



## Success Story: Harte-Hanks

### Harte-Hanks Improves CRM Processing by 70% with SyncSort

#### Organizational Profile

- A leading provider of CRM solutions

#### Business Need

- Speed up the processing of huge volumes of customer data

#### Environment

- Sun Servers
- Solaris

#### Benefits

- Reduced elapsed time of CRM processing by up to 70%
- SyncSort efficiently transformed differently-formatted, multi-gigabyte flat files into single customer views
- Reduced elapsed time windows for source-intensive processing involving tens of millions of 3000 byte records

*Using SyncSort, Harte-Hanks was able to reduce processing time windows by up to 70%.*

#### The Challenge:

Customer Relationship Management (CRM) initiatives are designed to strengthen and expand ties with customers by tapping the full potential of the information a company has about its customers. However, organizations are discovering that achieving the goals of CRM – providing customers with relevant choices, building loyalty, marketing new services to existing customers, creating customer-centric strategies – requires a firm base of quality data, and everything depends on the critical first step: cleaning and transforming the raw data generated by customer interactions.

At Harte-Hanks Ltd., a leading provider of CRM solutions, IT director Bruce Richards and his team process huge volumes of customer data to unearth the wealth of strategic information that fuels the CRM services the company provides its clients. Data quality is key to the creation of single, integrated views of customers, a vital step in any CRM implementation. Many companies have too many sources of data. A large company that has acquired several financial institutions, for example, has no simple way to know whether the same customer has holdings in more than one of its acquired companies because the underlying databases are fundamentally dissimilar. There is no single customer view.

Harte-Hanks typically receives a number of multi-gigabyte flat files from a client. Each file contains differing fields, layouts, and record lengths. To identify the key fields that define a single customer, Richards, his technical support team, and a team of engineers dedicated to constructing marketing databases process the files in numerous ways and compare them in great detail on many different keys. Ultimately, the consolidated data file records result in single customer views across all business lines in an enterprise. Achieving single customer views is extremely demanding of data processing resources and can involve tens of millions of 3000-byte records. This is one of the most resource-intensive data processing functions, so reducing elapsed time and improving efficiency are essential.

#### The Solution:

To reduce elapsed time, Richards relies on SyncSort. Using SyncSort, Harte-Hanks was able to cut processing time windows by up to 70%.

#### The Benefits:

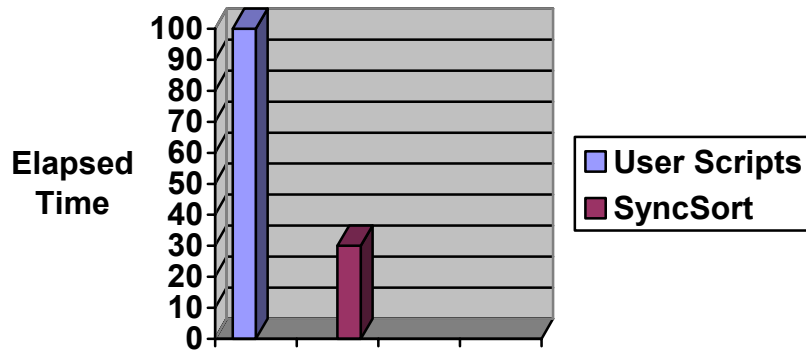
Although SyncSort is a key component in creating single customer views, it is also used for other processes such as data enhancement. For example, a Harte-Hanks client might have customer data in three separate files that are in three different formats. After identifying the unique customer keys, Richards' team uses SyncSort to reformat the files on those keys, making it

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easy to merge the data and to identify data discrepancies among the files.

Harte-Hanks clients recognize that an upfront investment in data quality is fundamental to acquiring strategic knowledge of each customer and the overall customer base. As CRM, both in traditional and e-commerce environments, becomes critical to business success, Harte-Hanks has the tools in place to help its clients respond to the challenge.



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### About SyncSort

SyncSort is a high-performance application accelerator that improves the performance of multiple applications and reduces elapsed time for a broad range of applications. It speeds ETL transactions by up to 90% and facilitates data mining and click-stream processing. SyncSort merges, aggregates, cleanses, and converts data. Other features include filtering, pattern matching, and partitioning. SyncSort will save you time in operations like data warehousing, data mining, data marts, CRM, ERP, DSS, BI, Oracle Financials, and legacy migration. Using Visual SyncSort, SyncSort applications can be created through a Windows-like GUI. For more information or to arrange for a free trial, call Syncsort at (201)930-8200 or visit [www.syncsort.com](http://www.syncsort.com).