



OUTCOME

Customer Master Assessment

Customer data is a strategic enterprise asset. MatrixOne's Customer Master Assessment evaluates data quality, governance, and integration to establish a trusted customer foundation that improves operational efficiency, regulatory compliance, and AI readiness.

INDUSTRY

Leading Commercial Banking Institution

CUSTOMER

Fortune 500 Commercial Banking Institution

LOCATION

North America

TECHNOLOGY

SAP • Informatica • Salesforce • Azure • Power BI

SOLUTION

Enterprise Data Foundation Assessment

DELIVERY PARTNER

MatrixOne Partner Ecosystem

The Business Story

The Challenge

Banks and financial institutions depend on accurate customer information to deliver exceptional customer experiences, meet regulatory obligations, and support digital transformation. Disconnected customer records, inconsistent master data, and fragmented systems reduce operational efficiency and limit confidence in enterprise reporting.

Key Challenges

- Duplicate customer records across business systems.
- Inconsistent customer information and master data.
- Fragmented customer view across multiple channels.
- Limited data governance and ownership.
- Compliance and regulatory reporting challenges.
- Reduced confidence in customer analytics.

The Solution

MatrixOne conducts a structured Customer Master Assessment covering:

- Customer data discovery and profiling.
- Master data quality assessment.
- Governance and stewardship evaluation.
- Customer integration landscape review.
- Executive roadmap for Customer 360.

The Outcome

Organizations gain:

- Trusted customer master data.
- Improved customer data quality.
- Enhanced regulatory compliance.
- A unified Customer 360 roadmap.
- Greater AI and analytics readiness.

Business Impact

100%

Duplicate Record Reduction Potential 85% Customer Data Visibility

100%

Customer 360 Roadmap

90%

Compliance Readiness

Technology Landscape

SAP Informatica MDM Salesforce Microsoft Azure Power BI

DELIVERED IN COLLABORATION WITH
 **MatrixOne Partner Ecosystem**