

Extreme Customer Relationship Management



MAJOR ELECTRONICS RETAIL CHAIN
summarizes customer data in 40% less time

A major electronics retail chain needed to significantly improve the performance of the summarizations and aggregations its Customer Relationship Management (CRM) analysts were doing. The customer database contained detail level data, such as sales and rebate transactions, call center talk and case time, which all needed to be aggregated up to the customer level for analysis. Current SQL programs could not complete the processing in a reasonable amount of time. Their initial set of aggregations were taking more than 40 hours, and the analysts' requirements extended well beyond this initial set. The IT department sought a software solution that could replace some of the SQL processing and wanted an ETL solution that could read and write data from and to Oracle. Syncsort's DMExpress was chosen from a number of solutions, including Informatica's PowerCenter which was not suitable due to the extreme complexity of the queries.

“ Because of the dramatic performance of DMExpress, we could add additional levels of aggregation and still stay within our time constraints. ”

— DBA, Major Electronics Retail Chain

and 5 distinct outputs to the initial tests of the product, and DMExpress still completed the processing in 40% less time than the original phase of testing. This solution was ultimately implemented by the DBA and one other developer, with the aid of Syncsort's experienced technical team.

The success of this retail electronics company depends a great deal on knowing its customers. By giving more information to its CRM system analysts and providing this information in a timely manner, this company extends its ability to compete by using DMExpress.

The team installed DMExpress as a proof-of-concept to aggregate an initial 1.3 billion lines of transactions with over 130 different variables. They also added three levels of aggregation with a total of 250 variables

INDUSTRY

- Retail

CHALLENGE

- Need for faster aggregations of customer data
- Inability to perform customer analytics queries
- Constrained knowledge of customer patterns

SOLUTION

- Perform aggregations fast enough to run more queries and add more summarized variables
- Easily scale either vertically or horizontally to meet increasing data volumes and more variables

BUSINESS VALUE

- Ability to measure and analyze customer behavior and transactions to predict trends, 40% faster

About Syncsort

Syncsort is a global software company that helps the world's most successful organizations rethink the economics of data. Syncsort provides extreme data performance and rapid time to value through easy to use data integration and data protection solutions. With over 12,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.