Data Ladder
Get the most out of your data

Case Study

Maxeda DIY Group

Achieves Single Customer View Before Moving
into a new CRM and PIM

Company Profile

Maxeda DIY Group is a renowned Dutch retail group with 376 stores and nearly 7,000 employees across Belgium and the Netherlands. This company is a classic example of a large enterprise operating on multiple enterprise apps, trying to make sense of data streaming in from dozens of locations and sources. While the company's brick and mortar stores are doing exceptionally well, they plan to increase digital sales through their website. For this purpose, they needed clean data that they could use in a CRM and a new PIM.

Business Situation

Maxeda's primary purpose for going digital was to keep customers loyal. They also wanted to acquire new customers and increase their customer base by focusing on personalized and relevant marketing.

In order to this, they needed data that could give them insights on user behavior both online and offline as well as information that they could use to create a more personalized communication channel with their customers. With digital transformation, Maxeda wanted to achieve customer loyalty and increase business value.

Data Challenge

Like many large enterprises, Maxeda had lots of legacy system issues that were affecting their digital transformation plan. Their data was split not just between different systems, but also between different countries. Additional challenges included non-unified methods of collecting and storing data. All this disparity eventually led to numerous data challenges such as the **lack of unified systems, unorganized data, old and dirty data that needed cleaning and standardizing.** These challenges were significant roadblocks to Maxeda's digital plans. Before they could move into a new CRM or PIM or implement a marketing plan, they had to ensure optimal data quality.

Canada

First Name	John
Last Name	Oneel
Address 1	16 M.Street
Address 2	Norwich, NY
Address 3	NULL
D.O.B	10/11/1980
National ID Number	256 489 458
University	Berkeley
Title	Architecture

Netherlands

Full Name	Jon O'Nil
Address 1	16 Mekel St.
Address 2	Norwich, NY
Address 3	13815
D.O.B	11/10/1980
National ID Number	256489458
Anual Revenue	$45,000 USD
Email	johny@gmail.com

MASTER DATABASE

Spain

First Name	Johny
Last Name	O'neal
D.O.B	10/11/1980
Purchase	Electric Fan
Ref	015CGH589
Price	$235 USD
Customer ID	8956
Fidelity P	Yes
Points	1245 pts
Status	Active

Italy

First Name	John O'Nil
Address 1	NULL
Address 2	Norwich, NY
Phone Number	718 274 2237
D.O.B	10/11/1980
National ID Number	256 489 458
Disability	NO
Marital Status	Divorced

UNORGANIZED DATA

DataMatch Enterprise Was Used to Provide a Single Customer View

Maxeda used DataMatch Enterprise to clean, profile, identify and remove duplicates of customer profiles, addresses, DOBs, and emails. There were 5 data sources of 3 different brands spread across 2 countries, which were brought together to generate a single customer view.

Once this view was created, it would be stored in the new CRM and Maxeda could achieve their marketing and personalized communication goals.
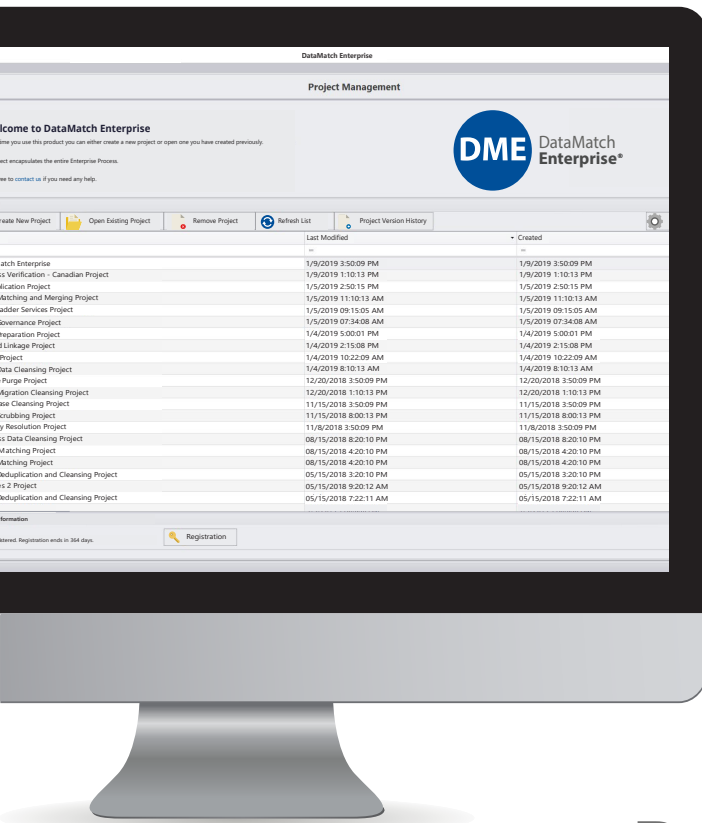
Benefits

It took just 2 months and 3 people to deliver Maxeda the results they needed. The manual method would have taken at least 10 IT experts over the course of 6 months to sort out data.
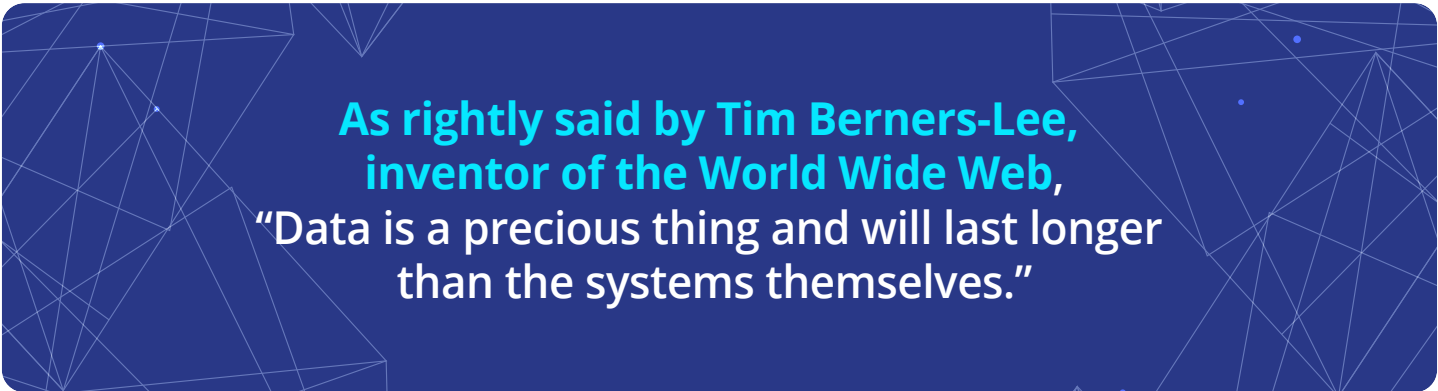

For the first time in its history, it took just 2 months to obtain a first-ever single customer view stored in a single source in a single location!

The company had more accurate data and were able to accomplish complicated data goals in a short time span.

Conclusion

Aging systems and infrastructure is bogging down processes and hurting company revenues. But it's not just about a slow system - it's the data in that system that has not been brought up to par with modern digital needs. So while organizations aim for augmented or virtual reality, blockchain, cloud computation, data lakes, and many other digital initiatives, they will find it hard to succeed unless they don't find a way to unleash their data.

> **As rightly said by Tim Berners-Lee,
> inventor of the World Wide Web,**
> **"Data is a precious thing and will last longer
> than the systems themselves."**

Essentially then, the true essence of transformation is not systems, but data, which is the soul of a system.

ABOUT US

Data Ladder is a data quality software company dedicated to helping business users get the most out of their data through data matching, profiling, deduplication, and enrichment tools. Whether it's matching millions of records through our fuzzy matching algorithms, or transforming complex product data through semantic technology, Data Ladder's data quality tools provide a superior level of service unmatched in the industry.

DataMatch Enterprise, was proven to find approximately 5-12% more matches than leading software companies IBM and SAS in 15 different studies.

- Unparalleled Matching Accuracy and Speed For Enterprise Level Data.

- Cleansing beating IBM and SAS.

- Proprietary Matching Algorithms with a high level of matching accuracy at blazing fast speeds on Desktop/Laptop Hardware.

- Big Data Capability with data sets up to 100 Million Records.

- Deduplication and Merge Purge within and across any number of files.

- Suppression of existing customers or Do Not Contact from marketing lists.

- Advanced record linking technology to create data warehouses.

- Quick Data Profile tool finds and fixes Data Quality issues within the first 5 minutes of setup to improve match quality.

Free Download