

## Client Success

### Retailer Deploys Master Data Management with McKnight to Establish a Solid Information Foundation



"Thank you to the MDM Team"

With 3,000 stores across North America offering electronics, furniture, computers and appliances to over a million active customers across multiple store concepts, this retailer found itself at a crossroads.

From the stores to the Field Support Centers, it needed to transform how it collected and analyzed customer, rental and other business information. When this transformation is complete, people, processes and new technology must work together to strengthen customer relationships, increase profitability through better customer conversion and retention and reduce operational costs.

Thus began a set of initiatives to modernize applications, processes and systems. Early in the process, the leaders came to understand that clean, accessible, shared and integrated data would form the foundation of the journey.

They needed a solution that would provide a reliable source of customer, product and store information to its new point-of-sale system, customer relationship management system, financial system, human resource system and others over time. They also needed to streamline several business processes. To help address these issues, the company sought a strategist and solutions provider with a history of improving businesses by harnessing the power of information. It needed a provider who could address its need for master data management (MDM).

McKnight Consulting Group (MCG) worked with them to create an MDM solution that delivered:

- Clean and de-duplicated customer data, in the process consolidating rental accounts when they should refer back to the same, singular customer
- A new definition of "customer" as an individual person with multiple relationships to the retailer, not an account number
- Product Information management MDM and data governance
- Customer Data Integration MDM and data governance
- Store workflow and Organizational hierarchy management MDM and data governance

To enable the functions, McKnight helped set up a contributing data governance group consisting of a cross-section of DVPs and EVPs and conducted short-listing, RFI, RFP and POC of the MDM marketplace to select the MDM tool. A 2-3 year go-forward plan for MDM was built and maintained.

All projects included a strong methodological foundation, including:

- Quality Assurance and end-to-end environments, test cases and testing
- Organizational change management activities including stakeholder analysis and planning, organizational impact, training, deployment readiness
- Robust documentation delivered and maintained including business requirements, functional design, use cases, interface technical specifications and architectural documentation
- Delivery to security requirements including https, LDAP, role-based IDs, encryption, etc.
- High levels of Internal Audit participation
- Weekly status reporting, issues logging and monthly executive updates
- Requirements, Design, Development, Testing and Production project flow

McKnight exhibited an outstanding interest in and understanding of the business. Our process, organizational and architectural focuses were keys to success. Several important subject areas in Master Data Management were delivered with high efficiency and quality. With McKnight, they have a solid information foundation from which to deliver on their vision.

The cleaned data feeds into the new store POS system and eventually will feed into many systems. The data governance processes are streamlining new product and store introductions. The team's efforts underscore how accurate information is an asset. MDM is providing a solid information foundation for MAPS projects and company growth.

McKnight and MDM have empowered this retailer to work even better, as one company, with one vision.