



Bringing Digital Transformation to EE UK

For a small team within the UK's largest mobile network operator, having a quick yet flexible tool for accessing the company's disjointed data sources was crucial in achieving their goal of being nimble and fast in delivering business insights. CloverDX enabled them to pull data from multiple sources and push into Tableau for engaging visualization so management could see the story behind the data.

Within EE, the UK's largest mobile network operator, a small Digital Insights team was leading a digital transformation revolution within the company. Their job was to create business insights fast and deliver them to EE's upper management so they could make informed decisions.

As Digital Insights Team Manager Dwayne Browne explained, "We have to tell stories that are non-technical, and that we can relay back to people"



A BIG JOB FOR A SMALL TEAM

But for a small team, dealing with data from 29 million customers and having to connect information from sources including Adobe Analytics, VOC databases, clickstream records and personalization tools was becoming time-consuming, and they needed

access to the data sources without having to go through lengthy IT processes. The team was using Tableau to visualize data and help tell analytics stories, but getting data from varied sources in different formats pushed into Tableau was a challenge, and was taking a lot of manual work. Management needed business intelligence quickly in order to stay ahead, and data integration based on scripts wasn't versatile or scalable enough.

CHALLENGING THE STATUS QUO

The project could have been outsourced to the IT Services team, but that would easily take months to set up, with change requests taking weeks to implement - time that the Insights team didn't have. Realizing that the traditional implementation route wouldn't work for the turnaround time they needed, the team needed to approach the problem in a different way. To get the data they needed quickly, they needed a solution that was agile, lightweight and easy to start using right away.

FROM SOURCE, TO REDSHIFT, TO TABLEAU

Using CloverDX, the Digital Insights team were able to pull data automatically from all their sources into Amazon Redshift, and then ingest into Tableau. From there it made the task of presenting the analytics intelligence in a compelling way much easier, and the process ran quickly enough to satisfy the management teams need for insights.

A FLEXIBLE, AGILE SOLUTION

For Digital Insights Team Manager Browne, the main appeal of CloverDX was the flexibility it provided, along with ease of use and low cost. He commented, "Flexibility and the learning curve are some of the things I really liked about Clover."

He describes the tool as a "utility belt" that enabled the team to deal with different data channels and formats effectively and automate their integration process, all while fitting in with other technologies. CloverDX has made it far easier for them to jump in and start integrating data sources right away. It now takes the team a month to complete work that would previously have taken six months.

The CloverDX Solution team worked closely with the EE users to implement the solution. Browne said of the experience "Something about the way Clover was presented made me feel that there are some really clever guys behind the product. And you can talk to them - that's important. That means you can do some really clever stuff."

The power and flexibility of CloverDX enabled the small Digital Insights team to have a huge impact on the digital transformation of the wider company. With CloverDX they were able to bring fast turnaround data insights to people across the business, making it quicker and easier to tell stories with data.

About EE

EE, part of the BT Group, is the largest and most advanced digital communications company in Britain, delivering mobile and fixed communications services. The company runs the UK's biggest mobile network and has over 29 million customers.