

Case Study:

Agile Data Integration and Transformation

Business Challenge

- The complex system environment (CRM, billing, network, and inventory) presented challenges for comprehensive network analysis
- 360-degree views of the customer were custom, inconsistent, and took 5 days to create each time
- The lack of transparency through the ETL process caused data inaccuracies to occur
- To maintain the multi-phase ETL stages in Informatica, 4+ operators were required on a nightly basis

Solution

- The solution was used to create data marts that were easily queried by account to provide the customer 360-degree view
- The data stack was simplified from a highly structured data store into flexible data marts for rapid reporting and data visualization
- Limited scope commissioning systems were replaced with repeatable and reliable solutions

Benefits

- More accurate data to the business users in minutes instead of days
- Streamlined ETL solution that's easier to manage and maintain
- Better business decisions with more relevant data • Less IT overhead to run the business infrastructure
- Visibility to parts of the business previously buried in the data



Client

Global Media and Technology Company

Industry

Telco

Solution

Data360 Analyze

“I used to have to choose between getting data to users fast or getting it to them accurate”

Sr. Analyst, Large U.S. Telecommunications Company