

INDUSTRY

Communications/Media/Entertainment (CME)

Leading Satellite Company Harnesses Customer Data for E-Marketing Campaigns with Data Warehouse and BI Solution

The organization, a Fortune 250 company, provides more than 14 million TV customers with the highest quality programming and technology at the best value, including the lowest all-digital price nationwide. Customers have access to hundreds of video and audio channels, the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology.

GOAL:

The company developed and launched an email marketing program to enhance communications with customers. Marketing program goals centered on the campaign's ability to stem churn, decrease variable costs and increase revenue. To ensure success, the company sought to develop e-marketing campaigns that leveraged historical customer data. The company tasked Clear Peak with developing Business Intelligence and data warehouse strategies, and implementation of the platform required to achieve the company's goals.

OBSTACLES:

Prior to the solution, the company lacked the ability to consistently and accurately provide personalized, value-added electronic marketing that could be measured scientifically.

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COMPANY

Major Pay TV Company

SOLUTION

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

BOTTOM-LINE RESULTS

Estimated \$7M in ROI benefits in the first year, \$18M after two years through increased customer retention.

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NEXT SOLUTION >>

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SOLUTION:

Clear Peak designed a two-step process to demonstrate approach and design a predictable outcome. The firm worked hand-in-hand with the organization to draft a BI and data warehouse strategy. Upon delivery of a detailed strategy, Clear Peak implemented the first iteration of the company's Enterprise Data Warehouse and Business Intelligence platform. The solution allowed the company to manage and execute campaign activities while linking to critical historical customer data, which provided a significant competitive advantage to the organization. Clear Peak delivered self-service analytics so that the marketing team could create reports, analyze and interact with key customer data for future campaign development without having to contact the IT department.

TECHNOLOGY

- *Teradata*
- *Informatica*
- *Teradata Campaign Management (CRM)*
- *Hyperion BRIO*
- *Hyperion Essbase*

The implementation had far-reaching effects across the enterprise. The Business Intelligence and data warehouse platform was extended to benefit other business units, including operations and finance.

The implementation and integration of key technologies including Teradata Database Appliance, Teradata Campaign Management (CRM), Informatica, Hyperion BRIO, Hyperion Essbase allowed the company to harness the power of its data to manage and execute personalized e-marketing campaigns.

BOTTOM-LINE RESULTS:

The company's Customer Data Repository data warehouse was implemented in 2006 with estimated ROI benefits of \$7M after one year and \$18M after two years through increased customer retention.

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).

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