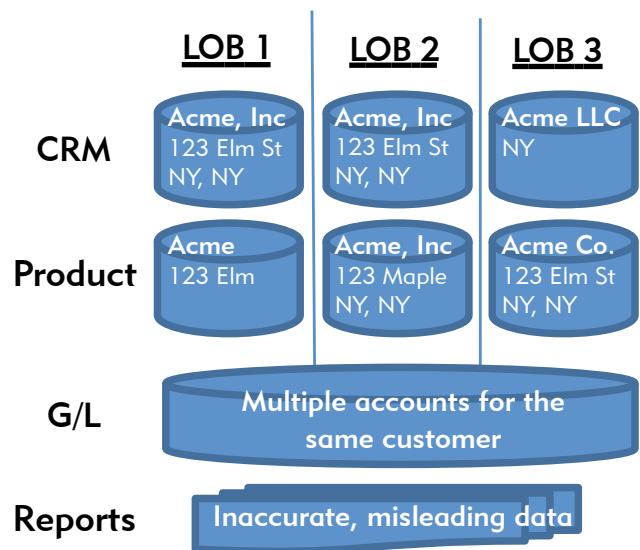
Overcoming Data Silos With Master Data Management (MDM) in the Cloud

Rapid Growth Results in Multiple Data Silos

Several acquisitions over a short time meant rapid growth for a major telecom infrastructure provider. This growth, coupled with decentralized management of the acquired businesses, helped create multiple silos of mission-critical business information within the organization - particularly customer data. Worse yet, these data were often incomplete, inaccurate, or existed across multiple lines of business. Running a customer activity report had become nearly impossible and the data it contained could not be trusted. Realizing the problem had become unmanageable the company turned to Pivotal for help.

Client Requirements Drive Innovative Solution

The company leadership wanted its businesses to retain autonomy over their customers, and it had a strategic objective to deploy salesforce.com (sfdc) as its enterprise-wide CRM. The need to leverage its investment in sfdc, coupled with a need to overcome significant data problems without enforcing any major 'downstream' process changes, required an innovative solution: a 'registry' style of Master Data Mgt (MDM) deployed in the salesforce.com cloud.



Customer Data is Inconsistent across Business Units and key operational systems

MDM Deployment Phase One – Data and Systems Integration

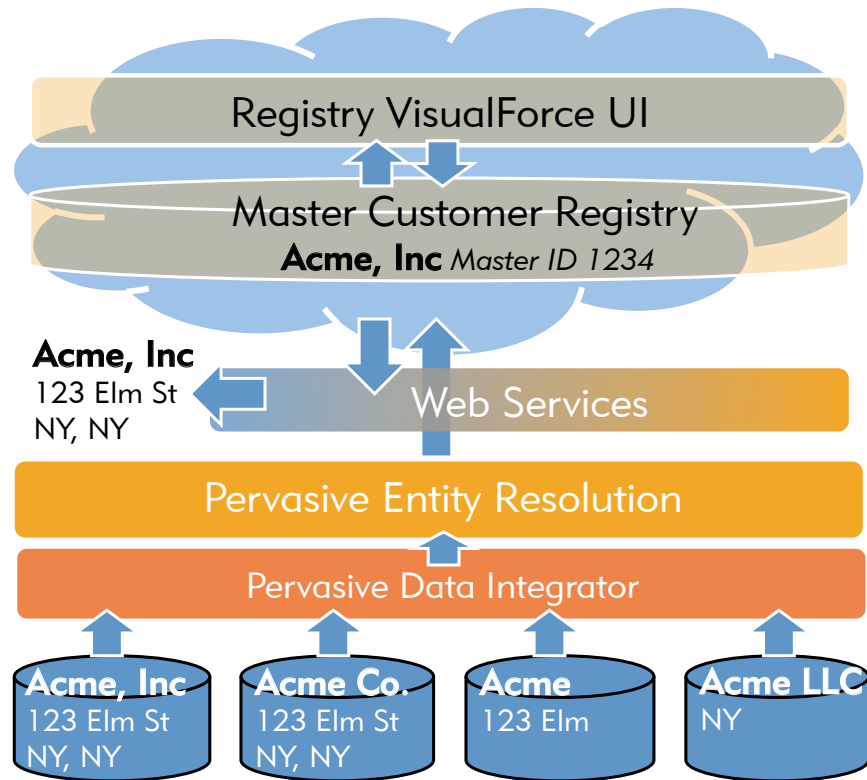
The first phase of solving the problem was to implement a solution for enterprise-wide data and systems integration. Customer data needed to be easily extracted from the various source systems, normalized, and dropped into a central repository for processing. The client chose an integration platform from Pervasive Software and Pivotal managed all aspects of the vendor selection and platform implementation.

MDM Deployment Phase Two – Entity Resolution

The second phase of this project required all customer records to be linked together using powerful matching algorithms, where all linked records would be assigned the same Master Customer ID. Again, the client relied on Pivotal to manage the implementation of software from Pervasive.

MDM Deployment Phase Three – Data Stewardship via a Custom salesforce.com/visualforce Interface

The final phase of this project required interfaces and logic for users (data stewards) to manage the output of the MDM platform. Pivotal worked with the client to create customized VisualForce interfaces to the Master Customer Registry in the cloud. Web Services expose the 'Master' record to other applications within the enterprise. The solution can also be scaled to support other key business objects, such as contacts or products.



Value in the Cloud

This innovative solution from Pivotal enabled the client to:

- Develop accurate and consistent customer reports in a fraction of the time previously required.
- Implement enterprise-wide processes for governance of mission-critical business information.
- Embrace new customer-centric approaches to account management.
- Discover new opportunities for cross-selling and up-selling to existing customers.