

Challenge

With over 100 million software-license contracts worldwide, the marketing group for a large, multinational software company faced huge challenges in their software-license renewal process. With customer information dispersed over several, disparate data marts; harvesting customer contact data for renewal communication efforts was an overwhelming task. Virtually no connection existed between the data marts, and customer details updated in one system were not passed to the others, resulting in several versions of customer information, and no way to know which was accurate.

In addition to data inaccuracies, the organization's 63 subsidiaries had created individual processes for handling software-license renewal customer communications, all varying in complexity and lacking consistency and strategic oversight. These issues, in combination, lead to crippling process inefficiencies and customer satisfaction concerns, heightening the organization's need for a solution to consolidate customer information warehousing, ensure data accuracy and coordinate license renewal processes across the organization.

Solution

The organization looked to Allyis for assistance in architecting a solution that would address the significant data inaccuracies, enhance operational efficiencies and provide a central, reliable source for accurate and timely data, all in the hopes of improving renewal rates.

Through an initial discovery and planning process, Allyis formalized business and user requirements and conducted extensive data relationship mapping for a thorough understanding of data rationalizations and correlations. Once the upfront research and planning was complete, Allyis consolidated and cleansed the customer information stored in the various data sources prior to beginning development work on a List Targeting Solution (LTS), a new, customized database to support the organization's software-license renewal communications.

The LTS database pulls the most relevant and current information into a new central location by first cleansing customer information based on business requirements given, and leveraging the data-connections between the separate data marts. These processes increased the accuracy of contact information used for renewals to 95%-- an astounding 45% higher than before, translating into improved customer experiences and 30% more license renewals.

The success of this project and Allyis' deep understanding of the client's business objectives and requirements has led to an ongoing, 3 year partnership, with Allyis handling ongoing development, maintenance and support of the group's software-license renewal systems.

Technologies Used

- SQL Server 2008
- SQL Analysis Services
- SQL Reporting Services

Key Benefits:

- **Increased Data Accuracy:** Customer data accuracy improved from 50% to 95% across five separate data marts.
- **Streamlined Operations & Increased Efficiencies:** Centralized database with improved reporting functionality allowed each sub to define their unique rules and requirements, in turn reducing the number of hours spent manually creating reports.
- **Increased Revenue & Renewal Rates:** Access to accurate customer data lead more successful software-license renewal communications and to a 30% increase in contract renewal rates across 63 subsidiaries.