



STEP for  
**Customer MDM**  
**(B2B/B2C)**

## Customer Insight Begins with Customer Knowledge

Today, we live in a virtual, technologically advanced world. The reliance on technology for conducting day-to-day transactions and interactions as a company or as a customer only continues to increase. The number of systems with data on companies and customers is vast and fragmented, each operating independently of one another. The challenge of identifying and reconciling data across these disparate and siloed systems makes creating a complete and accurate view of a company or customer almost impossible. No single system contains this view across all departments or lines of business within an enterprise or is designed to manage the complete life cycle of the data. How can relationships with other companies and your customers be nurtured if you are prevented from seeing the true picture of your own data?

### Business Drivers

- Consolidate customer data from disparate source systems into one location
- Access and manage a 360-degree customer profile
- Achieve regulatory compliance with data governance
- Reduce operational costs

## Real World Impact

Modern business technology is highly advanced. Your organization likely has multiple silos of ERP or CRM data across the enterprise due to different and sometimes competing business units, or because of merger and acquisition activity. The advancement of these systems increases the volume and variety of data, creating information about your customers in more formats than ever before.

Do you trust the information that you have? Can your sales and legal teams effectively execute contracts if they don't understand the entire relationship your company has with the customer? Can your marketing team create campaigns that will truly reach your customers? If a regulatory commission comes to check on your business practices with certain customers, can you trust that the information you have is complete, accurate and up-to-date?



## B2B Benefits

- **Increase revenue** through complete solution selling and product bundling
- **Optimize data quality** with enterprise-wide delivery of a single view of each company
- **Identify key customers** for marketing and sales strategies by creating profiles through customer segmentation
- **Automate end-to-end data workflow processes** to attain a complete picture of a company at all times
- **Improve personalization** by targeting key buyers in an organizational hierarchy, identifying partnerships and product understanding
- **Achieve regulatory compliance goals** through improved data management processes that recognize international law, expiration, location, etc.
- **Link company data** with third party data to enable market activity insights, including mergers and acquisitions, key departures and product releases
- **Support big data initiatives**
- **Gain visibility** into company activity through reporting and analytics

## B2C Benefits

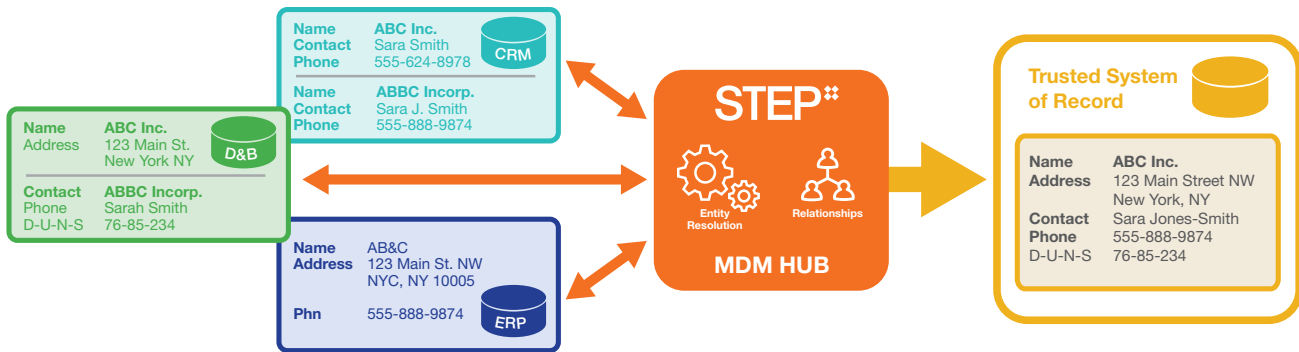
- **Increase revenue** by understanding a customer's history and identifying cross-sell and up-sell opportunities
- **Eliminate operational inefficiency** through enterprise-wide delivery of a single view of a customer managed in one place
- **Utilize automated end-to-end data workflow processes** for a complete picture of the customer at all times
- **Enhance lead generation** by using complete and accurate information in order to perform whitespace analysis
- **Improve customer loyalty** through personalized interaction supported by a detailed view of transaction and behavioral history
- **Identify relationships** to the customer and manage household data
- **Link customer data** with third party data, including social networks and other enrichment sources
- **Detect and validate changes** in the data as your customers make life changes, like marriage or moving
- **Gain visibility** into customer activity through reporting and analytics

## Inaccurate Customer Data Creates Challenges

- Poor data quality due to data maintenance in multiple systems
- Lost revenue opportunities through ineffective selling efforts from a lack of understanding the customer and key contacts within an organization's hierarchy
- Failed marketing campaigns due to misdirected messages to the wrong audiences
- Decreased satisfaction and retention because of customer service interactions using incorrect data
- Inefficient operational and data sharing processes because of manual maintenance
- Inadequate governance processes caused by disparate systems with no way to update data consistently across the enterprise
- Unclear audit trails creating compliance risks
- Reactive sales, marketing and customer service strategies

## Create a Single, Trusted Source of Customer Data

Master Data Management (MDM) combines the technology, processes and services needed to set up and maintain an accurate, timely, complete and comprehensive representation of a company or customer. Managed in one location, master data is integrated from multiple sources of associated data in multiple application systems and databases, is cleansed and consolidated, then applied across multiple channels, business lines and enterprises.



## Why STEP for Customer MDM?

Stibo Systems' STEP MDM solution serves as a central repository for B2B and B2C customer data. Using a combination of matching and linking algorithms in association with business rules, disparate records from source systems can be merged and resolved into a single view of the company or customer. Once a Golden Record is created, it is enhanced through internal and third party data sources to create an even more comprehensive data set. Relationships and organizational hierarchies can be detected and the accurate view of the company or customer can be integrated into critical applications and workflows.



## Key Features

- Single, trusted view of customer and organization data
- Detection, de-duplication and validation of data
- Automated and manual matching, linking and survivorship
- Pre-built Web UI, matching algorithm and B2B/B2C data models
- Easy-to-use data import and export

## What Makes STEP Different

STEP does not just consist of pieces of your customer puzzle operating independently, it's a substantial multidomain MDM solution supported by an experienced team that will guide you through the MDM journey. The solution comes with the foundational framework to refresh your customer and organizational data management process correctly from the beginning for any industry. Not only is STEP easy to understand, changes can be made quickly and proactively to adjust to your evolving data pool. With access to our pre-built data model, matching algorithm and Web UI for both B2B and B2C, you can utilize our years of experience to build a solution customized to your needs. Stibo Systems will partner with you to achieve success with a true multidomain MDM solution: customer, product, supplier, asset and location data all in one platform.

## How STEP Improves Customer MDM

### RESOLVE

customer and organization records by combining them into accurate, high confidence entities called Golden Records using a combination of matching algorithms in association with business rules to deliver a single view of customer data across all channels and touch points.

### RELATE

customer and organization Golden Records that are associated through house holding, social media or through identification and management of relationships between and across your resolved customer entities to better understand each customer's total worth and influence.

### ENHANCE

customer and organization Golden Records by incorporating critical data elements from data sets within the enterprise or from a third party to create a more accurate and informed view of each customer than previously available.

### EXTEND

resolved and enhanced master data records to front-line business processes and analytical applications to improve customer experience at point of engagement, produce better insights and make better business decisions.

### About STEP

STEP is a Multidomain Master Data Management platform that integrates multiple disparate systems in your company by streamlining the process of aggregating and consolidating information around your products, customers, suppliers, employees, assets and reference data from multiple sources and formats. STEP connects that information to derive actionable insights, and publishes it to backend systems as well as online and offline channels.

### About Stibo Systems

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark. For more information, visit [www.stibosystems.com](http://www.stibosystems.com)