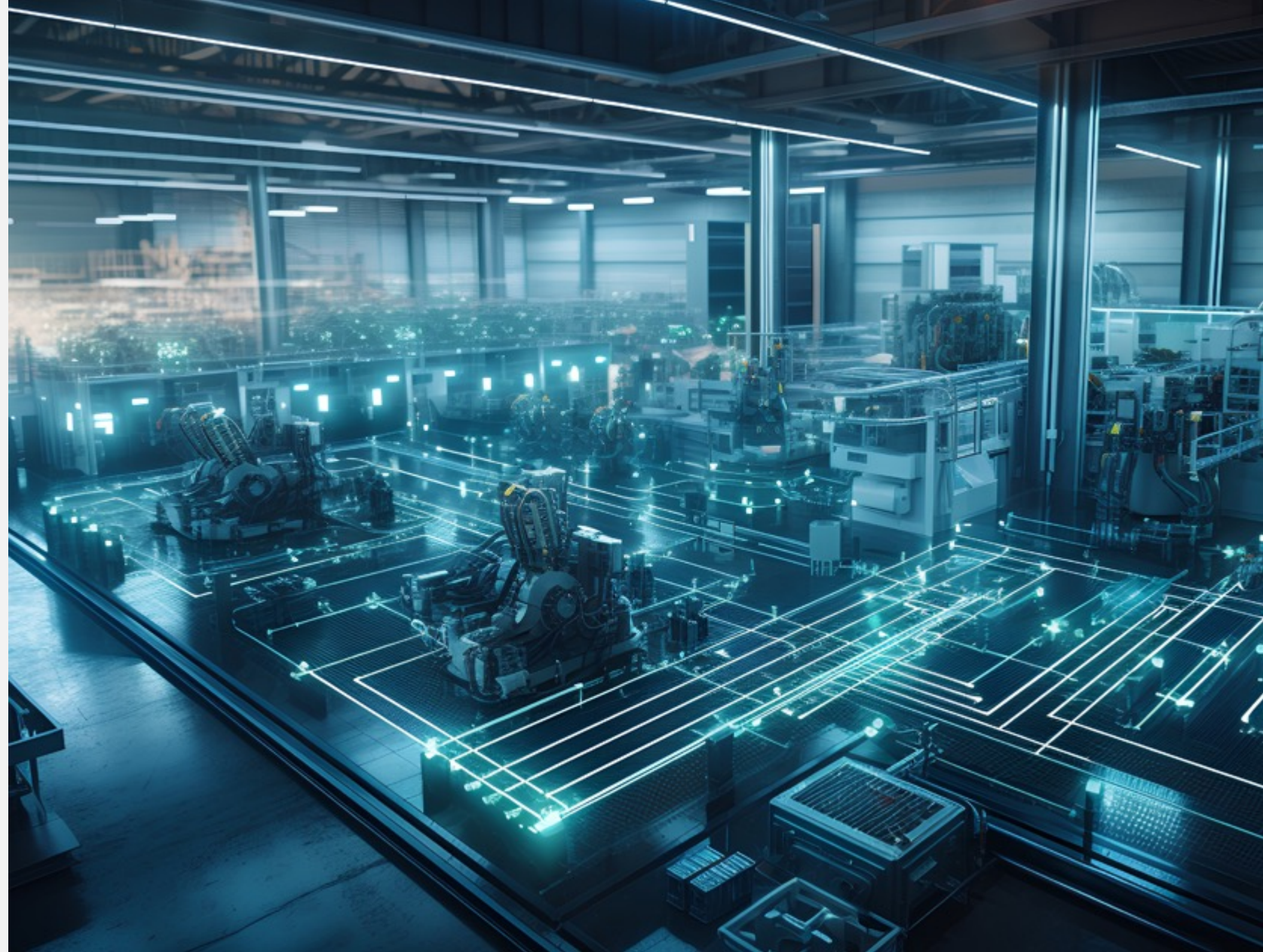


CASE STUDY

Global Manufacturer and Distributor

Client Profile

A Fortune 100 American corporation which engineers, manufactures, and sells machinery, engines, and other products through a worldwide dealer network. A leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial turbines, and diesel-electric locomotives.



CASE STUDY

Global Manufacturer and Distributor

Infoverity Solution

Product MDM Implementation

BUSINESS NEEDS

- Single view into all product offerings and consolidation of core product information from disparate sources
- Enhance customer experience, trust, and satisfaction through product data enrichment, quality, and consistency
- Meet global demand of product information through bulk translations into foreign languages

CHALLENGES

- Conversion of data in numerous legacy systems to standardized, centralized data model and structure
- Rationalize and consolidate inconsistent attribution across and within product lines and categories
- Ensure a high rate of user adoption and low process impact across a large, global dealer network

RESULTS

- Increased global reach for Marketing and Sales by enhancing products with automated foreign language translations and regional market standards
- Improved web presence, customer experience, and product readiness with web channel previews and standardized attribution across the product catalog
- Increased user productivity and ease of product onboarding leveraging Informatica Product 360 to automate assignment and inheritance of attribution