

Master Data Management - enabling Customer Data Integration (CDI)

“How your customers see you, depends on how you see your customers”

A 360° customer view is one of the most important benefits of CRM implementations. As a result, corporations are moving to account administration by ‘customer view’ – away from the traditional ‘line of business/product centric’ approach. However, enterprise CRM lacks the ability to manage customer master data as a strategic asset. Disjointed systems, manual and inconsistent customer lifecycle management processes, lack of data ownership and limited data integration, make it difficult to achieve the ‘single version of truth’ for customer master data.

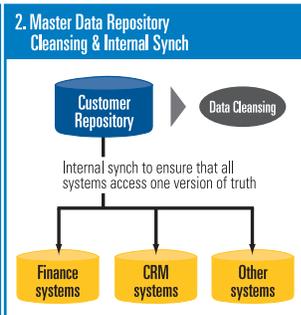
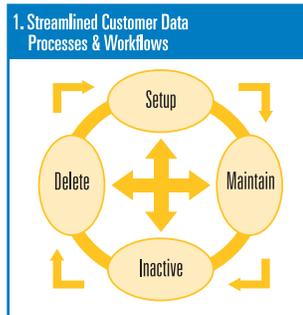
Customer Data Integrity

A solid & centralized foundation of customer master data (MDM-C) is essential in-coordinating and integrating customer data across an enterprise. All transactional systems – CRM, order management, WMS – require similar reference data (number, name, address, contacts, etc.) to identify and describe customers. The process to collect, clean, enrich and centralize customer data enables the business to build a 360° customer view.

Key Components to Develop Customer Data Foundation

1. Streamlined Customer Data Processes & Workflows

Streamline tedious manual processes; Establish customer data governance and ownership; Automate customer data processes; Improve manual hand offs and provide delay alerts.

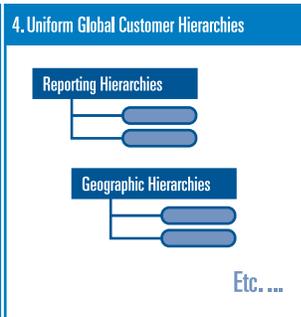


2. Master Repository, Data Cleansing & Internal Synchronisation

Customer master data repository should be separated from transactional systems e.g. CRM, to provide ‘single version of truth’. Internal engines synchronize all application databases with master repository. Tools identify and de-duplicate data.

3. Electronic Integration with 3rd Party Vendors

Electronically exchange of customer data with 3rd party vendors. Leverage persistent identifier for each consumer/business.



4. Uniform and Flexible Global Customer Hierarchies

Develop consistent global view of performance – support needs of multiple geographies / business units / divisions.

CDI Benefits

1 **Increased data accuracy**
‘Single version of truth’ ensures customer data accuracy across the enterprise

2 **Increased interdepartmental collaboration**
Marketing, sales, customer service, etc. can effectively collaborate on analyzing, planning and improving customer service levels

3 **‘Best-in-class’ multi-channel relationship marketing**
‘Single version of truth’ and 360° customer view, combined with CRM, leads to better behavioral insights, increased ability to up sell/cross sell and seamless service

4 **Alignment with overall strategic vision**
Integrates and aligns marketing strategy with the overall organizational strategic vision

5 **Lower data administration costs**
Robust customer master data foundation significantly reduces data administration costs

Case Studies

<h3>A leading US Hi-Tech manufacturer & retailer</h3> <p>Client context</p> <ul style="list-style-type: none"> The client designs, manufactures and markets technology products. The requirement was to implement business processes and systems as a part of a campaign management initiative. This was expected to enhance: <ul style="list-style-type: none"> personalized customer experience targeted marketing for specific customer segments <p>Infosys approach</p> <ul style="list-style-type: none"> Centralization of customer data ensuring single view of customer Data scrubbing and maintenance Reporting portal for enterprise-wide information dissemination Unified customer contact strategy Hub & spoke system facilitating customer record management Advanced customer analysis <p>Benefits</p> <ul style="list-style-type: none"> Alignment with overall strategic vision Cross-functional view of information requirements across stakeholders Ability to set up and time campaigns with product launches/events Increase in campaigns executed, with no corresponding increase in human resources Continuous response tracking and analysis to refine campaigns 	<h3>Leading US product distributor</h3> <p>Client context</p> <ul style="list-style-type: none"> The client's customer governance was decentralized - no systemic way to track & prevent multiple sales force teams interacting with same customers with different credit terms, deals etc. This led to: <ul style="list-style-type: none"> no comprehensive view of business with end-customers client unable to launch 'one-face-to-the-customer' strategic initiatives and enable cross-sell opportunities <p>Infosys approach</p> <ul style="list-style-type: none"> Analyze 'as is' processes and develop as-is technology landscape Define future state business processes for customer life cycle management Define future state solution <p>Benefits</p> <ul style="list-style-type: none"> Seamless service and better departmental collaboration Increased sales productivity Better customer insights SOX compliance Lower data administration costs
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Infosys Retail & CPG Practice

The Retail & CPG Business Unit provides business solutions enabling organizations to become more competitive. Our client base spans all major segments of the value chain, from retailers to distributors and CPG manufacturers.

This 2000+ strong practice provides services that include business process conceptualization, process engineering, package selection and implementation. We are a UCCnet certified solutions partner and an active member of EPCGlobal and ARTS (Association for Retail Technology Standards).

Allied Services

Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

Business Intelligence

As your RFID driven data volumes grow, eliminating data flooding and extracting knowledge from the data will be a challenge. Our business intelligence solution is designed to deliver that power to you enhancing your customers' experiences

Technology Expertise

Our experience covers the entire range of technologies spanning your enterprise needs: from the legacy to the cutting-edge. We view technology architecture, infrastructure, information and processes as the building blocks used by agile enterprises to transform themselves.

Enterprise Application Integration

Make the whole of your IT applications much greater than the sum of their parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dynamic productivity growth like no one else can.

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About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

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