Customer Data Management

MANUFACTURING SECTOR

Most manufacturers store information in a multitude of systems, and deriving the single version of a particular record can be problematic. Different business units within a single organization may not be aware they are dealing with the same business partner. This problem can become particularly acute when manufacturers are forced to deal with multiple partners, distributors, and retailers as part of the B2B business model. Unlike B2C businesses, such as banks, utilities, and retailers, B2B businesses don't deal with millions of end customers, but each of their business partners represents a significant value for the manufacturer.

As new partners are added to the manufacturers network, issues may arise when vendor and customer data don't match existing data sources. How the datasets of the new business partners are entered in the various internal systems become critically important.

Anchor provides a targeted solution for managing vendor and customer data.

The Customer Data Management (CDM) solution consists of a centralized system that will collate,validate and identify duplicate records from the various disparate systems. The data is automatically validated, and if required can be enriched with reference data from Dun & Bradstreet and other providers. Any questionable data can be held for review by data stewards before it is disseminated through the entire system. Update of business partner data is centrally managed and the most up-to-date and correct data is distributed into the internal systems. Duplicates are automatically detected and employees are able search across all systems.

Unlike other solutions which provide add-ons to ERP or CRM solutions, the Anchor solution truly bridges the gap across all different applications used by an organization.

By having a single view of the vendor across multiple business units, the purchase officers are able to negotiate better deals and volume discounts can be leveraged across all business units. And as a result, partner sales managers will be able to establish better deals for their customers, providing increased ROI for your partners as well across the entire business.

Key Benefits

1. Cost savings by better and efficient data management processes
2. More insight into supplier and vendor activities
3. Improved contract negotiations with business partners
4. Integration across all applications
5. Data enrichment with external references

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