

A Single Version of Truth Database

Customer Case Study - A Global Tool Manufacturer



Business Need

Each department reporting different numbers for the same accounts; there was no single version of truth. The client needed help establishing where the data flow and workflow issues were occurring, and also needed a plan they could implement across multiple use cases.



Customer Challenges

- Data was being uploaded from 8 different media agencies, 12 different sales channels and edited by multiple internal users.
- All workflows were using different product codes and naming conventions.



Solution Provided

- Our team worked to map all data sources and workflows, starting with most critical data sources and working down to the least critical.
- Created data warehouse, a single version of truth, for data coming in from multiple sources.
- Established a use case gallery for marketing. This included approved product tables and naming conventions.
- Individually updated each data source and supplied all workflows with approved naming conventions.
- KPIs tracked - data accuracy, uniqueness and consistency.



Impact of Solution

- Single version of truth database with cleaned and updated naming conventions and mappings.
- Able to reduce duplicate reporting, increase accuracy and create data sets that provide deeper insights.
- Able to correct master data issues and reduce duplicates to get accuracy from 46% to 87% in the first three months.
- Marketing Department is now able to accurately forecast off their data.