



Customer Case Study:

Greenheck Fan Corporation

Customer Profile

Company: Greenheck Fan Corporation
Founded: 1947
Corporate Office: Schofield, WI
Vertical: Manufacturing
Employees: 1,001 - 5,000

Industry

The world's leading supplier of air movement, control and conditioning equipment.

"In 2018 our company partnered with TESCHGlobal to completely redesign our customer data domain, leveraging the Talend enterprise tools for master data management, integration and data stewardship. Their team quickly aligned with the vision, designed a scalable architecture to support it and engineered all of the main components of the solution. Our teams worked side by side for several months and my team has gotten much stronger as a result. A partnership with TESCHGlobal brings a rare combination of expertise, passion and authenticity that makes them a treat to work with."

Tim Schotz,
Manager, Data Integration
and Web Applications

OVERVIEW

As Greenheck has grown from a small sheet metal shop into a global leader in air systems manufacturing and distribution, multiple platforms have been implemented beyond its legacy system to manage customer data within various business functions. A large majority of Greenheck's 3,400 employees touch at least one of its systems everyday.

The company's long-term strategy is use of Talend for all of its data integration, quality and mastering. Along its journey to modern data management, Greenheck has leveraged the expertise of local resource and Talend Gold Partner TESCHGlobal (TG). To meet a strategic goal for mastering its customer data management model, Greenheck turned again to its trusted partner to guide a master data management (MDM) assessment and lead development of its customer Talend MDM hub.

CHALLENGES

- Customer data captured in multiple ERP and CRM platforms with no golden record
- Updates made in one system were not propagated out to the other systems
- Lack of internal resources able to manage the highly complex development of a customer MDM hub that could drive, feed and update all other systems

TG SOLUTION

- Establish a baseline for the customer data domain, and design processes for data stewardship and staging integration to provide visibility and control
- Consult with Greenheck business leaders to develop department-specific data moving requirements and build consensus on a golden record model
- Implement and position MDM hub to feed and automate data flows between SAP, Microsoft Dynamics CRM, and Greenheck's legacy system in PostgreSQL to simplify the maintenance process and reduce manual interventions
- Configure MDM with new triggers and cross referencing, extending business logic and validations to the point of data creation by Greenheck users in each source system

RESULTS

- Data updates and additions made in one system are now pushed in real-time to the MDM hub and other source systems as applicable so all customer data is in sync with the golden record
- Automated workflow eliminates manual processes and double entry, and improves CRM data quality

