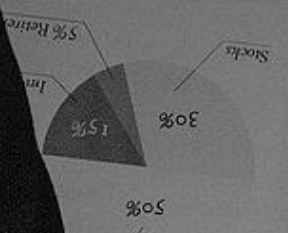


Strategizing the right timing that fits your customer's...  
maximize sales. The...  
set. At the same time it will also show you how you're going...  
through networking, advertising etc.  
Putting your strategy into action is how your marketing plan...  
Current financial situation



Fin



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#Citydailynews

## y of the n Union

Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or high-cost, high-value product? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your brand. Having a good brand strategy allows you to have a large advantage in your market competition. Your brand tells your customers what they can have or expect from the products and services you offer. The branding strategy you have should be consistent as it leads to a strong brand equity. The branding strategy you have should be consistent as... more on p.5.7

### Trading Graph

on to focus resources on the greatest opportunities to increase sales and strategy's goal is to increase sales and achieve the advantage over other

Inform  
It is a process to  
achieve the company's  
competitions.



Learn f  
ensure  
Reason  
succes

and long term activities of marketing that has to do with the analysis of a company's situation  
... will be based on how you gain sales by acquiring and keeping customers.  
... with the right twist of marketing approaches that will maximize your

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## Strong Data Management helps an organization achieve its desired growth, scalability and ROI optimization

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### **Client background:**

**Client: A financial services company**

**Industry: Insurance**

**Products/Services: Insurance and superannuation, banking**

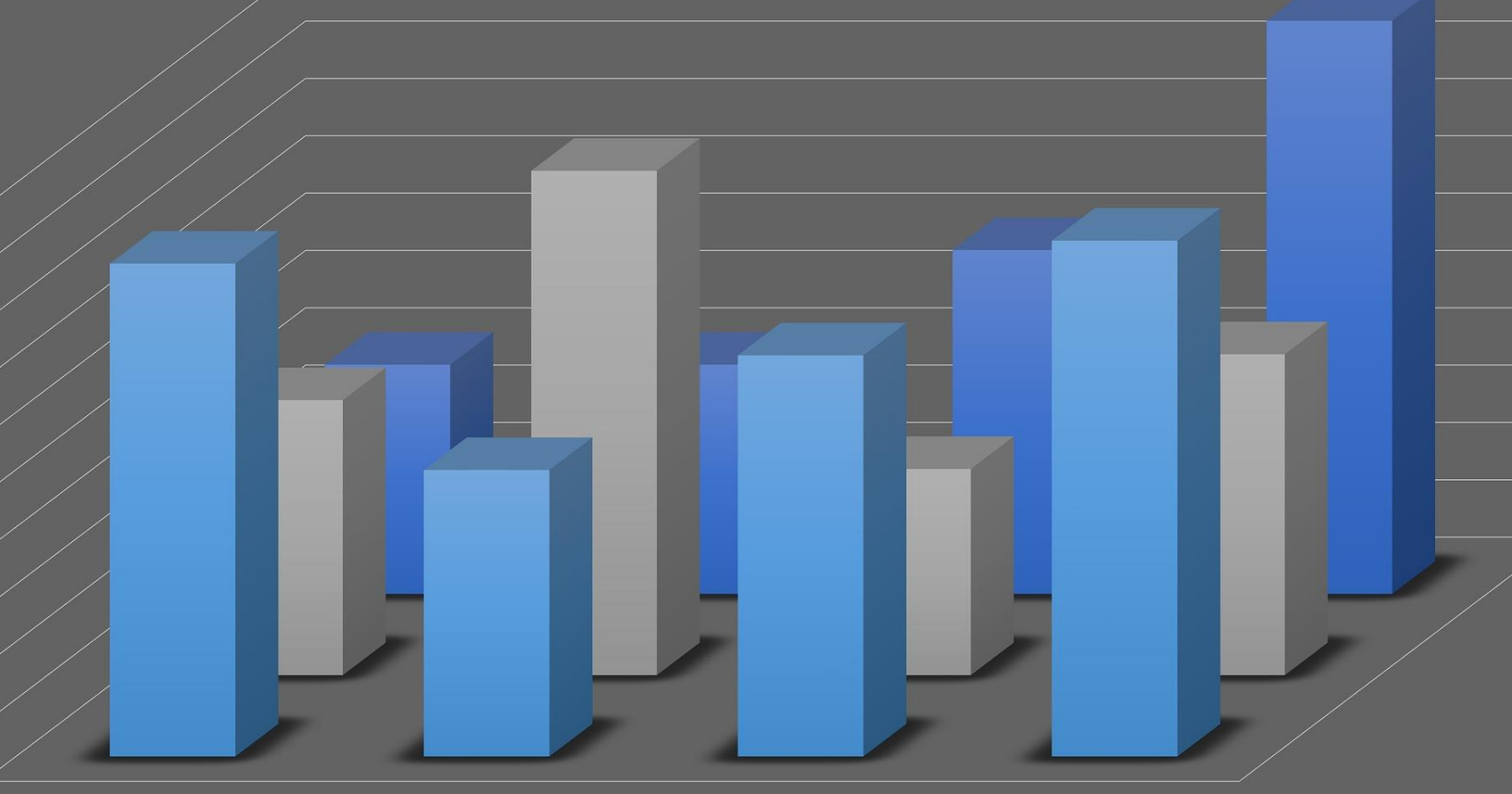
**Areas of operations Australia and NZ**

### **Challenges:**

The client wants to enhance the quality of its services in order to maintain a market standard/benchmark for the rest to follow. However, the huge cluster set of data proved difficult to handle for the company. They were in need for a data analytics platform which would give them key insights and help them take quick data driven decisions. The Master Data Management is an ideal solution for this project since it would be able to support analytical abilities along with customer management.

### **Solution:**

The client was helped with an MDM solution which also has a CRM. MDM was also connected to an enterprise data warehouse application.



## **Business Impact**

The MDM application replaced the legacy CRM applications and provided a cutting edge point for customer data and analytics capability. It gave them more customer insights rather than data preparation. Now, the client has more command over his data in terms of its quality, governance and security.

Some of the highlights of the introduction of the MDM System

- An approximate 20% of cost savings
- Saved approximately 54 man days due to the implementation of automation
- Augmented customer experience ensuring the overall growth in the number of loyal customers who would participate in their growth story

- Better customer experience with intuitive and responsive MDM application with a single service for multiple search criteria

