

Littelfuse transforms their customer analytics with Tamr

Data unification powered by machine learning delivers Agile Customer Mastering



Electronics manufacturing



Problem

- Messy and inconsistent data from hundreds of disparate distributors are Littelfuse's primary source of data about customers
- New analytic initiatives required trustworthy, up-to-date data to meet business needs



Solution

- Agile customer mastering solution powered by Tamr's machine learning-powered data unification software delivers trusted insights in < 3 weeks



Benefits

- Dozens of analytics in new BI tool fueled by unified, clean, up-to-date, data
- Master customer data used broadly, accelerating digital transformation initiatives

About Littelfuse

Founded in 1927, and based in Chicago, Littelfuse is the worldwide leader in circuit protection. Littelfuse products are vital components in virtually every market that uses electrical energy, from consumer electronics to automobiles, commercial vehicles and industrial equipment.

Challenge: Data from hundreds of distributors hides end customer activity

Littelfuse's hundreds of distribution partners serve as the company's primary sales channel. This has helped the company efficiently grow and scale, but has come at the cost of having less visibility into end customers. The company must rely on the data manually entered into transaction systems by disparate distributors to understand end customer activity.

Every question about end customers, such as "how many do we have?" and "who are our biggest?", requires months to answer. Analysts must manually cleanse millions of inconsistent transaction records about hundreds of thousands of end customers to answer these fundamental questions.

The need to transform their data preparation practices to a more agile, efficient solution reached a tipping point as the company looked to roll-out a new business intelligence platform where up-to-date, unified data was required to gain adoption.

Solution: Data unification powered by machine learning delivers big new insights

Many data consumers within Littelfuse had started to believe that the company's data was "too messy to ever be used and trusted." Executives at the company recognized the need to first disprove this belief before investing in a business intelligence tool and internal resources dedicated to analytics.

Littelfuse first engaged Tamr through a three-week proof of value project to demonstrate the technology and its ability to provide a trusted, unified view of Littelfuse's customer base.

“The biggest takeaway from working with Tamr was realizing the value of the data we have once we put it into a format that is accessible. This is a problem that is only going to increase as we grow.”

- Ryan Stafford,
Executive Vice
President

Tamr’s machine learning-based data unification software, in combination with its expertise in mastering customer data, enabled Littelfuse’s executive team to get ***brand new insights into its customer base in < 3 weeks***, and proved there is significant value in the company’s existing data assets once it is united. For example, questions about churn rates and segmenting customers could now be answered in seconds after using Tamr to break the data preparation bottleneck.

The success of the initial proof-of-value project made clear the immediate impact of Tamr’s approach, and led to a roll-out of the company’s platform alongside the new business intelligence tool to ensure its widespread adoption and success.

Benefits: Shift from one-off reports to up-to-date analytics

Littelfuse’s business strategy has delivered good growth over the past several years. Analytics are becoming increasingly important as the company looks for new ways to maintain their pace of growth. Implementing Tamr’s Agile Customer Mastering Solution has ensured that data about Littelfuse’s end customers is accurate and up-to-date, so the company can trust its new analytically-based growth insights.

Littelfuse has leveraged this new Agile Customer Mastering capability to deploy dozens of business-critical customer analytics within its business intelligence platform. The company is no longer bottlenecked by time-consuming, error-prone manual data preparation challenges caused by the disparate data coming from myriad distributors. Instead, Littelfuse is now able to convert the millions of data points it collects about end customers into an asset for growth.

