



TDLINX

Dean Foods Implements TDLinx for Cleansing, Maintaining Customer Data for Sales Reporting

■ DEAN FOODS HAS IMPLEMENTED TDLINX FOR CLEANSING AND MAINTAINING CUSTOMER MASTER DATA to enhance sales reporting capabilities.

Dean Foods, the nation's largest dairy processor and distributor, was faced with the daunting task of integrating two massive sales reporting systems — the Dean Sales Data Warehouse and the Suiza Sales Consolidated Reporting system. Within that challenge, they had to integrate data from 120 different dairies, 60 separate customer masters, and 300,000 disparately maintained ship-to locations. Dean realized quickly that it needed a centralized customer master to enable better retail planning, execution, and evaluation.

Dean chose TDLinx as its customer data infrastructure solution.

The first step was the TDLinx *RetailSync*TM process, which applies TDLinx Codes to each one of Dean's customer master file records and links them to the *TD Channel Database*. **TDLinx Codes exist for every retail outlet** — supermarket, mass merchandiser, drug store, wholesale club, liquor, cigarette outlet, convenience store and category killer, and at every level of the retail account hierarchy — store, account, buying office, supplier, distribution center, company, corporation and holding company.

Before TDLinx, Dean had multiple ways of referencing customer names and incorrect hierarchical assignments, including chain customer records reporting to "other." It also had inconsistently applied channel assignments, and multiple records of the same locations with different ship-to names, addresses and key account assignments — all with current sales. Maintenance issues included the overall volume of the data, the decentralized nature of customer data originating from the field, and the legacy of systemic data integrity issues, all compounded by the fact that thousands of stores open, close and change reporting relationships every month.

Now, after implementing TDLinx, Dean has the ability to **normalize customer naming conventions, correct hierarchical account assignments, consistently**

apply industry standard channel definitions, unique customer location identification, and universal customer coverage enabling ACV share of channel, market, customer reporting. Additionally, TDLinx provides Dean with a **systematic update process for the automated on-going maintenance of its customer data** and all subsequent reporting relationships and attributes.

In Dean's future is the ability to **better, plan, execute and evaluate speed to market for new products** by prioritizing distribution by customer ACV and integrating Spectra with internal customer data to be deployed into the field.

Dean Foods has realized the value of clean customer master data through the use of TDLinx. The key was having the ability to gain control of the cost drivers in managing the master data — maintenance, integration and decision support.

The answer for Dean Foods's retail location and data issues wasn't in rewriting internal processes or creating new systems. Instead, it focused on the business of its own business, and looked to TDLinx to help with what TDLinx does best as the universally accepted store, outlet and account coding structure and premier source for retail channel information.

An outsource decision such as this needs to be able to **reduce the cost of managing and maintaining internal processes, facilitate integration, accelerate speed to market/responsiveness, reduce downstream snowball effects** that come from inaccurate or inconsistent master data and **leverage other investments** by integrating into existing processes and systems. The total solution is **scalable** and is a key component of many successful master data business strategies.

Success came because TDLinx fit into Dean's business processes — not the other way around. ■

Contact: Scott Taylor
Executive Vice President,
General Manager

203-563-3050

Scott.Taylor@TDLinx.com

