RETAIL APPAREL COMPANY:
IBM MASTER DATA MANAGEMENT SUPPORT

ORGANIZATION

Our client is a well-recognized retail apparel chain headquartered in Texas and operating 1,500+ stores in the US and Canada. The company has acquired many big market players as its subsidiaries. The company offers men's and women's clothing, footwear, tuxedo rentals, and suit pressing with quality, fashion, and innovation as a central part of each product. The company has many warehouse facilities with a reliable supply chain mechanism. Globally, around 22,500 employees are providing high-touch, high-quality shopping experience across their brands.

CHALLENGE

The client's customer data originated from four sources, and a custom code written to match and merge the records was flagging wrong customer records as golden records. This was affecting downstream systems, and many hours wasted in data analysis and manual correction of data. Ultimately, trust in the data was declining.

SOLUTION

XTIVIA analyzed the source systems, the data patterns, customer data, and the type of data quality issues experienced by the client. We fixed some of the data quality issues originated at the source and standardized data format before the match/merge process. We implemented a match and merge process, which improved the matching score and accuracy in flagging the right customer record as the golden master record. After implementing the changes, the number of Jira tickets related to production data issues went down by 65% within two months of starting the engagement.

BY THE NUMBERS:

1,500+ North American Store

65+ Million eCommerce Site Visits

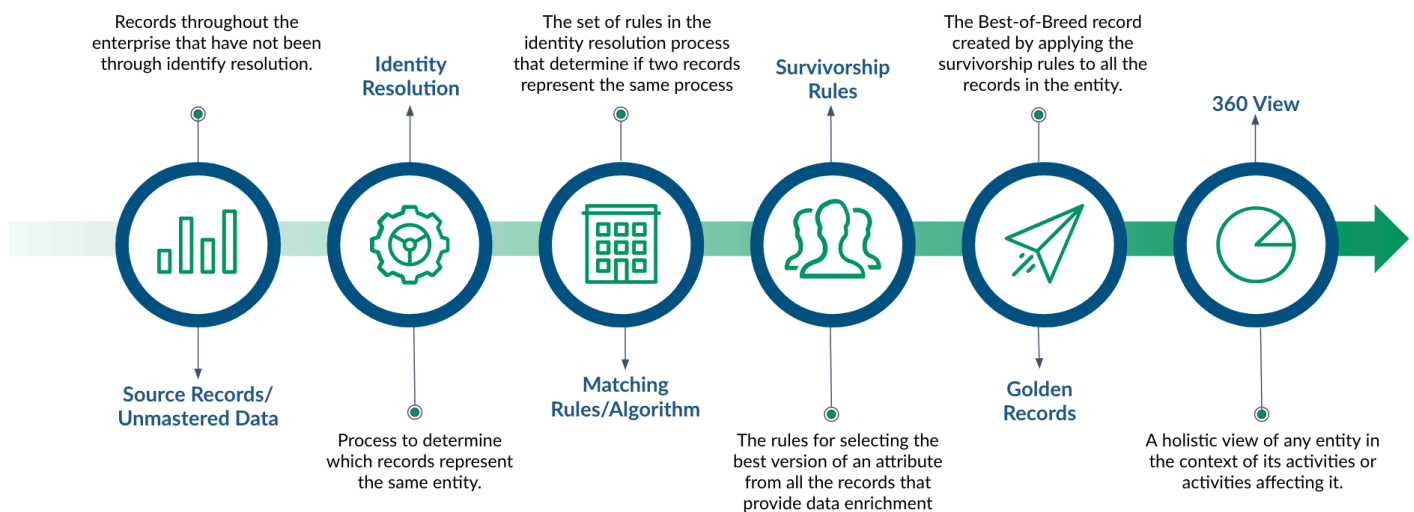37+ Million Loyalty Customers

KEYWORDS

Master Data Management, IBM MDM, InfoSphere MDM, 24x7 Support

SOFTWARE

IBM InfoSphere MDM Physical Edition 11.4 | Oracle 11g | SQL | PL/SQL | Linux

ORACLE®   IBM

MDM Operationalized | Match-Merge

Records throughout the enterprise that have not been through identify resolution.

Identity Resolution

The set of rules in the identity resolution process that determine if two records represent the same process

Survivorship Rules

The Best-of-Breed record created by applying the survivorship rules to all the records in the entity.

360 View

Source Records/ Unmastered Data

Process to determine which records represent the same entity.

Matching Rules/Algorithm

The rules for selecting the best version of an attribute from all the records that provide data enrichment

Golden Records

A holistic view of any entity in the context of its activities or activities affecting it.

BUSINESS RESULT

With XTIVIA's implementation of overarching Master Data Management, the client now had the tools and capabilities to easily recognize issues with their current match/merge process and business rules. The solution also improved client data knowledge, which offered them timely availability of accurate, stable, and the latest customer master data. With their new system, XTIVIA was able to improve accuracy in reporting and their overall trust in company data.