Profisee Customer Success: Ossur
How Profisee helped Ossur achieve their Insight Driven Enterprise.

ÖSSUR

Founded in 1971, Össur has wide-ranging expertise in the development, production, and sale of non-invasive orthopedics to improve people's mobility.
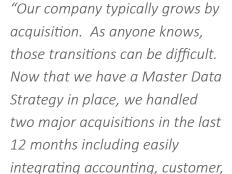
US$438 MILLION
FY15 GLOBAL REVENUE

2300
EMPLOYEES

150,000
PRODUCTS

18 LOCATIONS
WORLDWIDE

"Our company typically grows by acquisition. As anyone knows, those transitions can be difficult. Now that we have a Master Data Strategy in place, we handled two major acquisitions in the last 12 months including easily integrating accounting, customer, employee and product data."

– Elsa Gudbergsdottir, MDM Manager

Challenges

Managing Customer Data in High Growth Mode

- Rapid growth fueled by acquisition – 10 different operational systems with 20 instances of Dynamics NAV. Dynamics CRM second attempt to upgrade – first failed due to poor data.

- Disparate customer service applications leading to poor data quality, frustrating customer experience and satisfaction issues.

- Össur was unable to create reliable reports and analytics hindering sales and profitability due to bad, inaccurate data.

- Current MDM tool in place, but IT driven not business focused.

Strategy

Leverage Current MDM Investment, Find Quick Wins

- Microsoft Stack connectivity made a seamless migration from MDS to Profisee Platform and delivered **KEY business user functionalities** including a **simple personalized user interface**.

- **Create a culture of data** – now the business quickly recognizes master data and knows when to ask for strategic help.

- Address data inconsistencies **across multiple domains** using the Profisee Platform and show how MDM team can support acquisition strategy.

Levels of Success

STRATEGIC

ADDED ADDRESS VERIFICATION, FIXED ERRORS
REDUCED SHIPPING COSTS

QUICK WINS BROUGHT 100% EXECUTIVE SUPPORT
A CULTURE OF DATA

WHAT'S NEXT

DRIVE STRATEGIC REAL-TIME CUSTOMER RECORD CREATION PROCESS

SUPPORT A CULTURE OF DATA IN ALL PROCESSES INCLUDING CUSTOMER FACING REPRESENTATIVES ADDING KEY CUSTOMER DATA TO MASTER DATA HUB

Connect anything. Master everything.

Profisee®