

Reengineering data management to drive business results

A consumer services company based out of California was struggling with multiple challenges that stemmed from unmanaged enterprise data.

ADDRESSING THE MANDATE

The client was looking for a data warehousing solution to satisfy the business intelligence and analytics needs of the organization. Key aspects of the mandate included:

- Build an Enterprise Data Warehousing platform with integrated data sources including Siebel CRM, OLTP, back-office systems and web logs
- Build a competitive advantage in the client's specific markets and identify new revenue opportunities
- Implement a monitoring system to measure the product and campaign performance, customer ROI

THE RESULTS

Better Credibility

Proper traceability/predictability of customer behavior helped to target individuals with customized products and services

Seamless Integration

Integration of a single source of truth of enterprise data helped achieve faster reporting for business users

Better Insights

With the help of well-equipped dashboards we delivered more effective reporting capabilities and customer insights

Comprehensive Analytics

Predictive analysis of customer behavior helped marketing teams to position the right set of products and services and gain a significant market advantage

THE CHALLENGES INVOLVED

01 Poor Reporting Capabilities

Lack of a single source of truth limited reporting capabilities, which in turn hindered data-driven decision making

02 Low Analytics Maturity

Absence of a platform to analyze customer behavior made launching new initiatives and identifying new revenue streams a major hindrance

03 Fragmented Data Sources

Analyzing effective and insightful customer behavior was a challenge without the integration of data sources



THE APPROACH & THE SOLUTION

Collabera implemented end-to-end Enterprise Data Warehouse (EDW) solution with an overarching architecture, which included:

- Integration of web analytics from sources such as Google Analytics & Omniture, and Social Media data such as Facebook, Twitter, Google+
- Implementation of reporting layer using MicroStrategy, reporting services & SharePoint
- Enabled Data Quality Framework to monitor, validate and report data quality and timelines
- Web logs data processing on Apache Hadoop platform and integration to ODS
- Delivered comprehensive data feeds to internal and external consumers and partners

Founded in 1991, Collabera is a leading global IT staffing and services company that helps enterprises transform their technology, processes and operational models. We empower our customers by overcoming bottlenecks and silos, and building connected business systems that scale in real time.

For more information, visit: itservices.collabera.com

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