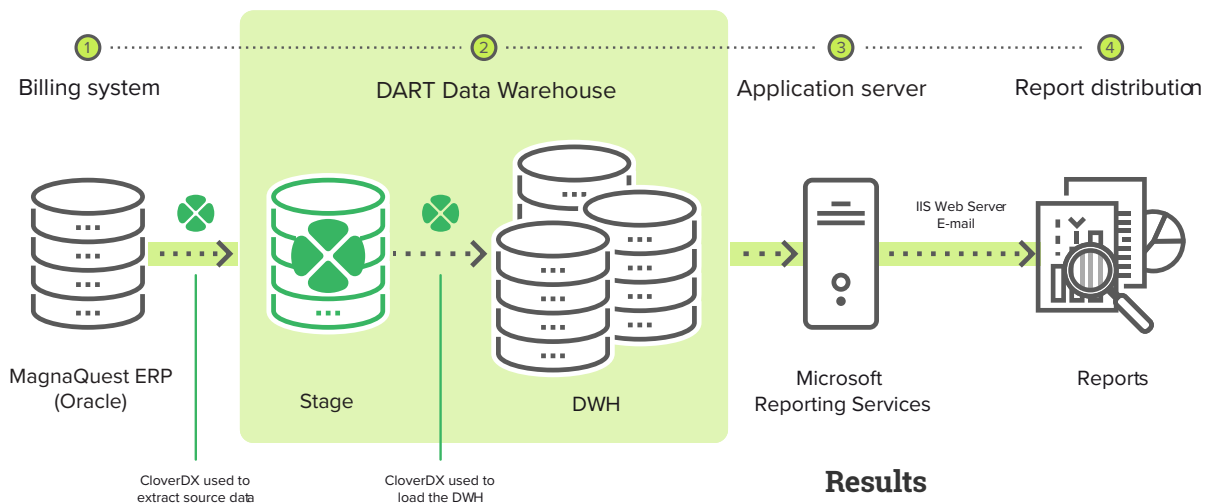


Data Warehouse Supports Marketing Initiatives

To make more informed marketing decisions, a major international satellite TV service provider needed to implement a data warehouse. The complete CloverDX solution covered a full workflow of DX, a data warehouse, and a reporting system, allowing users to effortlessly access detailed business information.

A major international satellite TV service provider, with over 100,000 subscribers in more than 20 countries, came to CloverDX to solve a growing pain. Both the number of subscribers and choices of consumer packages were increasing, which made obtaining detailed marketing reports difficult.



Manually created static reports weren't reliable enough to base major marketing decisions on, resulting in reduced operational activity. Moreover, the company's computing structure was already experiencing trouble handling regular reporting requirements, so detailed analysis was especially out of reach. The need for better marketing insights and improved forecasting called for a new business intelligence platform where detailed analysis could be distributed automatically to the employees through various channels.

Results

- Deeper insights for informed marketing decisions
- A full workflow of DX, data warehouse and reporting systems
- Business intelligence platform where detailed analysis is distributed automatically
- Easy access to aggregate business data

Detailed And Automated Reports For Proactive Marketing Initiatives

The company's data was not consolidated and its structure wasn't in line with user requirements. Essential business data could not be extracted from the current computing structure and the reporting process was slow. After an in-depth look at the client's systems and requirements, we proposed and implemented a classic three layer data warehouse, developing both the software system and reporting tool. It featured options to create detailed dynamic or static reports with drill-down capabilities and an analytical web-based interface, which allows its users better access to important subscriber information.

With a comprehensive data warehouse solution, our client can undertake a more proactive approach to marketing, utilizing collected data to explore the impact of new initiatives, product packages, and subscription plans.

The company now benefits from a robust data warehousing solution that provides aggregate data for reports delivered to users automatically via e-mail or a web interface.

A CloverDX Data Warehouse Solution

Source data was ingested from the client's MagnaQuest ERP system, while the complete solution covered a full workflow of DX, a data warehouse, and a reporting system. We implemented Microsoft SQL Server with integrated Reporting Services together with CloverDX to feed the data warehouse. The solution brings the client a complex business overview, utilizing the platform for proactive decision-making. Offering simple and convenient access to aggregate business data, the solution enables efficient targeting of marketing activities.

CloverDX allows visual development of complex data transformations (for example, templates for Slowly Changing Dimensions) which shortens development time. Since the data transformations are self-documented, easily understandable, and maintainable, they accommodate changes more quickly and conveniently. A CloverDX workflow (job dependencies, scheduling) facilitates full automation of data processing and enterprise monitoring tools (tracking volume of processed data, automatic notification about processing events) to help reduce system downtimes.

Issues To Resolve

- Data is not consolidated and its structure does not meet user standards
- Reporting process is slow
- Report distribution is handled manually, stalling marketing decisionmaking process

About The Data Warehouse

- Source data to be ingested from client's MagnaQuest ERP system
- Minimal demand on current systems
- Based on Microsoft SQL Server with integrated Reporting Services
- Data extracted from MagnaQuest ERP system based on Oracle 10g Enterprise Edition
- Filled once a day during off-peak hours from stage area (one-to-one copy of source system)
- Consists of 4 fact tables and 12 dimensional tables containing data for 21 various reports
- Reports to be generated and distributed automatically via email or web interface

CloverDX Performance

- D17 transformation graphs (typical operations include sort, look-up, and join)
- Overall duration of a single day feed: approximately 30 minutes, 3.75 million records / 700 MB