

Shorten Project Sign-off in Quality Data Migration

Scenario

A large information technology distribution company plans to implement a new CRM system.

The company has several business lines, including hardware distribution, enterprise infrastructure and network integration, business consulting, and software solution implementation. Their clientele and prospects are from diverse industries.

Currently, each business unit maintains its own database of prospects in its own format, and across multiple spreadsheets. The new CRM system is expected to consolidate and standardise information on hundreds of thousands of prospects from different business units into a single system, to provide a holistic overview of target accounts.

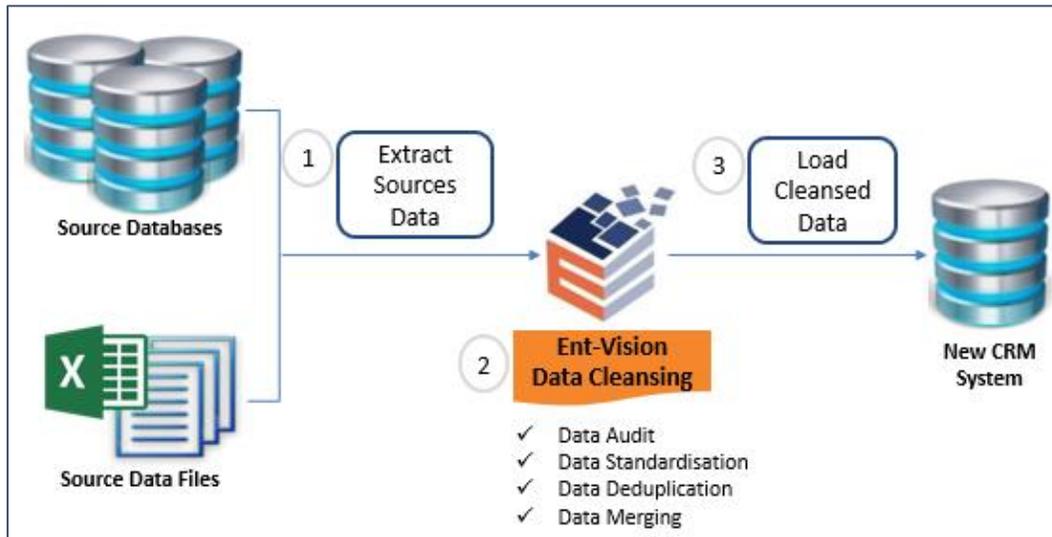
Challenges

1. Data collected has been stored in different formats and kept in silo
2. Databases consolidated from various data sources contain duplicate records
3. Data fields (such as address and job title) have not been properly segmented or standardized, and cannot be easily loaded into the new system
4. Manual data cleansing would trigger budget overrun and project delay

Management realizes that manual cleansing is almost impossible due to the huge volume of data. Hence, the data quality cannot be guaranteed, resulting in poor implementation, inaccurate reports and low user acceptance.

Solutions

Management decides to engage **Ent-Vision's Data Cleansing Service** to prepare data for the new system. Ent-Vision helps to eliminate duplicates and standardize contact data **BEFORE** the data is loaded into the new CRM software. Data quality and integrity is significantly improved.



*Ent-Vision is highly-automated and built upon powerful rules-based data algorithms to provide you with **consistent results, faster system implementation and reduced project risk.***

Business Benefits of Ent-Vision Data Cleansing before Data Loading

- ✓ Shortened project sign-off, early user acceptance of new system
- ✓ Enhanced report accuracy with clean and reliable data
- ✓ Improved business processes using efficient CRM system
- ✓ Holistic view of prospect potential in various business units

With smooth implementation of the new CRM system and appropriate data cleansing and standardization using the Ent-Vision Data Cleansing Service, management is able to gain control of target account management, with a clearer overview and deeper insight of each prospect's potential.

Find out more!

Visit us at <https://www.ent-vision.com/solutions/smart-data/> to find out more about how we can help your **Data Migration** process, email us at sales@ent-vision.com or call us now at (65) 6742 7945 for a no obligation discussion.