



Case Study: BearingPoint

BearingPoint uses D&B as cornerstone of its global Siebel implementation

Challenge

In March 2002, BearingPoint, a \$3 billion respected business advisor and systems integrator, was facing mounting pressure by investors and expanding business conditions to grow its global business footprint and at the same time, develop a global customer information system in order to compete on the global market and meet customer demands. With six regional applications globally, including seven disparate and separate customer databases, BearingPoint's customer information files carried different business indicators from each application. Compounding the data discrepancies, each group of users tackled data problems and business issues differently, depending on which application and which view was utilized. In addition, data challenges existed from the multiple customer environments, which did not allow a true 360° view of the customer.

Solution

Within 15 months of recognizing the mountain surrounding their data issues, the company evaluated, purchased, and implemented the Siebel CRM solution, including the Siebel D&B Integration Solution. BearingPoint recognized the value of global coverage and identification of company details attached to D&B's standardized business identification key — the D-U-N-S Number — and chose to integrate this information within its Siebel 7.5 deployment.

BearingPoint formed the Data Management Group whose main purpose would be to ensure consistency and cleanliness of customer master

data. This group's first task was to consolidate account data from the seven customer databases into one, front-end customer management system database, which would drive all back-office and interfaced customer databases. This initial activity encompassed interactive updates with D&B regarding the customer database and reconciliation of multiple address details, on a global basis, and the rounding out of D-U-N-S Number details within the Siebel master database being deployed. This D&B D-U-N-S Number was then leveraged to link between Siebel and multiple back-office systems for data consistency.

To keep the customer information fresh and valuable, the ongoing role of the Data Management Group is to ensure a scheduled data maintenance strategy which includes interacting directly with D&B on individual and monthly batch updates and then facilitating the loading of up-to-date details within the global Siebel customer database.

Success

Within four months of the first phase of implementation, manual interactions between D&B and BearingPoint's Data Management Group provided clear and concise identification of data across two global regions as stored within the Siebel application. Within 10 months of project inception, a global deployment utilizing batch processes for initial cleansing and standardization on D&B and Siebel has produced the first truly global database within BearingPoint. Monthly updates continue to cleanse the data further. Control via the Data



Decide with Confidence

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Management Group ensures ongoing consistency of data and flexibility for end users to concentrate on expanding market share, while having a control organization responsible for customer data cleanliness and accuracy as supplied by D&B.

Brad Schwartz, BearingPoint's Group Executive Vice President Worldwide Client Service states, "As a global company, tracking potential opportunities across all of our global accounts is a challenge that if done correctly can have tremendous impact on our business. We chose D&B to provide the backbone for our naming convention and company hierarchy. This was fully integrated into Siebel to give us a consistent, global view of our top opportunities. This was a very powerful yet simple solution to the time honored challenge of managing your sales pipeline data and account information."

The success of the implementation has allowed BearingPoint to maximize customer relationships by globally identifying the 360° view of their customers as well as more effective account management, prospect identification, improved marketing campaigns, and expanded analytical capability to drive corporate strategies. In addition, BearingPoint now has a complete view of their Global 2000 customer base, which is a key business tracking tool to understand their impact into the global marketplace.

Questions & Answers

Q I am an SAP user. How from an implementation perspective can D&B solutions become actionable within SAP?

A D&B Marketing Universe for SAP BW has been built to load your customer data alongside an abstract universe of D&B information. D&B Customer Analytics for SAP BW has been built to help you analyze your customer records with D&B information alongside it. This gives you the ability to focus in on prospects that look like your best customers. It also gives you the ability to roll-up your customers to the highest corporate structure to understand the full Family Tree structure of your existing customers. You will then have the ability to load leads directly into mySAP CRM utilizing the External List Management Function. In addition, with D&B for mySAP you will be able to cleanse your customer data records by using D&B & mySAP CRM Data Cleansing function to assist in eliminating duplicate records. Then you will be able to associate the DUNS # to your business customers to ensure duplicate records do not get created in the future.

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