Data Cleansing & Deduplication

CLIENT PROFILE

Company Juniper Networks
Industry IT
Country Asia-Pacific

OUR RELATIONSHIP

- **Been our Client for 2 years !**
- **Star Solutions is the central agency to manage all of the data cleansing, deduplication and processing for Juniper Asia-Pacific..**

THE CHALLENGE

- Data is collected on a weekly basis from several lead generation campaigns across the region.

- Ensure that all the data that is collected is cleansed, duplicates are removed and that it is processed within 3 days and uploaded to Juniper's global database.

- Avoid manual processing.

- Data quality, process and speed is key to Juniper Networks.

OUR APPROACH

- Upon understanding Client's requirements, Star Solutions set-up the data interfaces and automated the end-to-end process for Juniper.

- Using STARDriver® Data Manager, all the data is processed efficiently and daily in an automated and structured manner.

- Cleansed and deduplicated data is uploaded to Juniper's global database on a weekly basis.

RESULTS

- All SLAs are being met.

- 8 countries have been very pleased with our services for 2 years now !

CHANNELS / SERVICES USED

Database Management

Data Analytics

solutions