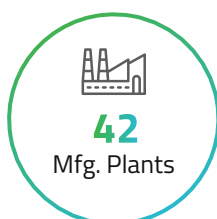




The Unified Golden Record for Products, Customers & Vendors

About the Client

The client is a leading manufacturer and supplier of high-performance axle, brake, and suspension systems for trailer, RV, and towable equipment markets. Its global footprint and highly developed distribution network serve 50,000+ customers in nearly every region of six continents.



Client Requirements

The client drives organic growth by acquiring businesses that fit its core areas and industries. Every acquisition brings plenty of products, customers, and vendor data, waiting to be merged with the existing data. The requirement was to provide a solution to rapidly consolidate acquired data with existing data while resolving inconsistencies and duplicity in the system.

- Used a manual process to find duplicate records among a large dataset received from different acquisitions, and then identify the Golden Record.
- Manually formatted data in Excel files to maintain consistency.
- Dealt with incomplete and inconsistent address details of customers in the data acquisition.
- Manually prepared data in Excel files for ingesting the Golden Record in Microsoft D365.

In addition, the solution has to be robust, scalable, and equipped to manage the increasing volume of products, customers, and vendors, ensuring seamless data syndication to downstream channels.

Happiest Minds' Solution

The project aims to identify duplicate products, customers, and vendors data and establish a unified Golden Record from the data received through acquisitions. This involves incoming data passing through various processes, including quality checks, improvement, standardization, and transformation. The initial phase consists of 300K records of products, customers, and vendors combined for consolidation and unification.

Types of Assets/ Technologies

- MDM
- Microsoft D365 Integration

Key Deliverables:

- Implemented Pimcore MDM to compare acquisition data with existing datasets.
- Cleansed data to identify duplicity and remove or replace industry-specific abbreviations.
- Integrated Pimcore MDM with an address verification and validation service, Melissa via API.
- Integrated Pimcore MDM with Microsoft D365 via API.
- Set up an automatic job to regularly send the new/updated Golden Records from Pimcore MDM to D365.

Value Delivered

- Significant reduction in the number of missed duplicate records.
- Reduced the time needed to identify duplicate data and the Golden Record from months to days.
- A cleansed and consistent data set improved readability for business users.
- Standardized addresses improved order accuracy and delivery efficiency for the sales team.
- Prompt availability of the product, customer, and vendor Golden Record from acquisition to business users.
- Improved time-to-market.
- Substantial reduction in acquisition onboarding costs, increased ROI, and high customer satisfaction.



Managing

~1K+

Attributes



Efficiency

BOOSTED

From Months to Days.



Increased

ROI

Write to us at business@happiestminds.com

About Happiest Minds Technologies

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables **digital transformation** for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: **artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality**, etc. Positioned as 'Born Digital . Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, EdTech, engineering R&D, healthcare, hi-tech, manufacturing, retail, and travel/transportation/hospitality. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia, and Middle East.