



MDM Case Study

Industry: Technology



Softpath team helps **Software Products**

Company master their **product data** from 4
different source systems. Also mastered 4
Salesforce instances into one single instance



Company profile

Customer is a software company with several hundred SKU's of products.

Business Situation

Aggressive acquisitions of several software firms led to their product data being resident in different source systems and their Customer data in different Salesforce instances. A solution was needed to consolidate all customer data into one single Salesforce instance and all product data into a Product Master to increase efficiency of business processes.

Technical Solution

Informatica MDM was chosen as the technical solution for Product and Customer mastering. Product data coming in from disparate source systems standardized, matched and merged to make a golden data set for product data. This Product Master will be used as the default data set for all business processes going forward. All and any changes will be made directly to the Product Master through IDD.

Typical party model implemented for Customers and contacts and Rowid Object shared as enterprise id to salesforce and other cloud systems and back to the source as well to ensure the consistency of customer data across the enterprise.

Products and Services the Company used

- ❖ JBOSS,
- ❖ SQL Server 2012
- ❖ MDM 9.6.0
- ❖ Power Center 9.5, IDQ.

About Softpath

Softpath System, LLC is a leading Data Services company enabling businesses and decision makers to gain fast access to trusted data. We help organizations such as yours analyze your most valuable asset - INFORMATION, in a more agile, reliable, and cost efficient way. Our core competencies are in Data Integration and Business Intelligence. Over the years we have built substantial partnerships with Informatica, IBM, and Oracle. These partnerships have allowed us to develop strong expertise and methodologies that focus on solutions like, Informatica Master Data Management, Data Quality, Information Lifecycle Management, Oracle Business Intelligence, IBM MDM, and Cognos. Our 200 plus certified EIM consultants across 3 practices provide the technical leadership that helps organizations achieve their most challenging data integration goals. Softpath is a trusted choice for enterprises looking for an efficient, reliable, and easy to manage Data Integration Solution. For further queries, please write to info@softpath.net or visit us at www.softpath.net