



Subscriber Data Mart

- Client** A corporate holding company for regional Cable TV franchises. The corporate Controller was driving the business requirements for a solution.
- Critical Issue** Client could not do any ad-hoc reporting from its customer records, nor could they do any analytical processing for business intelligence. The company was privately-held and required up-to-the-minute information on the state of their business in order to maximize market value for its shareholders and investors.
- Reasons** The Client outsourced its billed and administration functions to a large data processing company. Standard reports were provided the company, but generally the information was 30-45 days old. Customized reports could be ordered, but they too took several weeks to generate and again the data was from a prior period.
- Vision** The Client believed they could improve their operational performance in two areas: marketing and corporate financial management. If the company had ad-hoc access to their customer and billing data, they could analyze each individual regional market for customer buying habits and for financial metrics in a near real-time environment, enabling them to make accurate business decisions and gain competitive advantage.
- Solution** Annams designed and built a Business Intelligence System for the client including a data mart, analytical tools, and customized reports that could be run on an ad-hoc basis.
- A subscriber Data Mart was designed and developed to run on an NT Server in the Client's corporate offices.
 - Middleware was customized to facilitate transfer of data from the billing application on a mainframe computer in the outsourcer's data center.

Customized reports were written so that the Client could run them off of the Data Mart whenever they required.

Annams

Consulting

Annams Systems Corporation

2613 Camino Ramon, Suite 120
San Ramon, CA 94583
telephone 925 355 0700
facsimile 925 355 0733

www.annams.com