

Comprehensive DW Strategy & Roadmap to Exploit Synergies between Business Units for a Retail Conglomerate



SITUATION

The customer needed a comprehensive data warehouse strategy and roadmap and associated information architecture to exploit synergies between business units while enabling flexibility and scalability

IMPACT

The customer was interested in defining an integrated, seamless, multi-channel customer experience across business units to ensure enhanced customer experience and improved profitability

RESOLUTION

We assisted them in formulating an efficient high level strategy covering the key challenges posed for DW requirement fulfillment

The Customer

The customer is one of the leading retailers in South Africa. The group's business comprises of clothing, fashion, general merchandise and food retailing, apart from providing financial services to its customers.

The retailer serves more than 149 corporate stores and 51 international franchise stores throughout the rest of Africa and the Middle East, and 69 South African franchise stores nationwide. They operate various store formats including full-line stores, food stand-alone stores, food and homeware lifestyle stores, stores offering textiles, etc.



The Need

Their data warehouse wasn't designed in compliance with the best standards, leading to disruptions in information access and distribution. Data was not synchronized properly between various systems, resulting in duplication and quality issues. The customer, thus, needed a comprehensive BI roadmap and data strategy plan based on an in-depth analysis of the existing BI architecture, vision, pain points and strategy.

The customer also wanted to gain a thorough understanding of the underlying architectural strategy that would help enable them achieve business objectives and the associated benefits of TCO of an integrated environment.

The Solution

ITC Infotech proposed a four-step approach that enhanced the BI roadmap and helped the client meet and exceed customer expectations. ITC Infotech performed the following functions as a part of the approach:

- Understand high level business and technical requirements including current BI Landscape and pain points (e.g., usage, availability, relevance and scalability)
- Understand the current state (AS-IS) of systems in each business area and technical challenges
- Analyze and understand the current BI architecture including environment landscape, source systems, subject area based data quality, OLAP analysis, data warehouse and security architecture

Business Benefits

- Helped the business in understanding the various options with the advantages and disadvantages of migration of the exiting DWH system
- Enabled the business in understanding their current challenges in terms of cost, resources, time and corresponding plans
- Validated the options with the current service provided to build their own infrastructure
- Understood the related impacts of possible separate DW/ML tracks
- Helped the business in new initiatives planned across the organization with timelines and their impact

ITC Infotech's DWBI & Analytics Practice

ITC Infotech's DWBI & Analytics Practice is a 380-member strong team which services domains like Banking & Financial Services, Retail, Travel, Telecom and Social Media & Entertainment. The professional services include Technology Consulting, Business Intelligence Strategy & Governance Definitions, Predictive Analytics Solutions, Vendor & Tool Evaluations, BI Platform Optimizations and Data Warehouse Integration and support.

The Practice focuses heavily on NextGen and Futuristic BI technologies and has developed capabilities in BIG Data Analytics, Mobile BI and In-Memory / NoSQL Databases and large data appliances. The Practice has developed its own customizable solutions for Enterprise Data Integration, Domain-specific Data Modeling, Social Analytics and Data Type conversions.

For more information, please write to:

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