

Outsmarting MDM Outages

INDUSTRY

Retail

CONCORD CAPABILITY

Cloud Applications & Integration

Project Overview //

Matching the right product with the right customer is essential to the retail industry. With an unstable Master Data Management application, our retailer client experienced frequent outages preventing them from administering product information and ultimately hindering smooth flow of information to multiple, interconnected systems.

Project Results //

Under a tight timeline, Concord addressed existing production stability issues within the MDM application and went on to enhance the system based on business user's requests. After all was said and done, Concord's work helped to increase enterprise-wide adoption of the MDM system.

After the initial project goal was completed, Concord's team was engaged to maintain on-going development and system improvement. As a result, our client no longer experiences outages and is able to trust the data within their MDM system – meaning better information for their customers and better opportunity for effective marketing programs!