



Business Challenges and Objectives

- Effective management of changes in customer data is crucial.
- Alterations in Sold-to-customer information or Customer/Account Merges can challenge downstream processes, impacting BI accuracy.
- Change in Sold-to-Customer for past orders or Customer/Account Merge should minimally impact downstream processes when integrating changes into BI.
- Precise data delivery to end-users is essential.
- Empowering end-users to make informed decisions based on customer sales underscores the importance of accuracy in the provided information.

Client

- Our client is a medical technology company focused on developing and commercializing innovative medical devices to treat complex and challenging cardiovascular conditions. They are more than a decade old in the industry, with a constant focus on improving the medical infrastructure through technology.

Industry

- Manufacturing

Function

- Sales Analytics

Technology

- Microsoft Azure



The Solution

- Established and operationalized a centralized repository for customer data, consolidating information from diverse sources to create a unified and authoritative source for customer-related details.
- Implemented robust Change Data Capture (CDC) mechanisms, ensuring the efficient identification and capture of changes in customer data, allowing the BI system to adapt to modifications seamlessly.
- Real-time updates to the customer master data are automated, guaranteeing immediate reflection of changes in sold-to-customer and customer merges.
- Leveraged Oracle master data to seamlessly retrieve historical, merged, and current sold-to-customer information, enriching the system with comprehensive data.
- Successfully executed the reallocation of all sales initially associated with the old sold-to-customer to the current sold-to-customer, resulting in accurate and up-to-date sales records.



Outcomes and Benefits

- Streamlines the capture and dissemination of changes in customer data across the BI landscape, effectively minimizing disruptions to downstream processes.
- Guarantees the BI system maintains precision and consistency in customer data, empowering users to make well-informed decisions based on trustworthy information.
- Automating data synchronization significantly reduces the need for manual interventions, leading to heightened operational efficiency in managing customer data.
- Instills confidence among stakeholders by ensuring the integrity of BI outputs, thereby enhancing trust in decision-making processes.
- Delivers tangible benefits such as improved data accuracy, heightened operational efficiency, increased customer satisfaction, enhanced compliance, cost savings, and informed decision-making.