

Product Master Data Management for the World's Leading Private Brand Management Firm

In an ambitious move, a leading Private Brand Brokerage firm made the decision to provide their associates and business partners with an integrated view of the Products and Relationships across the entire enterprise and develop a Brokerage Management System to facilitate quicker Order Processing and Accounts Receivable Processes.

Technology Stack

Kalido MDM 8.5
Kalido MDM 8.4
SQL Server 2008 R2
SQL Server Integration Services 2008

Private Brand Brokerage firms generally work with suppliers and retailers to design, develop and market brands through innovative business processes and solutions. The consumer packaged goods industry is known to be slow to invest in new technology. A project of this magnitude required an overhaul of their existing Order Management System and the implementation of a centralized Master Data Management (MDM) repository for downstream applications to consume. Data Quality and Integrity was a crucial part of the endeavor and this firm had a dedicated team of Data Stewards to enforce the strictest Data Quality standards using the MDM repository. Streebo Professional Services was called in to design, develop and implement an MDM system which had to consolidate Retailer, Supplier and the firm's Product data through an elaborate ETL (Extract, Transform and Load) process to provide a singular view of the Product Catalog.

Streebo Consultants worked with the Customer to develop a robust Business Model that catered to the various downstream applications that were to consume the Master Data. The term "triangulation" was coined for the process of integrating the Retailer's and the firm's version of the Product Data along with the data from a Global Marketing and Advertising Research Company. The process to cleanse and enrich the data would add value to the business and to the relationships shared with the firm's business partners.

Numerous challenges were faced along the way, especially due to the many downstream applications and the changing requirements for each of them. At the end, Streebo Professional Services Consultants delivered a quality product to the firm and successfully launched a fully functioning MDM Application to fulfill the firm's Business Objectives.

Key Highlights

- Streebo Professional Services Architected and created the business model to allow for an MDM system to cater to seven different downstream applications and handle data from four different source database systems
- Streebo Consultants utilized complex ETL processes to consolidate data from the different data sources to provide a singular view of the data
- A complex upgrade process to a newer version of the MDM Tool was performed that helped reduce load time and improve operational speeds
- Data cleansing was performed both at the Source and in the Destination MDM Repository
- Large scale customizations were performed to help enhance the User Experience for the Data Stewards, including changes to the existing tool as well as additional external functionality
- Reduction of redundant data from 500K records to 100K records through the Data Cleansing and ETL “Triangulation” Process
- Comprehensive Data Analysis and Reporting to the Business/Category Leads to help sustain Retailer/Supplier Relations

About Streebo

Streebo, headquartered in Houston, TX and a Kalido Business Partner, is a global provider of Data Warehousing, MDM and Data Governance Solutions. Streebo provides services and solutions that complement Kalido’s product offerings resulting in an improved ROI for our customers. Many Fortune 1000 companies rely on Streebo for their business intelligence needs and we are a leading Kalido implementation partner with a track record of several successful implementations. From advance trainings to fully managed production environments, Streebo provides complete 360 degree solutions for Kalido products.