

CASE STUDY

Embracing Globalization and Maximizing Applications with Riversand's MDMCenter



The client is a pioneer in the automobile interchange industry. In fact, they have been doing significant work with interchangeable vehicle parts for almost 80 years. Their strategy is to take research done in the field and distribute that data as reliable interchangeable parts information to manufacturers, vendors, and other subscribers.

The client's bread and butter is simple: interchangeable parts. If the driver of a BMW runs into some trouble that causes him to need a new windshield, his first move is likely to head to the most convenient source for a BMW windshield replacement. After the BMW replacement windshield is installed, his car may be good as new again, but he dished out a lot of money for a fix that could have cost him much less.

The client eases the driver's workload and the stress on his wallet by making it their mission to compile a list of every other vehicle with a windshield that fits the driver's BMW—or Subaru, Toyota, etc.

The client's primary source for parts information is Ace, with secondary information from Polk and AutoSource enriching the primary data. This ensures that the final information that vendors, manufacturers, and other subscribers get from their catalogs is as diverse and all-encompassing as possible. It's also likely to save that BMW driver a lot of money.

Throughout the processes of gathering, sorting and distributing information, The client handles a lot of data. Unfortunately, they discovered that their in-house master data management (MDM) system was no longer the right tool to get the work done.

For one thing, team members were unable to access the system remotely, or over the Internet. In order to work on it at all, The client's representatives and employees had to work at computers with the system on them.

The MDM system was also not built at the enterprise level. While it could handle the work the client did initially, it wasn't strong or developed enough to grow with the company. The client needed an enterprise system that could expand and accommodate multiple outbound systems with multiple channels.

Beyond the general restrictiveness of the system, The client also suffered setbacks because of a more significant system issue: It could not easily visualize application.

“Application” is the relationship between an interchange part and the vehicles in which it can be applied. For example, if the part is the windshield mentioned earlier, the applications are the different vehicles in which it can be used. If that windshield can be installed in both a BMW and a Subaru, it has two applications.

Riversand’s MDMCenter provides solutions to all of The client’s issues. First, our MDMCenter increases The client’s globalization. Representatives and other team members can now access, integrate, and manipulate data wherever and whenever they need to. Moreover, MDMCenter is flexible and has the capacity to grow with The client as they expand as an enterprise.

Most impactful has been a customization to Riversand’s MDMCenter that accommodates The client’s request for better application visualization. MDMCenter shows crucial relationships between two entities. Even better, it can model those relationships, displaying them in graphs or any other useful visualization.

Before Riversand, The client relied on a lot of manual work with image editors like Photoshop to create renditions (jpg, gif, png) of a part’s image. Riversand’s MAM suite solved the problem by interacting with Amazon cloud to produce and use images and link those images to the interchange parts in the MDM application. What’s more, the MAM suite introduced a business process—something The client didn’t have—that means images can now be validated before they’re published on external systems.

In their line of work, the client sometimes comes across situations of non exact interchange. These occur when a new year model part fits the current year model, as well as all previous models, but the previous models do not fit the new year model. MDMCenter allows team members to easily identify when this is the case. They can also determine whether a part will fit another application with some modification.

For each new year, writers at the client research whether a part for which they provide interchange uses the same OE part in the new year model. With Riversand MDMCenter, they can now easily search for the OE part number in the catalog and verify whether the part attributes are the same as those in the previous year’s model.

MDMCenter has given the client a 360-degree view of the relationships between parts and vehicles, making the process of deciding which parts are best and which vehicles are suited for those parts smoother, simpler, and more convenient for everyone involved.

The client is one of the premier movers and shakers in the interchange industry. Without a master data management system that fits their needs and their potential for growth, they would not be positioned where they are now. Working with Riversand’s MDMCenter is like finding the perfect replacement windshield for that BMW: It’s a sound fit, and it makes for a smooth, clear drive into the future. Visibility – engaged.



Riversand is an innovative leader in Master Data Management, powering industries from the world's largest to SMBs. Riversand's single integrated, scalable and robust multi-domain MDM platform caters to a variety of use cases across multiple verticals. In addition Riversand offers specific solutions such as Vendor Portal, Spare Parts Management, Material Master, GDSN on-boarding, Media Assets Management, Print Publishing etc. Business value which Riversand provides include accelerated time-to-market, increased sales, improved order accuracy, reduced costs and enhanced customer service. Customer satisfaction is at the heart of Riversand's innovation.

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