

# PROFISEE CASE STUDY

Micron



Micron Technology, Inc. is an American global corporation founding in 1978 and is based out of Boise, Idaho. Through the global brands - Micron®, Crucial®, and Ballistix® - the broad portfolio of high-performance memory and storage technologies, including DRAM, NAND, NOR Flash, and 3DXPoint™ memory, is transforming how the world uses information to enrich life.

Backed by nearly 40 years of technology leadership, our memory and storage solutions enable disruptive trends, including artificial intelligence, machine learning and autonomous vehicles, in market segments like cloud, data center, networking and mobile.

## Challenge

- **Customer identities are duplicated** within applications and across multiple systems.
- **Consolidated 360° view of customer is lacking** - need to see customer activities rolled up multiple ways to meet the needs of various internal teams.
- Needed to **group customer facts across systems** - this group of customer IDs in SAP had these POs plus additional POs through this partner channel which is stored in a separate application.
- **Need to cleanse and correct data** - address correction plus phone and email standardization.

## Strategy

- Create "Golden Records" for customers across SAP, Sales-Force.com and Model N.
- **Cleanse, de-dupe and sync records including creating ongoing work-flow** to maintain **accurate information across all business systems**.
- **Create flexible hierarchies** to roll up for multiple views of customer activity.
- Design **ongoing data management strategy** for other key reference, employee, and client data.

## Outcome

- Created ongoing data management strategy **to improve customer analytics such as cross-sell, up-sell and overall customer contribution**.
- **Created Customer Golden Records with clean, trusted data**.
- Provide multitude of consolidated **customer views to meet the reporting needs** of the various internal teams.