

Borusan Otomotiv Data Management Project



Borusan Otomotiv is the Turkish distributor of BMW, the best interpretation of cars of passion, since 1984. Borusan Otomotiv's brand range was completed by involving Land Rover, one of the best 4x4 automobiles of -motorcycle enthusiasts' favorite- BMW Motorrad in 1998, MINI which created the small car segment and destroyed class division in 1999, and finally Jaguar which represents a combination of luxury, comfort and performance, in 2014.



Data Quality Practice

The analysis of data, identification of data quality problems, identification of areas to be standardized, removal of standardization rules, and the final step of customers' deduplication has been carried out. Customer data was collected from different applications and systems and combined into a single master data pool. Sustainability was provided by automation.



%41

Data Recovery



%2

Passive Users



%10

Deduplication

DATA INTEGRITY

In the old CRM system, not only the customer data but also the data in different systems such as sales, service, call center, invoice, breakdown information etc. related to the customers were available. In Salesforce environment it was planned to keep these data with a different architecture. A lot of development has been done with IBM DataStage product so that the data can be recovered from the old systems and sent to the new system. With IBM DataStage's ability to connect directly to Salesforce, results have been achieved much faster.