



CARFAX, Inc.

During 2016, Carfax was seeking a more cost-effective approach to Data Stewardship and decided to partner with Globalsoft to provide data stewardship via a managed service from their Bangalore office.

“Globalsoft has proven to be an invaluable partner. In addition to their technical contribution with our MDM solution, we now rely on them for cost-effective Data Stewardship. We were able to transition to the Globalsoft team without any loss of productivity or quality”

- Customer Data Quality Manager

Challenges

Carfax turned to Globalsoft to address the following challenges:

- Reduce the cost of data stewardship services
- Plug into existing data stewardship processes followed at Carfax
- Rapidly gain enough insight about Carfax market to minimize accepting bad data, which would burden sales organization

Use Case

Globalsoft was selected to deliver data stewardship services to Carfax via a managed service from Globalsoft's office in Bangalore:

- Reviewing/updating existing account data
- Researching/enriching sales lead data
- Reviewing/enriching pending matches and rejected data

Globalsoft data stewardship resources function as an extension of Carfax team, plugged into existing Carfax processes, and using the same tools as Carfax on-site data stewards:

- Team of 5 Data Stewards
 - Performing the tasks of data stewardship
 - Plugged into existing data stewardship process at Carfax
- Program Manager
 - Manages the team of Data Stewards, and oversees the functional activity
 - Learns the desired processes and tools, trains the team
 - Process improvement and documentation
 - Provides weekly and monthly reporting on team performance
 - Responsible for Quality Assurance

Data Stewardship service utilized the existing Carfax systems and tools:

- Sales Cloud from Salesforce.com
- Reltio Cloud from Reltio
- Excel
- Internet search using USPS, Google, Google Maps, and StreetView

Results

The switch to Globalsoft's Data Stewardship managed service resulted in a seamless transition from more costly resources without a loss of productivity:

- Worked through backlog of new accounts within weeks
- Average handling time on par with on-site data stewards
- Quality reviews consistently above minimum levels
- Scope expanded within 3 months
- Reltio Cloud introduced and added as primary tool
- New leads identified during reviews of existing accounts

Company Profile



5860 Trinity Parkway, Suite 600
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Sector: **Automotive**

Industry: **Information Tech Svc**

Full Time Employees: **500**

About Globalsoft

Globalsoft, Inc. delivers cutting-edge technology products and consulting services to users of MDM software. We have the industry's deepest expertise in Informatica MDM and Reltio Cloud, based on years of outstanding client service and a proven track record of successfully helping software vendors across a wide range of industry segments meet their customer's needs.

Globalsoft is unique in its ability to deliver exceptional value to both solution-owners and solution-providers. Our experience working with clients to solve their challenges provides us with customer insight when working with vendors and their products. And our intimate knowledge of a vendor's technology allows us to assist clients with greater breadth and depth.

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