

# PROFISEE CASE STUDY

International Beverages Company



This Fortune 500 company, is an international CPG beverages marketer and producer.



**MULTI-CATEGORY**  
Supplier in U.S.

**80+ BRANDS**  
For Premium Consumers.



## Challenge

- The **operations group is concerned about high shipping costs** and what is driving that and how to reduce it.
- **Duplicate customer information across multiple systems.**
- On a massive scale, **same day orders from one customer would result in multiple shipments on different trucks to the same location.** Shipping logistics costs were excessive due to this duplicate data.

## Strategy

- **Implemented an MDM hub for customer data** by creating golden records for customers across CRM, ERP, Logistics and BI/DW applications.
- **Automated validation and identification of variances** between systems using business rules.
- **Cleanse, de-dupe and sync records** including creating ongoing workflow to easily maintain this data across systems.

## Outcomes

- Decreased duplicate shipping and **reduced costs.**
- Centralized data hub for customer. All systems that use Customer data are working from **one, clean trusted view of this data.**
- **Established strong enterprise data management foundation,** and eliminated manual processes within existing systems framework.