



**Project:** CRM DW and Customer Master for a global speciality retailer

**Client:** A very large global speciality retailer selling casual apparel, accessories and personal care products for men, women and children under variety of brand names.

**Background:** This global specialty retailer markets consist of the United States, Canada, Europe and Japan. The company sells its products through both traditional retail stores and online stores. The company operates a total of 3,500+ store locations with annual revenue of over 16 billion US dollars.

The CRM DW and CM project is the design, build and implementation of a customer focused data warehouse and Epiphany based campaign management solution to help improve the campaign management for the company's marketing department.

**Challenges**

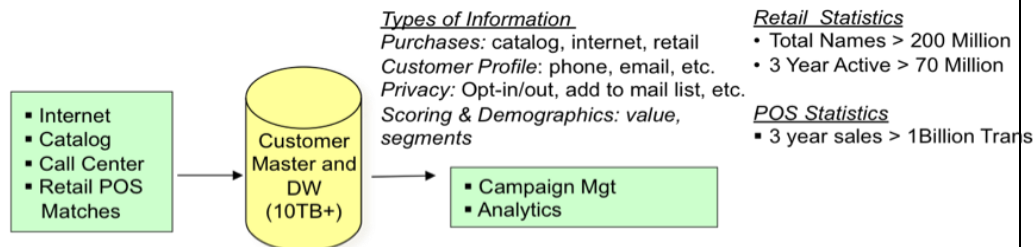
The company's worldwide marketing data warehouse and campaign management was hosted and managed by an ASP. The company was faced with several challenges in the form of poor application performance for campaign generation and execution, multiple unrecognized instances of same customer from over 100+ legacy source systems, ASP hosted system reliability issues and excessive unscheduled downtime, and financial uncertainty/instability of the ASP.

Client envisioned a centralized view of the customer as part of a strategy to improve the multi-channel customer experience and streamline retail business processes and self-host/manage CRM application.

**Solution and Benefits**

An enterprise customer database was created to serve as the customer system of record for retail, internet and catalog

- The solution brings together over 100 disparate data sources for sales, orders, customers, campaigns, products and stores.
- Designed and implemented data warehouse and customer master with over 700 ETL programs integrating data from 100+ source systems
- Eliminated millions of dollars in overlapping and wasteful campaigns to the multiple instances of the same customer or poorly targeted customers
- Eliminated system reliability issues and excessive unscheduled downtime
- The solution provided an integrated view of the customer and customer activity across the brands of the Company through the Store, Internet and Catalog channels.



**Technologies Utilized**

Epiphany for Campaign Management, Oracle database server with DB size of over 10TB, IBM P Series Servers, Ascential Datastage and PX for ETL, Trillium for customer data standardization and house holding, ERwin data modeler



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