



Global Security Company

Planning, Design and Development of a Universal Customer Data Warehouse

Objective

The world's largest home and commercial security company was in need of a single database with clean, consistent customer data for marketing, financial, operational, sales, product and service analysis and reporting. After undergoing significant M&A activity along with the multiple points of entry of customer data, they found many occurrences of erroneous, duplicate and inconsistent data attributes.

Management desired a single customer view database that could feed all reporting and analytical functions relying on clean customer data, while also using the Universal Customer Data Warehouse (UCDW) as a facility to report back to the operational departments continual issues with unclean data in order to correct ongoing data defects at the source. With the UCDW in place, the organization can effectively run marketing campaigns, understand customer profitability more accurately, determine sales commissions, identify cross-selling opportunities for customers, report financial data with more confidence and expand the scope of customer outreach programs.

Solution

The client required a solution that integrated data from multiple source systems filtering and cleansing the data. The system then augmented the data with external information, merged clean records, and stored customer records in a flexible database architecture that would allow ease of future enhancement.

CBIG led the strategic planning, design and build working closely with a cross-functional business and IT team. The UCDW process utilizes hundreds of customer business rules and filtering criteria to create a customer record with a unique ID, which can easily be tracked for changes over-time and can be associated back to the source system of record.

The CBIG team is currently leading the design, build and deployment of multiple business reporting/analytical applications utilizing the UCDW for the Finance and Marketing departments. CBIG is also facilitating the formation and guidance of a data stewardship and governance team to insure processes continuously improve.

Customer Profile

The client is a Florida based security services and product company. Their client base included residential customers, commercial organizations (retail, industry, real estate...) and government.

Business Situation

The client needed to create a single customer view database for cleansed and reliable customer centric data. The UCDW enables the client to make better financial, marketing, sales and operational plans and decisions across all product and service lines.

Technology

Oracle 10g
Trillium 7
Informatica 7
Business Objects XI

CBIG Corporate Overview

Business intelligence and data warehousing are all we do. CBIG offers a full range of services and software targeted at your Business Intelligence environment. Whether you are implementing a data warehouse, a data mart, or need help realizing value from a project already completed, we can help. At the heart of our practice is TruCourse™, our integrated methodology, and FrogPoint™, our BI program management software.