

CASE STUDY

Mentor Graphics

“PBBI’S PRODUCT STRENGTH IS IN ITS DEEP UNDERSTANDING OF CUSTOMER DATA.”

Brian Evans, Senior IT Business Systems Analyst, Mentor Graphics



Challenge

Mentor Graphics sought to find a way to improve the quality of its customer data and more efficiently utilize this information to better target leads. However, with a number of disparate databases in place, it was a challenge to reconcile duplicate records.

Solution

To facilitate a 360-degree view of the customer across the enterprise, Mentor Graphics needed a customer data solution that provided flexibility and control in determining how to link or merge duplicate customer records.

SUMMARY

Challenge

Cleaning and Merging Data for Better Customer Service

In 2003, Mentor Graphics began an initiative to better understand their customers. As a result of this initiative, Mentor Graphics also enhanced their marketing effectiveness. The success of the initiative was directly tied to improving the quality of their customer contact data in order to secure a more accurate view across disparate systems. Mentor Graphics selected Pitney Bowes Business Insight’s Data Quality Solution to help achieve that vision.

Prior to implementation of the PBBI Data Quality Solution, Mentor Graphics found it challenging to identify matching contacts in their disparate databases due to the fact that its custom marketing application and Siebel Call Center application both had its own match/merge logic. As such, defining a common set of match rules was difficult.

Mentor Graphics was already using Pitney Bowes Business Insight’s product for ETL (extract, transform and load) initiatives with great success. According to Brian Evans, senior IT business systems analyst for Mentor Graphics, “PBBI’s product strength is in its deep understanding of customer data, so we felt it was ideal for us to choose their Data Quality Solution to produce a 360-degree

view of our contacts and consolidate the existing data we have stored.” The PBBI Data Quality Solution provides a high degree of flexibility and control in determining how to link or merge duplicate records. A common set of match rules were easily implemented using the Enterprise Designer. This approach allowed Mentor Graphics to implement the match rules exactly as the business identified them and created a cross-reference table to link marketing and call center contacts.

Benefits

A 360-Degree View of the Customer Allows for Targeted Marketing

Using the PBBI Data Quality Solution, Mentor Graphics can identify duplicate contacts within each of their marketing and call center systems and produce a single view of the customer that enables both departments to provide the best possible customer service. Evans explains, “From a marketing standpoint, we categorize our customer contacts by product line. By knowing what products a contact is calling about, we can then provide better customer service. For example, if a contact has signed up for a product seminar or tradeshow, we may have some idea of what products they are interested in. but we can also go into our customer service database to see what products they own and the success they’ve had.”

“WITH PBBI’S DATA QUALITY SOLUTION, WE’RE ABLE TO BETTER TARGET OUR LEADS BY CROSS-REFERENCING CONTACTS.”

Brian Evans, Senior IT Business Systems Analyst, Mentor Graphics

As a result of implementing the Data Quality Solution, Mentor Graphics is better able to focus leads and reduce the number of emails that are not relevant to their customers. Additionally, the company is able to track products that have had documented problems simply by looking at a customer’s service ticket.

Eventually, Mentor Graphics’ goal is to create a master contact database sourced from all their marketing, call center, CRM and SAP systems. “For future enhancements, we plan to leverage the PBBI Data Quality Solution for global address cleansing – to improve matching and source data cleanup. We would also like to explore the merge capabilities for the creation of a master contact database,” said Evans.

UNITED STATES

One Global View
Troy, NY 12180-8399
main: 518.285.6000
1.800.327.8627
fax: 518.285.6070
www.pbbusinessinsight.com

CANADA

26 Wellington Street East
Suite 500
Toronto, Ontario
M5E 1S2
main: 416.594.5200
fax: 416.594.5201
www.pbbusinessinsight.com



ABOUT MENTOR GRAPHICS

Mentor Graphics Corporation (NASDAQ: MENT) is a world leader in electronic hardware and software design solutions, providing products, consulting services and award-winning support for the world’s most successful electronics and semiconductor companies. Established in 1981, the company reported revenues over the last 12 months of over \$875 million and employs approximately 4,350 people worldwide. Corporate headquarters are located at 8005 S.W. Boeckman Road, Wilsonville, Oregon 97070-7777. World Wide Web site: www.mentor.com/.

ABOUT PITNEY BOWES BUSINESS INSIGHT

Operating as one division, Pitney Bowes Group 1 Software and Pitney Bowes MapInfo are now called Pitney Bowes Business Insight. Pitney Bowes Business Insight offers a unique combination of location and communication intelligence software, data and services that can be used throughout an organization. We combine our deep industry knowledge with our strategic analysis offerings and apply our expertise to help you take action that leads to better, more insightful decisions. You will get a more accurate view of your customers, and integrate that intelligence into your daily business operations to increase revenue, improve profitability and enhance operational efficiency.