

# Case study – Publishing



## Data Services

MDM Component of ERP  
Harvard Business Publishing

### Business Objective & Challenge

The business desired to flexibly offer new products to the market. The existing back end systems did not support the growth needed by the business. In addition the business did not have complete view of their customer (who were also vendors) from a B2C and B2B perspective, and desired a platform that got them that view

### Solution

Implement a new enterprise application suite including a new eBusiness platform, new data management infrastructure and new MDM solution. Beyond the systems solution there was a corresponding organizational and process change implementation. The core modules implemented were Financial, Order Management and the Customer Data Hub. Leveraging reference data from the D&B family tree to provide an operational view for organizations, as well as Vertex to automatically assign county for tax purposes. Integrated data from the Web into the Hub and led the migration of web user logins into Oracle in support of iStore. Leveraged Oracle's Source System Management (SSM) framework to build a cross-system registry of identifiers, and configured Single Source of Truth (SST) to create a blended view of customers and suppliers across systems. Extended the data hub to include new attributes and structures without over-customizing the package. The project was complete in 12 months.

### Results

An MDM solution that enabled the publisher to manage their customers (B2B, B2C), vendors, and hierarchies in a centralized, proactive manner