

Customer Master Data Harmonization

Improve the value of your customer data.

Your business runs on customer data – it is your competitive advantage, driving investment and business decisions, establishing sales and marketing priorities, and impacting the quality of your relationships with your most important accounts. Incomplete or disjointed data is a critical liability. This Accelerator helps you establish an enterprise data management framework that focuses on better managing of customer data, enabling you to achieve maximum value across your enterprise architecture.

What it can do for you

- Reduce the amount of time spent on post-process data rationalization
- Improve IT productivity
- Improve quality of service

How it works

Certified Specialists will guide you through the process over a predetermined time frame (typically 3-4 weeks):

Discovery

- Assess data sources for customer domain
- Identify records of origin and records of reference for customer data
- Define and validate survivorship rules for context-based sourcing

Analysis

- Evaluate MDM capabilities against best-practice maturity models

Outcomes

- Provide high-level recommendations for target state, best practices, cloud MDM reference architecture, training, documentation, and process improvements
- Provide actionable, measurable steps

ADDITIONAL INFORMATION

GOAL

Reduce costs, increase revenue

INTENDED USER

Customers who have begun to adopt the Salesforce platform and are seeking to achieve maximum value across the enterprise architecture

PREREQUISITES

- Existing investment in the Salesforce platform
- Executive sponsorship (e.g. CIO, Chief Architect, Head of LOB, etc.)
- Key IT and business stakeholders (e.g. CTO, Chief Architect, Head of Engineering, Business Process Owners, Division leads, etc. attend the workshop
- Complete the pre-Accelerator questionnaire

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Contact your account executive or success team today. Learn how we can help you accelerate your CRM success.

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