CASE STUDY: WSP GLOBAL

Using MDM to identify and cleanse 40% of duplicated customer records to create global client visibility.

WSP Global is a professional services firm providing engineering, environmental and advisory solutions across infrastructure, buildings, transportation, energy and other sectors. The company's multidisciplinary teams deliver projects that address complex technical and social challenges, with an emphasis on sustainability and long-term community impact.

73,000
SOURCE RECORDS CLEANSED TO CREATE GOLDEN RECORDS

91%
OF RECORDS AUTO-MERGED BASED ON TRUSTED MATCH RULES

29%
INCREASE IN CUSTOMER DATA HEALTH SCORE

CHALLENGES:
Siloed Customer Data

- Rapid expansion through mergers and acquisitions led to fragmented data across multiple regional systems.

- Overlapping customer accounts and inconsistent data prevented cross-selling and visibility into global client relationships.

- An ongoing ERP and CRM consolidation required accurate, unified customer data to support global operations.

STRATEGY:
Adopt Profisee to Manage Customer Data

- Selected Profisee MDM to establish a global customer master across all regions.

- Integrated and profiled datasets from legacy systems to design trusted, automated match rules that minimized manual effort.

- Conducted real-world testing to validate accuracy and accelerate deployment within the global Oracle ERP environment.

OUTCOMES:
Global Client Visibility

- Consolidated 73,000 customer records into 43,000 unique global entities, improving visibility across regions.

- Achieved 91% automated record matching, reducing data stewardship workload.

- Increased customer data health score from 52.1% to 87.6% in just 13 weeks, enabling cross-sell growth and better client collaboration.