

# Customer MDM Partner Integrations

dun & bradstreet

GBG | Loqate

3G Telecoms

experian

salesforce  
appexchange  
partner

With data at the core of marketing campaigns, reporting, and business decisions, inaccuracies like duplicates, outdated records, or fake information can cause failure to projects before they even begin.

Poor-quality data costs companies millions of dollars, and creates more confusion on who customers are, which can make personalization an uphill battle for the enterprise. In addition to our best-of-breed Customer MDM solution, which offers enterprises the ability to reconcile, consolidate, govern, and master customer data with ease, Stibo Systems has partnered with industry-leading data quality companies to provide pre-built integrations for enriching and validating customer data.

## Dun & Bradstreet

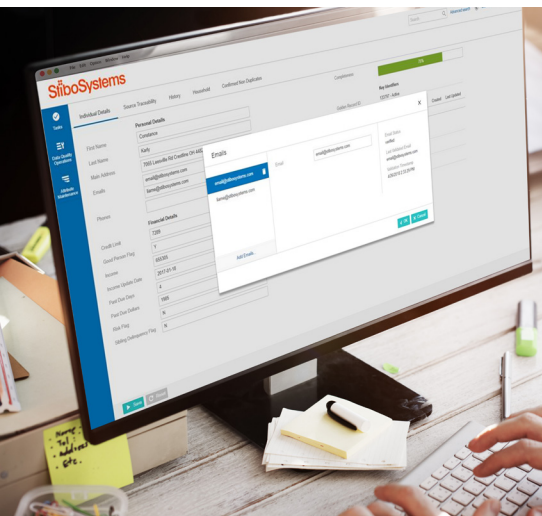
Augment and enhance customer and supplier data with industry-leading company information from Dun & Bradstreet directly within Customer MDM. Match, cleanse, and enrich your customer data to drive deeper business insights, build robust customer profiles and organizational hierarchies.

### Business drivers:

- Ability to connect first-party data with D&B data to gain a clearer picture of B2B customers and suppliers
- Need to develop complete customer profiles
- D&B data acquisition process is error prone / manual, time consuming, and is a costly drain on resources

### Business benefits:

- Improve the quality and completeness of customer data
- Gain insights about organizational and customer hierarchies
- Target customers and suppliers through enhanced segmentation
- Leverage DUNS number as unique identifier for improved matching
- Connect first-party data with 20+ attributes of third party data for enrichment
- Reduce costly overheads incurred through manual enrichment processes



### Business drivers:

- Email campaigns haven't been effective
- Need to reduce email bounce rates and avoid bad sender reputation

### Business benefits:

- Improve overall email marketing performance
- Ensure messages reach intended audiences
- Improve email bounce rates and sender reputation

## Experian

Ensure email addresses are valid, current, and in use. Leveraging clean email addresses will give customers confidence that they're receiving communication that is intended for them, and will improve their experience.

WE PUT YOUR BUSINESS-FIRST  
so you can put your customers first

## Loqate

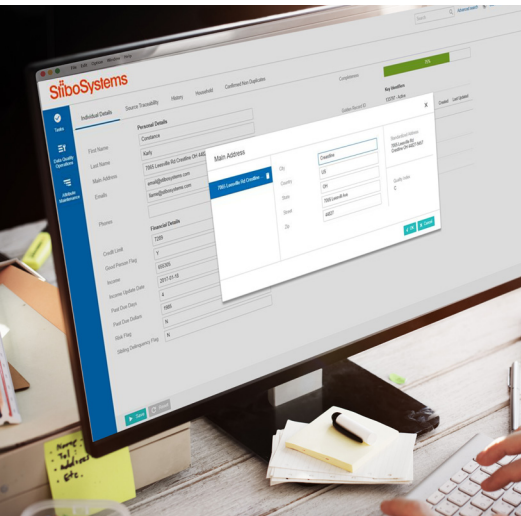
Validate that addresses physically exist and are deliverable. Address verification enables enterprises to verify, cleanse, and format address data for over 240 countries and territories, so that customers receive deliveries that are intended for them.

### Business drivers:

- Address information is inaccurate, decays over time and is undeliverable
- Business decisions are based on unreliable and inaccurate contact data
- Costly shipping errors due to inaccurate addresses
- Operational inefficiencies due to outdated contact data

### Business benefits:

- Leveraging standardized and verified address data improves the matching process
- Easily handle bulk address verification
- Leverage address verification services in a centralized manner through CMDM
- Verify whether the address on file is real or not
- Reduce costly errors in shipping, mailing, billing/invoicing and other business critical activities
- Enhance address data accuracy and qualify for postal discounts through certified address verification (CASS certification)



### Business drivers:

- Customer phone numbers are rarely updated in systems
- Billing and customer support need accurate phone numbers to reach customers

### Business benefits:

- Verify if a phone number is real
- Gain insight such as the original network a mobile number was assigned, what country the mobile was last used, and when it was activated
- Provide support teams with current and accurate phone numbers

## 3GT

Identify the validity of a phone number. Phone number verification ensures that phone numbers listed for customers and suppliers are valid and current, so enterprises can rely on contact information that is reliable

## Salesforce

Maintain high quality data within Salesforce and gain a single unified view of customers that is verified, accurate, and complete. This certified app enables organizations to achieve and maintain a 360-degree view of customers within Salesforce, and offers key data management capabilities such as real-time contact data validation, deduplication, and in app master data management.

### Business drivers:

- Multiple “clouded islands” of information across the enterprise
- Duplicate, outdated, and inconsistent data
- Ability to apply relevant information and insights
- Need for effective personalization
- Consistency when interacting with customers across channels
- Unable to achieve expected ROI from Salesforce

### Business benefits:

- Real-time address, email, and mobile phone validation directly within Salesforce
- Eradicate bad email addresses at the point of entry
- Improve marketing performance and enhance customer experience
- Increase ROI from Salesforce investments, while also reducing operational costs

“1 out of 3 CRM projects fail because of bad data”

- Gartner