



# Fujifilm

A clearer picture through data enhancement



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### OUR CLIENT

FUJIFILM Business Innovation is a leader in smarter document-related solutions and services. They sell, service, and support world-class office multifunction devices, printers, and production printers, with coverage across Australia. Driven to optimise their customers' processes across all work environments and implement workflows that enable the sharing of information and knowledge, FUJIFILM Business Innovation (FUJIFILM BI) is an integral part of Australia's business landscape.



### CLIENT REQUIREMENTS

To build a consistent sales pipeline and stronger marketing through segmentation FUJIFILM BI needed to undertake a data enhancement project that would ensure:

- Sales coverage is suitably arranged
- Optimal shaping of the total addressable market for strategic acquisition
- Correctly classify customer segments, including use of industry and geographic data
- Ongoing data quality with correct organisational information like ABNs, employee numbers, and revenue



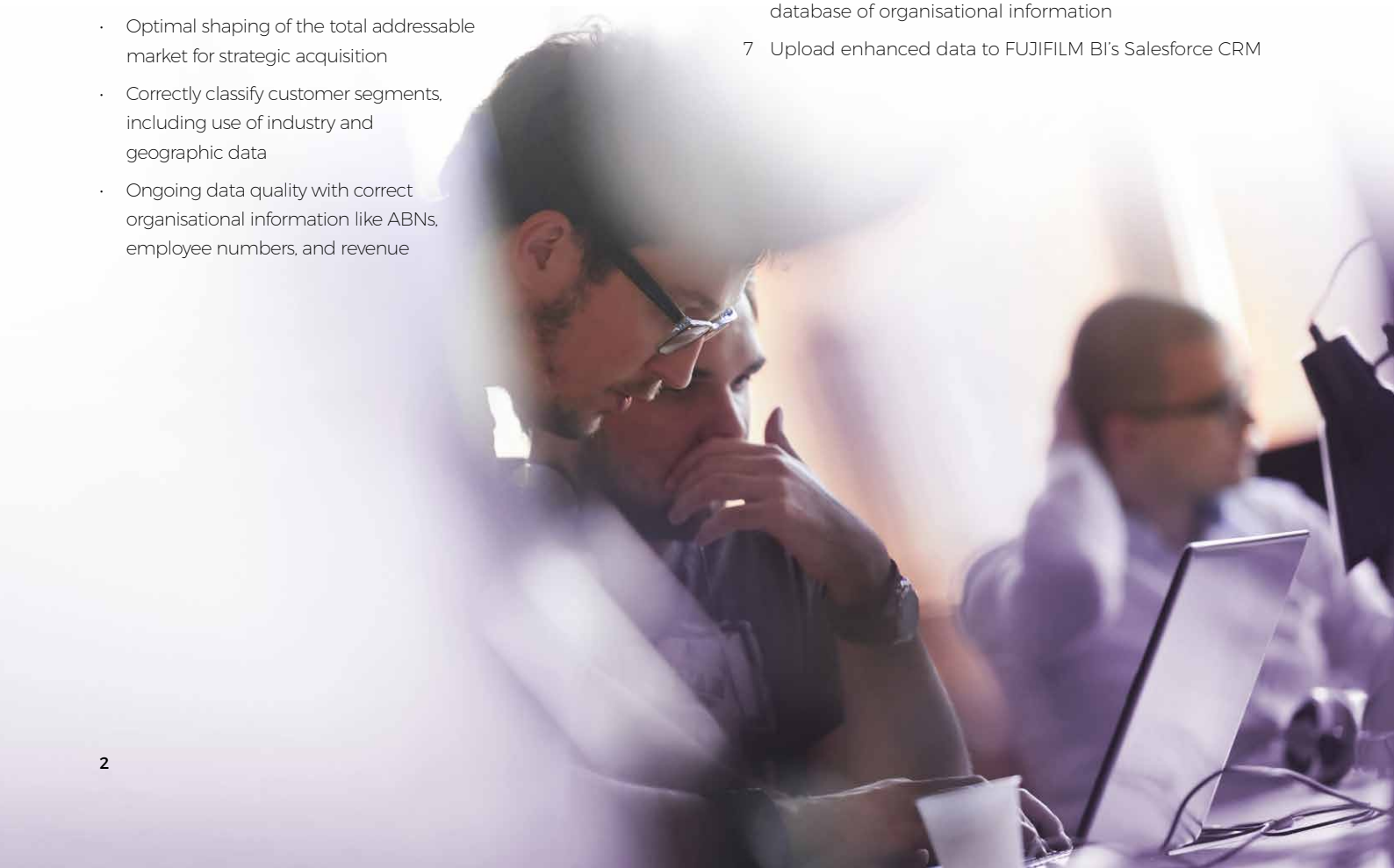
### THE PLAN

DCA was mentioned as the provider of choice to FUJIFILM BI during their process of investigating potential data partners for this project.

After due diligence, FUJIFILM BI selected DCA due to the team's transparent methodology and high-quality processes of capturing, washing, and returning CRM data.

Once on board, DCA's strategy involved:

- 1 Export and wash of sample data
- 2 Sample data presented, illustrating results of the DCA enhancement
- 3 Workshops with FUJIFILM BI team to understand and address issues to be solved
- 4 Develop business rules for matching to ensure an accurate single source of truth
- 5 Export of FUJIFILM BI database by Australian-based data experts
- 6 Cleanse and wash against DCA's industry-leading database of organisational information
- 7 Upload enhanced data to FUJIFILM BI's Salesforce CRM





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### THE SOLUTION

DCA's data enhancement for FUJIFILM BI began with a professional **data quality** exercise to remove duplicates and ensure the end result delivered the highest possible value.

Then, DCA **validated or provided** ABN, company name (legal and trading), head office address, phone numbers, SIC, employee headcount, and turnover data for all in-scope records.

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**DCA's enhancements improved more than 36,800 fields in FUJIFILM BI's database.**

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Data security and sovereignty was maintained throughout the exercise by leveraging DCA's **Tier 1 PCI-DSS certified servers based in Sydney and Melbourne**, and the project was completed without disruption to BAU activities.

DCA also included a **6 month refresh** in the solution for FUJIFILM BI ensuring the data remains high quality, providing confidence in the project's ongoing success.



### THE BENEFITS

**Better equipped to deal with changes** like the organisation transitioning from Fuji Xerox to FUJIFILM BI and putting new systems on the agenda.

- Stronger understanding of the ground plan for more efficient business transitions
- High-quality and trustworthy customer data for marketing segmentation
- 6 month refresh included in the project strategy to maintain quality

**More clarity over business processes and issues** as reporting becomes more robust and data quality can be eliminated as a problem.

- Confidence in account ownership driving a more efficient sales team
- Aberrations identified and solved faster due to organisational trust in the data
- Time saved for sales and marketing team members, allowing them to focus on core capabilities

**Stronger business decisioning** through robust segmentation driven by enhanced customer and prospect data.

- Able to shape total addressable market and correctly classify customer segments
- Outbound targeting improved with robust information provided to call centre partner
- Full and complete understanding of sales coverage ratio
- Clear picture of customers in geographic and industry segments driving confidence in the sales and marketing strategies

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### DCA DATA SERVICES

With nearly three decades' experience, DCA are leaders in data migration, consolidation, and quality B2B data targeting Australia and New Zealand. Our business is built on having the best people, systems, and solutions on hand for our clients. We are technology agnostic and offer:

- Data analysis, migration, cleansing, and validation
- Lead acquisition and data enrichment
- Expert data services team creating single customer views
- Market planning and assessment
- Data management, donor, and loyalty program management

Our corporate, government, and not-for-profit clients rely on our data, technology and expertise to drive data transformation and make business-critical decisions.

"DCA had a strong understanding of what we wanted to achieve, spending a lot of time with us to create a high level of confidence that they were across our business issues. Unlike other experiences we've had in the past, their methodology was also very transparent and open.

It's rather underwhelming to say it was a straightforward experience, but that's a top-tier requirement of how you want a data project to go. It's important for this process to be easy and ultimately it was just really well planned. It was important to show the organisation data quality had value to address, and that value continues through to today in the way we use data and how we structure account planning."

**Dan Smith**

General Manager, Marketing  
FUJIFILM Business Innovation Australia Pty Ltd

Contact us on 03 9320 9000 or visit [data.com.au](http://data.com.au)

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