

## INDUSTRY

Communications/Media/Entertainment (CME)

### Major Cable Operator Centralizes Enterprise Reporting, Analytics and Campaign Management

The organization owns and manages cable systems serving more than 13 million subscribers in 33 states. Passing approximately 26 million homes, the organization has the most technologically advanced and best-clustered cable systems in the country. Leveraging its leadership in innovation and quality customer care, the organization delivers advanced products and services such as video on demand, high-definition television, digital video recorders high-speed data and digital phone.

#### GOAL:

Executives at the organization needed accurate metrics, trend analysis and campaign management consolidated from the company's 30+ markets in order to make informed business decisions. Decision-makers recognized the necessity of an Enterprise Data Warehouse (EDW) to consolidate and harness the power of their data and transform it into a strategic asset. The company called on Clear Peak to develop and deploy the foundation of an EDW platform.

#### OBSTACLES:

Due to a decentralized infrastructure and difficulties translating proprietary, market-level codes to enterprise standards, the company couldn't leverage its data to create a competitive advantage.

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#### COMPANY

Major Pay TV Customer

#### SOLUTION

Customer Acquisition, Customer Retention, Campaign Management, Predictive Analytics, Business Intelligence Strategy, Data Warehousing

#### BOTTOM-LINE RESULTS

Estimated \$20M in ROI benefits in the first year, \$45M+ after two years through the acquisition and retention of customers using a scientific approach based on data-driven technologies.

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NEXT SOLUTION >>

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### SOLUTION:

Clear Peak designed and architected the organization's enterprise data warehouse (EDW) platform to reduce the manual effort and reconciliation required to create standard, enterprise-level reporting. The solution provides the company with integrated historical enterprise information from its 30+ markets. It combines data points from systems across the country while transforming all market-level data to enterprise standards. In addition to building integrated knowledge and campaign management, Clear Peak worked to create the fully integrated self-service reporting required by specific parts of the business to analyze and act on key trends identified in customer data. It also provided executives with clear, up-to-date metrics and tools offering enterprise-level insight and creating a competitive advantage.

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### TECHNOLOGY

- Sun Enterprise Systems
- Hitachi Storage Area Networks (SAN)
- Oracle DBMS
- Informatica Extract, Transform and Load (ETL)
- Cognos Online Analytical Processing (OLAP)
- Chordiant Campaign Management

### ABOUT CLEAR PEAK

Clear Peak is a management and technology consultancy specializing in Business Intelligence (BI). Our clients call us The Data People. That's because Clear Peak implements BI to harness the power of data, giving our clients actionable insight, bottom-line improvements and a competitive advantage. The firm focuses on Fortune 1000 companies across a broad set of industries. Clear Peak's business veterans and senior technologists deliver a suite of services spanning Sales and Marketing, Operations, Finance and IT. Since 2000, Clear Peak has helped client companies realize hundreds of millions in bottom-line improvements. Put your data to work with Clear Peak ([www.clear-peak.com](http://www.clear-peak.com)).

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