

# Profisee Customer Success: Global Services Firm

How Profisee helped a global services firm achieve their Insight Driven Enterprise.

INDUSTRY  
CONSULTING

MDM DOMAIN  
CUSTOMER



The third largest professional services firm in the world by aggregated revenue



**US\$28.7 BILLION**  
FY15 GLOBAL REVENUE



**212,000**  
EMPLOYEES



**700 OFFICES**  
IN 150+ COUNTRIES

*“For the first time, we will have a global catalog containing a 360°/Single View of customer information...having tied it seamlessly into our new SAP ERP/CRM, and global data warehouse systems...and now have a huge opportunity to tie the new customer catalog into our analytics and operational systems, which is key to executing on our global data strategy.”*

– MDM Program Director



## Challenges

### Needed Master Data for Global Data Insight

- Global **ERP** implementation needed clean data
- **CRM** (cloud & on-premise) lacked data quality controls
- **Enterprise-wide single view** of “Business Partner” needed
- Must have compliance and **onboarding client visibility**



## MDM Strategy

### Real-time **SAP** ERP Integration & Workflow

- **Use as foundation** for ERP / CRM data workflow
- **Client onboarding compliance** process streamlined
- **Consolidate a 360° view** of our Business Partner
- **Expose conflicts of interest** across Business Practice activities



## Levels of Success

### STRATEGIC



LEVERAGED CLIENT REVENUE VISIBILITY

**\$100+ MILLION**



IMPROVED FORECAST ACCURACY ACROSS PRACTICES

**5-8% / PRACTICE**

### BUSINESS

ENABLED CLIENT / BUSINESS PARTNER ONBOARDING PROCESS

**ELIMINATE CROSS-PRACTICE CLIENT RISK**

### PROJECT

CREATED MASTER RECORDS FOR GLOBAL ERP STRATEGY



**ERP/CRM SINGLE VIEW OF DATA**

Connect anything. Master everything.

