Master Data Management for a $250 Bn Global Technology Leader to Enable a Unified Customer View

Client

A multinational technology company specializing in online advertising, search engine technology, cloud computing, computer software, quantum computing, e-commerce, artificial intelligence, and consumer electronics.

Challenges

The client faced several challenges in integrating data amongst its various companies, with inefficient deduplication processes giving an unclear view of customers and their preferences. The inaccurate definition and inefficient computation of data quality led to low trust in the priority data. The absence of data stewardship was hampering processes as well.

LTIMindtree Solution

LTIMindtree's team of experts solved these challenges in two phases:

Organizing the existing data:

Conducted multi-faceted data profiling and triaged the data elements

Worked with product owners and source SMEs to understand the as-is and to-be states

Enriching with standardization:

Fine-tuned match rules and related quantification beyond native MDM capabilities

Automated data steward activities to handle over-merge cases

Proposed changes to various data flow areas, providing succinct examples and details

Business Benefits

95% improvement in data quality by automating, securing, and integrating data

50% reduction in manual stewardship

Increased understanding of consumer behavior through data-driven insights

Created new cross-selling opportunities

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700+ clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by more than 90,000 talented and entrepreneurial professionals across 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen & Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit **www.ltimindtree.com.**

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