

Client

- A large Canadian grocery retailer

Goal

- To build a data warehouse and develop advanced analytics to evaluate the use of information and a loyalty currency for category management

Solution

- We built and managed a data warehouse that contained SKU level transaction detail and was used as a pilot study for a test market

Results

- We test marketed over a 15 month period and business increased by double digits (unheard of for retailers) and put some competitive locations out of business

Client

- AIR MILES, Canada's most successful loyalty program with over 75% Canada's households involved

Goal

- To build a turn-key data warehousing infrastructure to support a wide range of business applications

Solution

- A complete data warehouse solution
- Profitability analyses applications for the companies who participated in the program
- Complete campaign management process including pre-post promotional analyses, and all database marketing

Results

- The company grew over 300% to over \$200 million in annual revenues
- The data warehouse, database marketing and the analytics we managed contributed significantly this growth

- Client
 - A major Canadian retailer
- Goal
 - On behalf of the CIO assess the current state of the companies BI infrastructure and recommend a plan to address current pain
- Solution
 - Small high powered consulting team to assess technology performance using Makeplain Assessment Methodology
- Results
 - Found several fundamental areas lacking including a BI strategy, BI architecture and corporate governance
 - CIO requested that we conduct a BI strategy and architecture engagement

- Client
 - A major Canadian retailer
- Goal
 - To develop a 3 to 5 year business intelligence strategy that would be sold to senior management
 - To develop a target business intelligence architecture which would be implemented of the timeline of the strategy
- Solution
 - A small high powered consulting team that interviewed all senior executives across the company to develop a strategy consistent the company's overall vision and mission
 - A small high powered consulting team worked with IT to develop a target business intelligence architecture using Makeplain's Enterprise BI Architecture best practices
- Results
 - The strategy was approved and the business allocated \$11 million dollar budget for IT to execute year 1 of the plan

makeplainTM Technology Architecture

Case Study

- Client
 - A major Canadian retailer
- Goal
 - To develop infrastructure requirements that would allow the IT operations group to support business intelligence architecture
- Solution
 - A small high powered consulting team translated the target BI architecture design into a set of physical infrastructure requirements
- Results
 - The IT operations group purchased a new business intelligence appliance and a new infrastructure platform to support the BI long term strategy

- Client
 - A major Canadian retailer
 - Goal
 - To build an enterprise data staging area to support future business data mart development
 - Solution
 - Makeplain documented 27 enterprise operational systems, developed a target data staging data model which integrated all systems, designed the 27 operational source system extracts and designed/developed the ETL code which would move the data from the source extracts into the staging area
 - Results
 - The data staging area went into production in 1 year which is significantly faster than any other global data warehousing project of the same magnitude
 - In parallel the Makeplain developed a data mart to support category management
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- Client
 - A major Canadian retailer
- Goal
 - Build a category management data mart to drive \$1 million gross margin per month through zero sales analysis, store exception reporting, and markdown optimization
- Solution
 - Develop a data mart and reports integrating inventory, pricing, promotion, customer and transaction data to drive unique analysis
- Results
 - Data mart just went into production in 04/2006

Client

- A major Canadian Telecommunications company

Goal

- To conduct a validation of the Netezza data warehouse appliance through implementation of a proof of concept

Solution

- We developed a validation process to fully qualify all aspects of the Netezza data warehousing appliance. This evaluation included the end to end prototyping of several live Call detail record (CDR) data sources.

Results

- Based on our product evaluation, the decision was made to purchase the Netezza data warehousing appliance and to proceed with the full scale development of a CDR based data marth
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Client

- A major Canadian Telecommunications company

Goal

- To design and implement a full scale CDR data mart.

Solution

- We developed and implemented a 6 Terabyte CDR data mart covering all wireless voice and data call detail records. Data throughput is upwards of 100 million call detail records a day. This information was fully integrated with key existing Marketing and Operations performance measures.

Results

- The CDR data mart allows detailed marketing and operational analysis previously unavailable through other means including location based analysis and quality of service measurements.
- These analyses are critical to the current business strategies of this telecommunications company as well as support operational savings of millions of dollars annually

Client

- A major Canadian Telecommunications company

Goal

- To provide a customized data querying application against over 1 years worth of stored Call Detail Records to support court mandated law enforcement inquiries

Solution

- Developed an online data repository architecture hosted on Netezza supported by a dedicated business intelligence interface to house over 10 billion call detail records for ad hoc queries

Results

- The development of an online CDR querying application saved man years of conventional technical support for law enforcement services requests.

Client

- A major league Canadian Sports franchise

Goal

- To conduct a review of current customer centric Business Intelligence capabilities and to develop a long term Business Intelligence strategy aligned with the core enterprise customer data integration initiatives of the parent company

Solution

- We assessed current capabilities and provided both a long term business intelligence strategy as well as a detailed short term action plan for immediate execution and validation of customer focused business intelligence initiatives

Results

- Based on our findings and recommendations, this Canadian sports franchise is moving forward in the implementation of the first phases of our recommended business intelligence strategy
- They expect to progress to the point where they are best in their industry in usage of customer data