



Publisher leverages Informatica MDM to consolidate and integrate discordant enterprise applications for optimum insight into customer purchasing profiles.

Case Study

Client

Educational Publisher

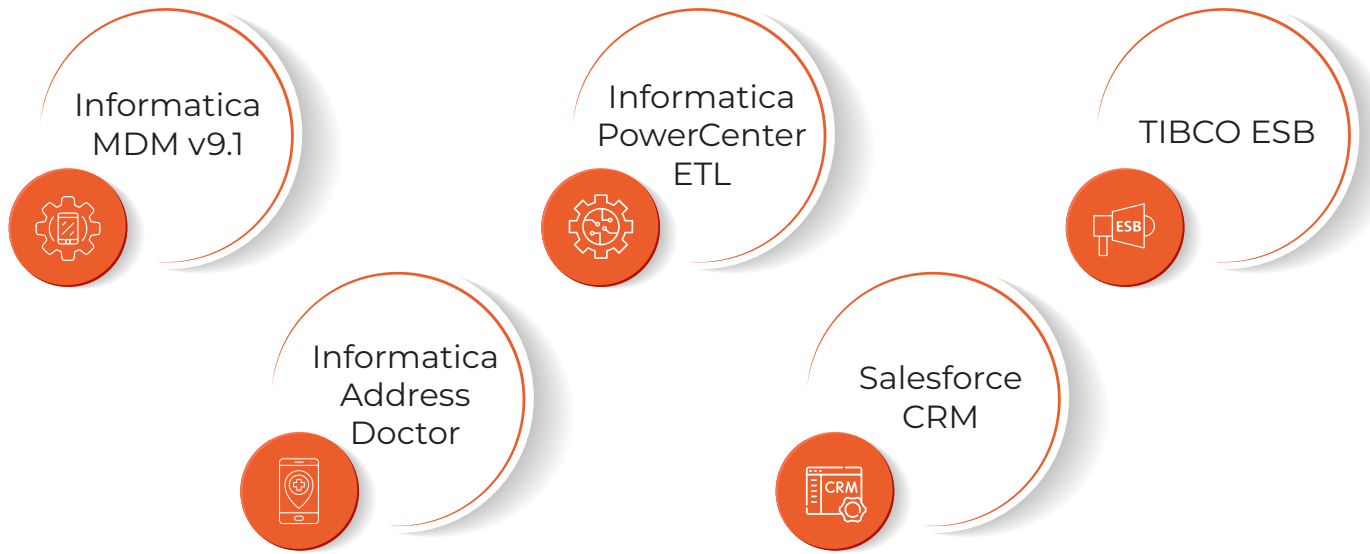
Industry

Educational Publishing

Location

Greater NYC Area

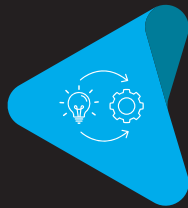
MDM Products



Timeline & Resources

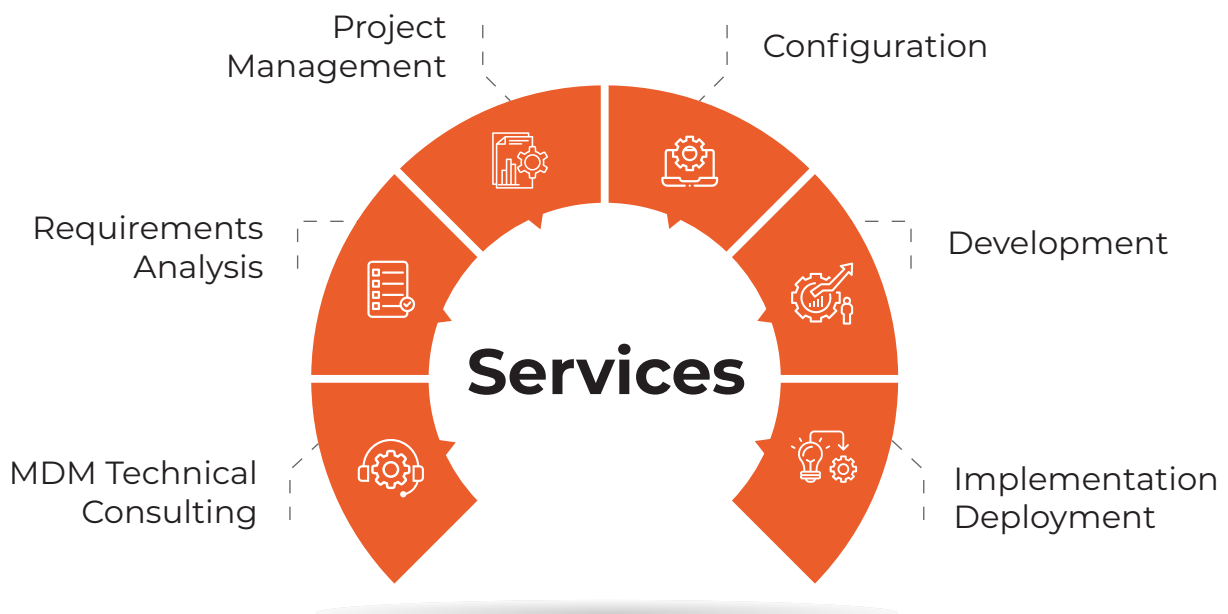
Implementation

- One Consultant
- Six Months



Ongoing Maintenance

- One Consultant
- Six Months



Client

Founded in 1807, this multinational publisher has proved an invaluable source of information for more than 200 years. The publisher and its acquired companies have published the works of more than 450 Nobel laureates with categories spanning scientific, technical, Medical and scholarly (STMS) journals, encyclopedias, books and online products and services, professional/trade books, subscription products, training materials, online applications, and websites, and educational materials for both undergraduate and graduate students, as well as lifelong learners.



Business Needs

Because the publisher had been traditionally structured into three distinct units with no centralized approach to its daily business or marketing, the publisher in order to keep up with emerging technical trends increasingly required a consolidated data approach to leverage its existing relationships and information across all three of its divisions.

Accordingly, the client's increasingly vast customer data had been stored in a variety of disparate systems and, as a result, the publisher had no 360° view of its customer information nor of what products or quantity was being purchased by their clients.

Challenges

The publisher hired a global consulting firm to perform what turned out to be an abortive implementation that would require the publisher to immediately re-implement under budget constraints caused by the cost of the same previously unsuccessful implementation.



| Solution

MRCC/Expert Dimensions worked intimately with the publisher's various division leaders to understand the requirements of each division's existing data repositories, whereupon MRCC implemented a flexible MDM solution in accord with current master data management needs with an eye toward supporting future expansion to accommodate unanticipated systems. This MDM solution resulted in a unified view of all customer interactions with the publisher, regardless of where or in how many systems the original information had resided. MRCC's data solution also provided tools for the client's Data Governance team to identify potential data quality-related issues addressed by accessing the Informatica MDM Hub product.



In summary, the final MDM solution consolidated over 10 of the publisher's internal and external data sources, thus enabling the client to optimize collaboration among its various business units by providing improved customer service and analytics. MRCC's new data system proved the key to the client's inclusive transformation from a legacy AS400 environment to a best-of-breed, cloud-based global publisher.


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