Lavastorm

Case Study: Data Quality

Lavastorm assures data quality between operational systems

RESULTS:

Lavastorm helps this customer improve data quality:

> Automatically identifies misalignments between systems

> Prioritizes data quality improvement efforts: shows the impact of misalignments on the customer experience and revenue

> Promotes trust in data accuracy: transforms and reconciles data drawn from disparate sources into a single source of truth

> Supports repeatable processes for ongoing data quality management tasks such as root-cause analysis and prioritizing actions based on customer experience or revenue impact

ABOUT THE CUSTOMER

This telecommunications company has a major presence in the Asia-Pacific region. Its comprehensive services portfolio provides broadband Internet, fixed telephone and mobile device services, and television and on-demand entertainment for millions of customers across residential, business, government, and wholesale markets.

SITUATION

Managers and decision makers at this telecommunications company had difficulty trusting data from the company's various systems. The company had recently invested millions of dollars to upgrade their billing and customer relationship management (CRM) systems. They had moved from a single, legacy system that handled both the CRM and billing functions, to separate, best-of-breed CRM and billing systems.

One impact of this change is that the legacy system had provided a trusted, single version of the truth for data that supported operations and generated revenue. That data included customer, product, billing, activation, inventory, and fulfillment data. When the company switched to using the two best-of-breed solutions, they started to encounter data mismatches between the two systems because each application creates and handles data differently. Analysts would extract data from each system and relate the data sets to each other to address business questions. The data mismatches were creating confusion for the internal staff, including call center representatives, sales teams, and executives, and were harming the customer experience.

The company needed to develop an efficient process for identifying the data mismatches around products and customers and removing the root causes of those issues.

SOLUTION

Lavastorm is an agile data management and analytic solution for both business and IT users. It empowers this telecommunications company to uncover data quality issues and continuously improve data quality and other business results. Its agile capabilities enable the company to rapidly integrate diverse data, easily discover elusive insights, and continuously monitor business operations to expose anomalies, outliers, or patterns. These capabilities are used to verify compliance, uncover business improvement opportunities, and guard against risks.

The company uses Lavastorm to reconcile data from their various systems and correct any data discrepancies. Lavastorm extracts data from the CRM, billing, and activation systems and performs a 3-way reconciliation of customer, account, and product data. Lavastorm compares the data in the CRM and billing systems to the data in the activation system. It uses the information in the activation system as the basis of truth because it confirms the service is actually available for use and billable. Lavastorm identifies data misalignments and estimates the financial impact across the CRM, billing and network systems.

Within two months of using Lavastorm to reconcile the misalignments, the company had a repeatable process to discover synchronization issues, measure their impact, identify the root cause of the issues and prioritize their resolution based on the impact of the issues on revenue and the customer experience.

BENEFITS

Supports Continuous Business Control

Continuous comparisons across different operating systems exposes data anomalies and patterns so organizations can guard against risks and uncover opportunities for business improvement.

Handles Big Data

Rapidly processes billions of transactions, while allowing organizations to maintain existing investments in specialized business applications and systems.

Increases Business Agility

Flexible data management and analytic capabilities allow analysts to integrate multiple data sources and change business logic up to ten times faster than traditional tools. Greater accuracy and faster analysis help decision makers anticipate trends instead of chase them.

Builds Trust in Data Quality

Easy-to-interpret, visual interfaces improve transparency into analytic logic and data, enabling analysts to generate, validate, and communicate trustworthy results.

FOR MORE INFORMATION

www.lavastorm.com

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