

# Case Study

## MyMDM - Improving Data Accuracy through Optimizing Master Data Management for Welspun UK

Ligmos Solutions is a renowned provider of MDM software solutions that assist businesses in effectively managing their data. This case study showcases how Ligmos Solutions' MyMDM software helped Welspun UK, a home retail company, optimize its MDM and improve data accuracy and management reports within three months.

### Problem

Welspun UK faced several challenges in managing its MDM, including managing data from numerous databases with different formats, resulting in data duplication, inconsistencies, and inaccuracies. Manual data entry and lack of data governance in their current ERP system contributed to these issues. Additionally, Welspun UK lacked a centralized platform for data management, making it difficult to track updates and changes. The management team was unable to make reliable decisions due to the inaccuracy of reports. Welspun UK's existing ERP system was not suitable, and creating master data could take days with the possibility of errors. Welspun UK also wanted to store marketing assets, such as product images, within the product master data to automatically distribute to their sales channels.

### Solution

Ligmos Solutions provided Welspun UK with their MyMDM software solution, which could integrate with any major ERP such as SAP or Oracle. The software allowed Welspun UK to consolidate and standardize its data from different sources into a master database. MyMDM provided a customizable platform to create master data within hours, saving Welspun UK time and resources. MyMDM ensured data

accuracy by eliminating manual errors and had data governance capabilities enhanced by machine learning. The management account team could generate accurate reports confidently and quickly, enabling them to make strategic decisions. MyMDM also provided Welspun UK with a centralized platform for data management, allowing for more efficient tracking of updates and changes. MyMDM distributed the master data along with marketing assets to various locations, plants, and systems. Ligmos Solutions also provided quick implementation, training, and support to Welspun UK to ensure a seamless transition to the new software. Result: Within a few months of using Ligmos Solutions' MyMDM software solution, Welspun UK experienced a significant improvement in data accuracy. The software eliminated data duplication and inconsistencies, while the centralized platform made tracking updates and changes more accessible. This improved data accuracy and reduced errors in their operations, resulting in cost savings and increased efficiency. Welspun UK was also able to make better decisions based on the accurate and consistent data provided by the MDM software.

## Conclusion

Ligmos Solutions' MyMDM software solution helped Welspun UK optimize their data management and improve data accuracy. Consolidating and standardizing their data from different sources into a master database eliminated data duplication and inconsistencies. The centralized platform provided by the software also made it easier to track updates and changes, resulting in improved data accuracy and reduced errors in their operations. If you are looking to optimize your MDM and improve data accuracy, consider using Ligmos Solutions' MyMDM software solution.