

## INDUSTRY High-Technology

### Computer Manufacturer Converts 3.5 Billion Customer Records with CRM Overhaul

Founded in the early 80s, the organization is one of the best-known U.S. brands in high-technology computing. The company is widely respected for its technology contributions and a customer-centric model that helped shape the industry. In 2007, a Taiwanese organization acquired the company. The combined entities are now the third-largest PC firm in the world.

This case study represents work performed when the organization was the third largest PC company in the Western Hemisphere.

#### GOAL:

Throughout its history, the organization has maintained a consistent focus on creating a personal buying experience by emphasizing service, quality and value. In an effort to advance its customer-centric reputation as well as increase operational efficiencies and revenues, the company implemented the most ambitious Siebel-based customer relationship management system migration ever conducted. The project team sought to transition 3.5 billion customer records to the new systems spanning accounts, contacts, products, assets, sales orders, warranty records, service orders and activities/events.

#### OBSTACLES:

As the company grew, data processes changed and impacted data quality over time. As a result, executives lacked a clear understanding of their customers' needs due to inconsistent and unreliable data. Additionally, undertaking a project to convert billions of customer records was daunting. Until that time, a data conversion project of that scope and complexity hadn't been attempted.

#### COMPANY

*High-Technology Manufacturer and Retailer*

#### SOLUTION

*Data Transformation, Data Conversion, Data Quality*

#### BOTTOM-LINE RESULTS

*The organization realized a combined cost reduction and increased revenue ROI of \$50M.*

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### SOLUTION:

Clear Peak worked with internal and external teams to develop a comprehensive migration strategy. Clear Peak was tapped to participate in the critical effort for its industry experience, data expertise and track record of successful Business Intelligence deliveries at the company. Throughout the life of the project, Clear Peak was responsible for strategy, approach, scheduling, communication, technical design, architecture, development, testing and resource management.

Through the project, Clear Peak's joint effort produced a scalable, robust and accurate solution to successfully transition data from legacy systems to the Siebel CRM solution. Notably, the project was not only completed on time but was delivered under budget.

All 3.5 billion records were transitioned to the new systems, providing the organization with a comprehensive platform that allows the company to provide personalized service to each and every customer.

### BOTTOM-LINE RESULTS:

The organization realized a combined cost reduction and increased revenue ROI of \$50M through the increased retention of customers from the resulting CRM implementation.

### TECHNOLOGY

- *Siebel Enterprise Integration Manager (EIM)*
- *Oracle DBMS*
- *Informatica*

### ABOUT CLEAR PEAK

Clear Peak is a management and technology consultancy specializing in Business Intelligence (BI). Our clients call us The Data People. That's because Clear Peak implements BI to harness the power of data, giving our clients actionable insight, bottom-line improvements and a competitive advantage. The firm focuses on Fortune 1000 companies across a broad set of industries. Clear Peak's business veterans and senior technologists deliver a suite of services spanning Sales and Marketing, Operations, Finance and IT. Since 2000, Clear Peak has helped client companies realize hundreds of millions in bottom-line improvements. Put your data to work with Clear Peak ([www.clear-peak.com](http://www.clear-peak.com)).

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