

CASE STUDY: BATORY FOODS

Using MDM to create a unified view of customer and product data to drive growth and international expansion.



Batory Foods is a national distributor of food and beverage ingredients serving manufacturers across multiple sectors. Founded in 1979 as a sugar supplier, the company has grown through mergers and partnerships into a broad-line distributor offering a wide range of ingredients, including sweeteners, dairy powders, proteins, fibers, oils, starches, grains, fruit concentrates and sauces. Batory Foods also provides organic and non-GMO options across key categories to meet diverse customer and market requirements.

 **2,000+**
BRAND NAME
INGREDIENTS

 **3,000**
CUSTOMERS SERVED

 **45+**
YEARS IN BUSINESS



CHALLENGES:

Fragmented Customer & Product Data

- Frequent acquisitions created overlapping systems, duplicate customer and product data and inconsistent pricing and contract information.
- Expansion into international markets introduced new data requirements, compliance demands and regulatory complexity.
- Disconnected and unmanaged data practices limited visibility and risked slowing business growth and operational efficiency.



STRATEGY:

Adopt Profisee to Master Customer & Product Data

- Established a vision for a unified, scalable data foundation to support growth, compliance and analytics across all regions.
- Selected Microsoft Purview, Microsoft Fabric and Profisee MDM as the core technologies of its modern data platform.
- Designed a governed, self-service data environment empowering business users to manage, analyze and trust their data.



OUTCOMES:

Unified View of Customers and Products

- Consolidated customer and product data from multiple systems into a single, trusted source of truth.
- Enabled transparency and data stewardship with attribute-level lineage and automated survivorship rules.
- Achieved a unified view of customers and products across all business lines, driving better decisions, organic growth and international expansion.