

# PROFISEE CASE STUDY

Industrial Automation



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



**US \$5.9 BILLION**  
FY16 GLOBAL REVENUE



**22,000**  
ASSOCIATES



**80 Countries**

## Challenge

- 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

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

## Technologies

