globalsoft

CARFAX, Inc.

During 2015 Carfax investigated lower cost alternatives to their current on-premises MDM solution, and by late 2015 they had chosen Reltio Cloud as their new MDM solution, and chose Globalsoft as their service partner to configure their new Reltio Cloud and migrate from their existing MDM solution.

"Carfax had developed a close relationship with Globalsoft related to our incumbent MDM solution. When we looked to make a change, they introduced us to Reltio and helped during the technology assessment. Their knowledge of Carfax, our existing MDM solution, and Reltio Cloud made them a natural choice for implementation"

- Customer Data Quality Manager

Challenges

Carfax turned to Globalsoft to address the following challenges:

- Replace existing incumbent MDM with Reltio Cloud before license expired
- Integrate with both old and new CRM system
- Consume daily loads from over 200 external data feeds

Use Case

Globalsoft was selected to design and implement Reltio Cloud, replicating much of the capabilities of their incumbent MDM solution:

- Reltio Cloud
- Salesforce Adapter
- ETL for data loads
- 8 custom Match Rules

Single-stage delivery process using agile development methodology:

- Team of 3:
  - MDM Solution Architect
  - Reltio Configurator / Java developer
  - ETL Developer
- Standard implementation process:
  - Defined business rules
  - Built integration into Source data
  - Designed and configured UI & Workflow
  - Wrote 8 Match Rules

Core requirement was to load Master Records and XRef Records from incumbent MDM into Reltio Cloud:

- Implemented Reltio Cloud
- Wrote custom JSON load utility
- Loaded data from incumbent MDM
- Created and ran custom utility to mark records as "unmatched" to preserve as Unique records

Results

Carfax was able to quickly implement Reltio Cloud and replace their Informatica MDM in a timely manner and in budget:

- From Tenant Setup to Production: 14 weeks
- Mirrored functionality of replaced MDM at lower operational cost
- Vastly improved User Interface for Data Steward team

Company Profile

CARFAX

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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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2019.02.25