

**Industry**  
Oil & Gas

**Technology**  
Teamcenter

## Background on Project

NOV engaged Convergence Data (CDS) to:

- Classified 500k parts and integrated into Teamcenter
- Established a part rationalization strategy to standardize data from acquisitions
- Eliminated manual processes and automate the data enrichment lifecycle
- Provided a PIM system to support ecommerce service parts and products

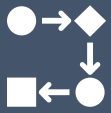
## Our Approach



**Define and Build Consolidated  
Parts Data Taxonomy**



**Centrally Classify All Parts  
in Centralized eCatalog**



**Built Workflows to Govern  
Steady State Data Processes**



**Load Data Model and Parts  
Data into Siemens Teamcenter**

## CDS Methodology

- Applied 8-step methodology for parts classification and enrichment
- Classified and enriched parts data to drive findability of parts
- Leveraged analytics to expose and eliminate duplicate parts
- Implemented New Part Introduction governance process

## Key Outcomes



**40% Improvement in Part  
Attribute Fill Rates**



**80% Increase in  
Data Transfer Rates**



**24-Hour Service Parts  
Online Sales Portal**



**60% Reduction in Parts Count  
Through Removal of Duplicates**