

CleanMove Success Story

Intelenex

The Company

Intelenex is Oracle's Titan Award winning, full service Oracle applications shop, with deep experience with E-Business Suite, CRM On Demand, AIA/Fusion Middleware, and the CRM On Demand Elite 8 applications.

They are focused on solving challenges companies face in automating and integrating their entire front to back office business process; from the beginning of a marketing campaign through the life of the customer. Intelenex provides CIO level experience to help you identify best practices and solutions to your business process challenges. They employ the highest caliber professionals, and maintain competitive rates through sound business practices and tight control of operational costs.



The Challenge

Intelenex was working with a company to implement a new instance of Oracle CRM On Demand. During the process of configuration, the data to be migrated was found to contain many duplicates as it was coming from three different sources. The data had never been de-duplicated before, hence it was unusable for reporting and CRM purposes.

According to Noni Azhar, Principal CRM Consultant, "The only manual way to clean the data would have been to use a spreadsheet or relational database and expend many hours of effort." Clearly, an automated solution was the ideal situation. Thus, Intelenex suggested ActivePrime's CleanMove turnkey migration service to their client.

The Results

The benefit the customer gained from using ActivePrime CleanMove were that all duplicates were found and the result was a clean and merged set of data with all the duplicates deleted. There was also a lot of clean up on address fields and general consistency in naming accounts. The result achieved was a fresh start in a new CRM with high quality data allowing the sales team and the general CRM users to get the maximum benefit from the application.

The CleanMove process was able to give feedback on issues with the data and allowed for better decision making. The reporting aspect makes the utility even more useful because it is able to give an accurate and detailed account of the current state of the data such that clear decisions could be made and a high degree of data quality could be achieved.

The improved data quality resulted in accurate data to drive accurate reports for CRM users to make the right business decisions. An immense amount of time, effort, and money were saved in the data clean up, and a quality of results were achieved that is impossible to do manually or in spreadsheets.

“ The improved data quality resulted in accurate data to drive accurate reports for CRM users to make the right business decisions. A lot of the time, effort and money were saved in the data cleanup. ”

*–Noni Azhar,
Principal CRM Consultant, Intelenex*

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Advice to Others

Noni's advice to other companies is, "Analyze the current state of your data and determine the best option to cleanse the data from both a time and cost perspective. The decision should always be to cleanse the data prior to migrating to a new application." He recommends that companies look into purchasing a CleanMove type service as early in the process as possible. When the decision is made to purchase a new CRM, CleanMove should be evaluated immediately so that all the project planning can take into account the data cleansing and preparation effort. Any company really that has poor quality data in terms of duplicates, referential integrity or general data cleansing items will benefit dramatically from ActivePrime's CleanMove turnkey service.