

CASE STUDY: INDUSTRIAL AUTOMATION

How Profisee helped them achieve their Insight Driven Enterprise.



World's largest company dedicated to industrial automation and information, making its customers more productive and the world more sustainable.

KEY DATA POINTS



US \$5.9 Billion
FY16 Global Revenue



22,000
Associates



80 Countries

Challenges:

Master Data for Single View of Customer

- Fragmented silos of data in Sales Force Automation system
- Legacy CRM system and spreadsheets utilized for data management
- Lacking data quality controls across multiple systems
- Lost revenue opportunity due to inaccurate customer records

Strategy:

Increase Annual Revenues Worldwide

- Real time integration with CRM, ERP, and marketing automation platforms
- Consolidation and migration from disparate legacy systems
- Automated process for data management previously managed manually
- Expose conflicts of interest across customer records

Technologies:

