Informatica
Case Study

Presented By:

Informatica Case Study

About the Organization

The organization is one of the biggest publishing houses in the world, delivering books, journals and online content globally. The IT infrastructure is crucial to both supporting business process, as well as delivering product.

IT spend is over 9% of its annual cost, ensuring data and processes are robust and functioning as needed. This is critical to its operations.

The use of Informatica in the organization is spread globally, and is operated for both front and back office needs. It connects the customer data sets, giving critical insight to behaviors and trends of customers across the globe.

The Problem

The problem manifested over a period of time, data in reports were not aligned, the business and IT were at odds with each other, and over a six month period data collation and validation was becoming arduous and costly. The organization had invested large amounts into Informatica and were slowing losing trust in its outputs.

Our customer on Informatica could not:

1. Utilize reporting - Bad data had rendered all critical reporting as useless and spent on other methods
2. Customers experience was bad resulting in orders not being placed
3. Customer records were duplicated, and new master data fixes increased the issue
4. Products were also duplicated, resulting in failed revenue when orders errored out
5. Hundreds of thousands of incorrect customers in the system
6. Revenue and customer satisfaction impacting problem

The customer requested help from a large consultancy, who failed to identify what the issue was. The focus of the exercise was around data feed from the new ERP, as that was the latest change to the landscape.

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Our Approach
- A small dedicated team of 6 (1 project Manager/lead, 2 business analysts, 2 informatica experts, 1 integration expert)
- Delivery window of 3 Months
- Validate feeds, confirm data integrity and structure, redesign reporting structure and align new data ingress with legacy ingress.
- Develop error trapping and data conventions for all data
- Removal of duplication and realignment of data hierarchies

Findings
Throughout the three month period, the team identified a number of key issues, these included:
- Issue caused by poor legacy data that was not discovered by "the big 4" during testing of the ERP program
- Reporting had been built to address new ERP and was not engineered for all data
- Master data structure did not consider multiple feeds
- Legacy reports still retained data that was obsolete
- Conflicts of data types render reports inoperable or failed

Results & Benefits
The team fixed and delivered the following:
- Fixed Informatica solution resulting in a saving of a million in cost
- Redefined and delivered ensured revenue data and reporting
- Fixed primary and secondary reporting
- Cleansed legacy data
- Fixed existing, and implemented, business rules to prevent future issues
- Resolved data issues connected to customer satisfaction and the dropped orders.

- We did this in 3 months of hard work for a fixed fee, with daily stakeholder management and regular executive reporting on status

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