

Renowned Global Nutrition Company cleansed and standardized products across 5 categories with Oracle Product Hub

Challenge

Extremely rigid data infrastructure

Poor customer experience across touchpoints (stores/e-commerce/call-centers)

Inability to accurately identify and reward loyal customers across channels

Long and error-prone product release cycle

Solution



Product Hub for initial data conversion to new ERP system, global item number creation, and ongoing change management



Customer Hub to create and maintain all the customer data globally



MDM as a foundation of e-commerce, loyalty management, and system modernization solution

Outcome

Cleansed and standardized products across 5 categories and 100 sub-categories

Conversion of 100K products and 70 attribute groups

25MM client records consolidated

Upstream integration to PLM

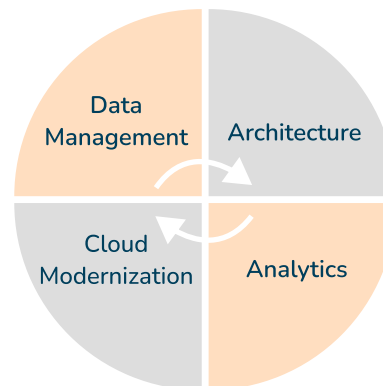
Integration of client data to CRM

Real-time integration into ATG, POS(Search-Match, Add, Update)

Bi-directional batch integration to AS/400

About LumenData

- Founded in 2008
- Data Management and Analytics Consulting firm
- SOC2 Certified
- Headquartered in Santa Clara, California



Recognized as a representative vendor in Gartner's 2022 "Market Guide for MDM External Services Provider"

"External service providers (ESP) of data management solutions provide substantial value in helping organizations develop strong foundations for their digital strategies." (Gartner, 2022)