



The third largest professional services firm in the world by aggregated revenue

 **US\$28.7 BILLION**  
FY15 GLOBAL REVENUE

 **212,000**  
EMPLOYEES

 **700 OFFICES**  
IN 150+ COUNTRIES

*“For the first time, EY will have a global catalog containing a 360°/Single View of customer information...having tied it seamlessly into our new SAP ERP/CRM, and global data warehouse systems...and now have a huge opportunity to tie the new customer catalog into our analytics and operational systems within EY, which is key to executing on our Vision 2020 strategy.”*

– David Brooks, EY MDM Program Director



## Challenges

### Needed Master Data for Vision 2020

- Began global ERP implementation, needed clean data
- CRM (cloud & on-premise) lacked data quality controls
- Need enterprise-wide single view of “Business Partner”
- Must have compliance and on-boarding client visibility



## Strategy

### Real-Time ERP Integration & Workflow

- **MDM foundation** for ERP / CRM data workflow
- Drives all client **onboarding compliance** process
- **Consolidated 360° view** of our Business Partner
- **Exposes conflicts of interest** across Business Partner activities



## Levels of Success

### STRATEGIC



LEVERAGED CLIENT REVENUE VISIBILITY

**\$100+ MILLION**



IMPROVED FORECAST ACCURACY ACROSS PRACTICES

**5-8% / PRACTICE**

### BUSINESS

ENABLED CLIENT / BUSINESS PARTNER ONBOARDING PROCESS

**ELIMINATED RISK**

### PROJECT

CREATED MASTER RECORDS FOR VISION 2020 ERP STRATEGY

**SAP ERP/CRM**