

## SUMMARY

Daugherty provides strategy and implementation of an Enterprise Data Warehouse that vastly improves market analysis capabilities for a client in a very competitive landscape.

## OUR SERVICES

Management Consulting  
Business Intelligence  
Custom Solutions  
Mobile Computing  
ERP

## CONTACT US

For more information on any of our services please visit us on the web at [www.daugherty.com](http://www.daugherty.com) or contact us 800.737.8200.

## OFFICES

St. Louis (HQ)  
Atlanta  
Chicago  
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# Enterprise Data Warehouse Strategy and Implementation Improves Market Analysis and Reporting

## BUSINESS CHALLENGE

This Fortune 500 cable operator faced increased demands for marketing analysis and reporting requirements from their operational systems. The existing business demands were overwhelming both IT resources and hardware resources and some legacy reports could no longer be run. Data was difficult to attain and had limited analytical value. Our client sought a solution that would reduce the dependency on the IT staff and operational systems, increase the performance of current and future reports and allow the business to perform marketing analysis and customize ad-hoc reports in ways currently they could not. A secondary challenge was to incorporate the requirement for a web service to provide similar reporting functionality to external affiliates on demand.

## SOLUTION

Over the past 5 years, Daugherty has helped this client with various technology and process alignment initiatives. Daugherty was instrumental in defining and implementing the development of an operational data mart which incorporates elements of their OLTP application, EDW methods, tools, processes, infrastructures and conformed data structures. The client's standard reporting tool, MicroStrategy®, was leveraged to recreate all existing reports plus create all the new the marketing analysis reports. For the web service, Daugherty was asked to provide leadership in establishing the direction for future development initiatives and demonstrate how to leverage other technologies and capabilities in the Enterprise Architecture. Special considerations were

made to provide an example of best practices in design and development and to reinforce standards and practices being adopted by the company.

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*“Congratulations on a flawless implementation! I wish all EDW implementations went as smoothly as this one. The folks at Daugherty have been a pleasure to work with.”*

*~IT Manager, EDW*

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## RESULTS

- Marketing gets timely and accurate information. Reports that were previously unavailable or could only be run on a daily or weekly basis, are now available in real-time.
- Marketing analysis can now be performed by business users instead of requiring the intervention of IT resources and services.
- Delivered project ahead of schedule and more than 12% under budget, including some limited enhancements to scope.
- Develop processes and implementation examples for future web service development and legacy project conversion efforts.

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*“I want to also thank you and your team for all the hard work that you have put into collaborating with our teams and your willingness to support and comply to our development standards.”*

*~IT Manager, EDW*

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