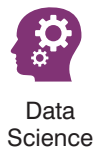




## Improving the Customer View across the Retail Sector



### The Challenge

- Customer reference and transactional data spread across numerous legacy systems, spanning six organisational brands.
- Requirement to create a Single Customer View (SCV) from approximately 20 source systems into a suitable data model located on an MPP data warehouse platform.
- High profile data breaches have resulted in complex security and data protection requirements.
- Contractual obligations to existing cloud solution provider required a faster-than-planned delivery.
- Incumbent IT providers operating waterfall delivery methods.

### The Solution

- Agile delivery team, scaled to parallelise development streams.
- Off-the-shelf retail data model deployed into Netezza.
- Staging of data from disparate source systems using Agile AGB Automate toolset, reducing development and test times.
- Load processes operating at 15-minute frequencies, with minimal impact placed on source systems.
- Data Migration, cleansing and uplifting of data quality from existing cloud customer database.
- Use of Informaticas Address Doctor and Experian to standardise name and addresses across a base of 78 million customers.
- At rest encryption of all sensitive data entities.

### Highlights

Introduction of Agile Methodology and proprietary AGB Automate tool to support rapid delivery, enabling time critical re-platforming on-premises from the cloud. Operational single view of customer developed with unique design pattern to place maximum matching and de-duping demand onto Netezza infrastructure.

### Technology

Informatica PowerCenter & Data Quality v9.6.1, Address Doctor, Experian, IBM Netezza 7.2.1.1-P1, AGB Automate, Adobe Campaign Management

### Business Benefits

- Enabled deployment of new group-wide campaign management tool, operating near real time and with lower TCO.
- Single Customer View of 20 million 'golden' records and addresses. Validation on 35 million records resulting in increased response rates and fewer bounce backs.
- Maximised investment in existing infrastructure and licenses. Able to decommission redundant data quality solutions/services.
- Cost savings from the transfer of customer database to on-premises.
- Establishment of third party portal for data access and analytics, increasing speed at which analytics use cases can be assessed, and operationalised.

**SUCCESS**

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