

Outsmarting MDM Challenges

INDUSTRY

Retail

BUSINESS PARTNER

TIBCO

CONCORD CAPABILITY

Data In Motion



Project Overview

Matching the right product with the right customer is essential to the retail industry. With an unstable Master Data Management application, our retail client experienced frequent outages preventing them from administering product information and ultimately hindering smooth flow of information to multiple, interconnected systems.

Results

Under a tight timeline, Concord addressed existing production stability issues within the MDM application and went on to enhance the system based on business user's requests. After all was said and done, this work helped to increase enterprise-wide adoption of the MDM system.

After the initial project goal was completed, Concord's team was engaged to maintain on-going development and system improvement. As a result, our client no longer experiences outages and is able to trust the data within their MDM system – meaning better information for their customers and better opportunity for effective marketing programs!



CONCORD

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