

The big picture, through better data.

Mastech InfoTrellis offers best-in-breed Master Data Management services, successfully delivered time and again over the past decade, enabling customers to harness the power of their enterprise data assets.

Client

Leading Global Medical Devices Builder

Engagement

Data Integration and Analytics, and Process Automation

Challenge:

The client had embarked on the path to Supply Chain 2020, which had the goal of better product lifecycle management, accurate product forecasting and analytics, and supply-chain streamlining. To create this efficient supply chain, however, there was a need to make sense of the existing data, which was from various sources and in multiple formats. An additional challenge was to ensure regulatory information was submitted appropriately, in order to comply with FDA regulations.

Solution

We approached the client's issue in three-phases. The first phase, IBM InfoSphere MDM Advanced Edition – Product Domain was implemented, which involved a global item repository that supported the Supply Chain 2020 program. In the second phase, we customized the MDM data model, and in the third phase, which is ongoing; the client's major data sources will be integrated with the MDM solution, and MDM will be at the center of all product data.

Outcomes

Our solution proved to be quite useful. When the client was acquired by another major, medical device manufacturer, our MDM solution was chosen as the better solution, on all judgement parameters, when compared to that of the acquirer. The solution submitted 30,000 records successfully, with the FDA GUDID system, within 3 weeks, whereas the acquirer could only submit a third of that amount in four times as much time.

Client

One of the Top Five Global Auto Manufacturers

Engagement

Data Integration and Standardization

Challenge:

The client wanted to build and maintain a complete 360° view of its customers and prospects. The challenge, however, was to replace an in-house-developed legacy consumer data system built on DB2 on z/OS, along with a collection of ETL and COBOL programs.

Solution

We engaged with the client over several years to solve their problem. Our work has included not only MDM server work, but also the overall solution including in-bound and out-bound ETL modules, as well as the integration layer. After data validation, standardization, de-duplication, enrichment, and persistence, the core MDM data model was then extended to account for custom entities and logic for consumer attributes.

Outcomes

Our solution helped the client have quality data at the tips of their fingers. This helped them provide a better customer experience to their customers, thus helping drive new and repeat sales.

Client

Multinational Computer
Technology Corporation

Engagement

Data Synchronization,
Integration, and Analytics

Challenge:

The client's customer-facing teams such as marketing, sales, and services support did not have the right visibility on issues faced by their customers, who were engaged through multiple channels. Aggregated information, such as a customer's purchase history, service history, chat interaction details, etc., were stored in legacy systems and relevant attributes of data such as most recent purchases, priority and severity of open issues, product categories and related issues, recent conversations with customers, and so on, were lost in a bundle of less significant attributes of data. This led to inconsistent customer experiences, leading to customer frustration.

Solution

A Customer Dashboard was built and implemented, and integrated across Sales, Marketing, and Service applications at the client's offices. This was enabled by the synchronization of IBM MDM data, based on new, updated, collapsed, and split records, and the connection of all customer data, such as communications and order information.

Outcomes

Our solution provided relevant and valuable information across all touchpoints. This helped more than 25,000 users globally, serve their customers better.

Client

One of the Top Ten Largest
American Banks

Engagement

Data Integration and Process
Automation

Challenge:

The client had added a variety of financial products to its diverse product portfolio, through mergers and acquisitions. With such a large portfolio, there were significant concerns regarding data governance and product lifecycle management. The various products were being managed manually using outdated systems and differing processes, hence an inherent need to automate product management and have standard processes to manage products efficiently. The business challenge was to identify the key sources of product information and integrate them into a common hub, and to identify different product management processes and define workflows.

Solution

We provided overall strategy, solution design and architecture, product development and customization, and deployment support, and overall product management. Accordingly, we guided the client to determine the best approach to InfoSphere MDM Collaborative Edition, based on overall corporate and program goals, while keeping a majority of the existing systems intact.


Outcomes


Our solution provided greater control and quality in product data, helping various internal stakeholders across the organization manage the product lifecycle more efficiently.


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