



Data System Integration: Multi-Media Case Study

Client Profile

Large International News Organization with several disparate brands each consisting of multiple products, services and subscriptions:

- Daily & weekly printed publications
- Digital content subscriptions
- Other subscriptions services including: Currency Exchange, Online Shopping, Crossword Club, Automobile Club, Diet and Exercise Program, Educational Service, Fantasy Sports Club, Wine Club, Dating Service

Project Description

The client was running analytics and marketing on an outdated, underperforming and unsupported in-house legacy system. Our client's agreement with the legacy system vendor had a hard end date and could not be extended. The data within the legacy system was siloed by product which made it impossible for our client to develop a complete view of their customers across their product portfolio limiting their analytics and marketing capabilities.

Goals:

- Migrate the legacy data to the Amazon Cloud including 90+ data feeds from 30+ data sources
- Design and develop a process for creating a single view of the customer across all brands and product offerings
- Implement an updated data system that would continue to deliver all existing functionality while also providing the client with the ability to enhance their marketing, analytics and reporting capabilities
- Improve data accuracy, accessibility, and speed eliminating existing data backlogs and inconsistencies
- Connect and support the client's selected analytics, marketing and reporting tools
- Decommission the legacy systems

Tools Selected by the client:

- Data System Infrastructure: Amazon Cloud utilizing the AWS RedShift Data Warehousing System
- ETL: SAS DI, DataFlux, LSF
- Analytics: SAS
- Reporting: Tableau
- Offer Management: IBM Campaign (formerly Unica)

Aperio CI Delivered

- Disciplined Project Leadership: Requirements gathering and documentation, management of deadlines and milestones, source data definitions and documentation, data mapping through the data ecosystem (source, staging, atomic, presentation)
- ETL: design, development and unit testing
- Data Base: design and build staging, atomic and presentation layers
- Testing: functional, system integration, compliance and performance testing
- Support for the client's User Acceptance Testing (UAT) processes
- Documentation: design, deployment and system operations documentation
- Training: Established ongoing data operations procedures and trained client staff
- Support client during system deployment
- Post deployment system monitoring, tuning and support to ensure performance, data access processes and SLA compliance

The system was delivered **on-time** and **on-budget**. The client successfully decommissioned their legacy system and is currently executing all marketing, analytics and reporting via their new data system.



Any Infrastructure, Any Tool Set

Aperio CI provides data system integration services utilizing any data warehouse infrastructure (Oracle, Teradata, IBM Netezza, AWS Redshift, etc.). Additionally, we work with virtually any 3rd party ETL, reporting, analytics, CRM, and marketing tool sets. Our systems are built with the flexibility to ingest data from any data source or billing system and can export results in any file format or into any data structure.

Aperio CI

Who We Are

For more than 25 years, the world's leading companies have turned to Aperio CI to design, implement and even fix their data management systems and business intelligence solutions. We are data management and application integration experts! Our solution architects, data scientists, test/audit professionals, data operations experts and certified program management team average more than 20 years of experience delivering highly successful platforms, programs and tools on behalf of our clients. Our operations group supports 24 X 7 availability with highly automated tasks ranging from data receipt and confirmation through creation and distribution of reports and population of presentation layers supporting marketing campaign management and global business intelligence needs

What We Do

We design, build, test and deploy highly available data systems which support great marketing and analytical teams. We deliver these systems across a range of technology platforms (AWS Redshift, Teradata, IBM 's Netezza, Hadoop, Oracle and DB2) using a wide range of ETL, analytical and marketing tool sets (SAS ETL, Datastage, IBM Tivoli, Ab Initio, Unica, Chordiant, SAS Analytics, Microstrategy, Cognos, Business Objects). Additionally, Aperio CI delivers a robust suite of Marketing, Offer Management, Pricing and Analytical tools designed to provide our customers with the capabilities they need to prosper in highly competitive markets.

How We Do It

Excellence in Data Management and Application Delivery is a Mind-Set, not a Skill-Set. We know that if the data is not accurate, relevant, accessible and actionable, then it is of no value. This is why we are laser-focused on attention to detail and on getting the data right the first time, every time.