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# New Data Mart Helps Retailer Improve Marketing Effectiveness

Keane creates single source system to access customer buying behavior information.

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## Abstract

One of the world's largest office products companies engaged Keane to build a data mart that would consolidate and streamline access to sales and customer information. The company's marketing efforts had been hampered by inconsistent customer and sales data sourced from disparate databases. With a new data mart, our client now has a single source system with improved information accuracy. This enables the retailer's marketing group to implement campaigns and measure effectiveness — a key step toward achieving business success in a difficult economic climate.

## Challenge

With consumers spending less, retailers are using innovative marketing strategies to reach customers and

maintain market share during a difficult economic climate. To do this, timely and accurate data about customers and their buying behavior is essential.

For our client, one of the world's largest office products companies, which operates in countries throughout North and South America, Europe, Asia and Australia, this was no easy task.

Our client's ability to implement effective marketing campaigns and promotions was hampered by significant data discrepancies and duplicate customer information stored in multiple, fragmented, and sometimes aging and outdated applications.

The client needed a data mart designed specifically to support its marketing needs and needed it completed within one year.

New data mart reduces duplicate customer information by 50% and enables firm to implement, measure, and refine marketing campaigns.

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## Application and Infrastructure Solutions

Keane Client Story:

**Industry:** Retail

**Offering:** Business Intelligence | Enterprise Data Warehouse



## Solution

Keane embarked on an enterprise data warehousing project that aggregated sales and customer information into a single data mart.

By placing business analysts onsite to work face-to-face with the client's business and system teams, we mitigated the risks that came with an aggressive, 12-month deadline and complicated design, which involved different development tracks, external vendors, multiple information domains, and downstream and upstream systems.

Development and ultimately production support was managed by our IBM DB2 experts located in India to effectively deliver the solution in a cost-effective manner.

By dividing work into eight work streams, the cleansing of sales, customer, and product data could be done in parallel to meet the aggressive deadline.

Keane designed the architecture to integrate the client's enterprise data warehouse; its enterprise customer hub, which houses information about the retailer's customers all across the globe; as well as its legacy AS400 systems, which track sales information.

## Results

With a data mart designed specifically for the marketing organization to access information about customer buying histories and behaviors, this global retailer was able to refine and implement marketing campaigns that put it on track toward achieving business success in a difficult economic climate.

By working with Keane, the client:

- » Reduced duplicate customer information by 50%
- » Improved the effectiveness of marketing campaigns
- » Established a path to retire its legacy customer management information system that was not scalable or integrated with the retailer's enterprise data warehouse
- » Reduced development costs by 30% and accelerated timeline using our ShoreWise Adaptive Delivery<sup>SM</sup> model

This retailer was able to reduce application development costs by 30% and accelerate its timeline using Keane's ShoreWise Adaptive Delivery<sup>SM</sup> model.

### About Keane

Keane, an NTT DATA Company, is an IT services firm headquartered in the US with more than 12,500 professionals worldwide. For 45 years, Keane has been an Application Services specialist with distinguished project management credentials. Today, we offer a flagship suite of Application Services, as well as Infrastructure and Business Process Outsourcing solutions delivered through onsite, nearshore, and offshore resources.

Visit [www.keane.com](http://www.keane.com) to learn how our projects, managed services, and outsourcing engagements deliver value for a range of businesses and government agencies.

### Application and Infrastructure Solutions

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