



IBM FORUM 06

Results through Innovation



Information Integration

Case Study:

Information Integration at
TelstraClear

what makes you *
special?



IBM FORUM 06

Results through Innovation



Ito Stewart

Manager

BearingPoint, New Zealand



what makes you *
special?

Overview

- Introduction
- Challenges for the business
- The Goal
- The Solution
- Making it reality
- Getting the value
- What works (and what doesn't)
- Conclusion

Introduction

- BearingPoint – Management & Technology Consultants in New Zealand
- Subject Matter Experts in Enterprise Data Management
 - **Ito Stewart** leads the NZ Enterprise Data Management group
 - Robert Hillard (MD) is the leader of our **regional Enterprise Data Management practice** was also the founding president of The Data Warehousing Institute in Australia
- The Australian Enterprise Data Management practice is the global Centre of Excellence for BearingPoint globally

Challenges for the business

- Difficult to get a whole of customer view
- Differences in treatment of key data elements
- Data from 2 operational systems

- Rapidly evolving business requirements
- Multiple competing initiatives within the business
- A huge amount of organisational change occurring simultaneously

The Goal

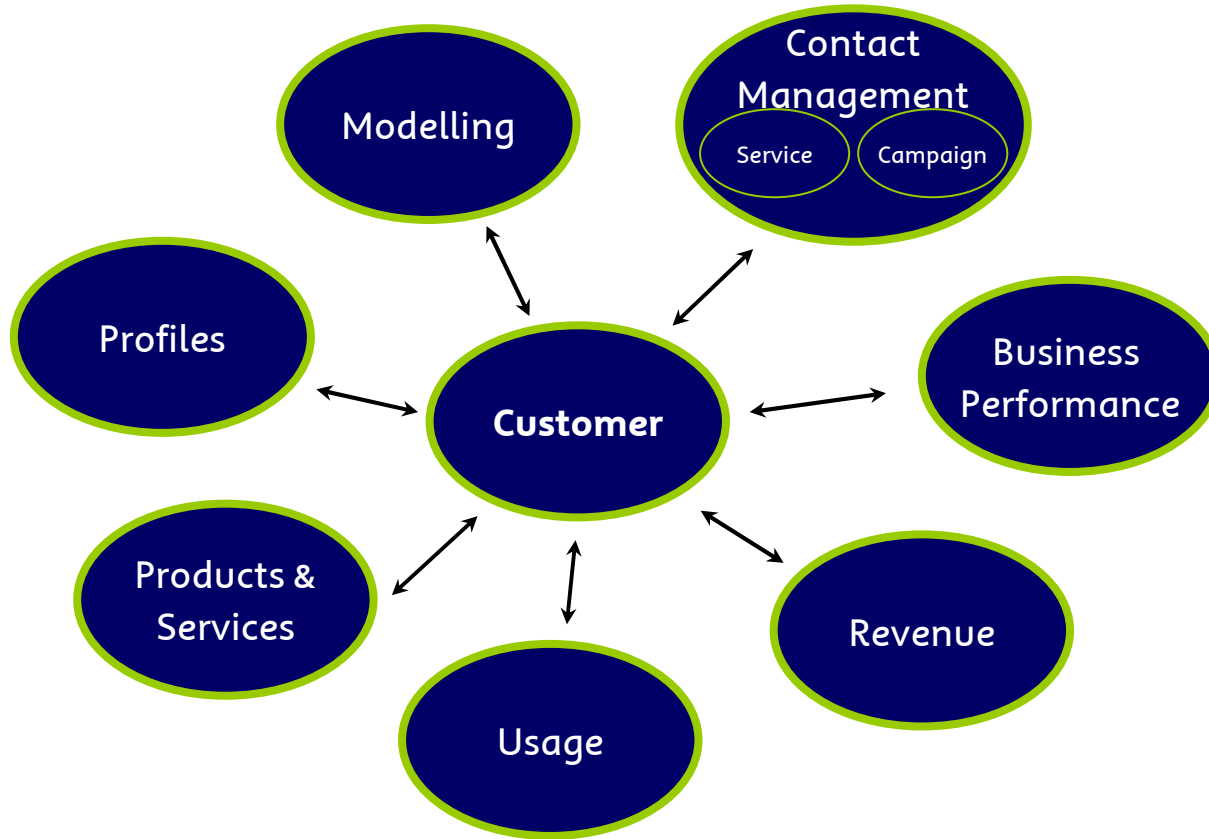
**Improved
Customer
Sales & Service**

**Better Insight to
our Business**

**Better
Understanding of
Customers**



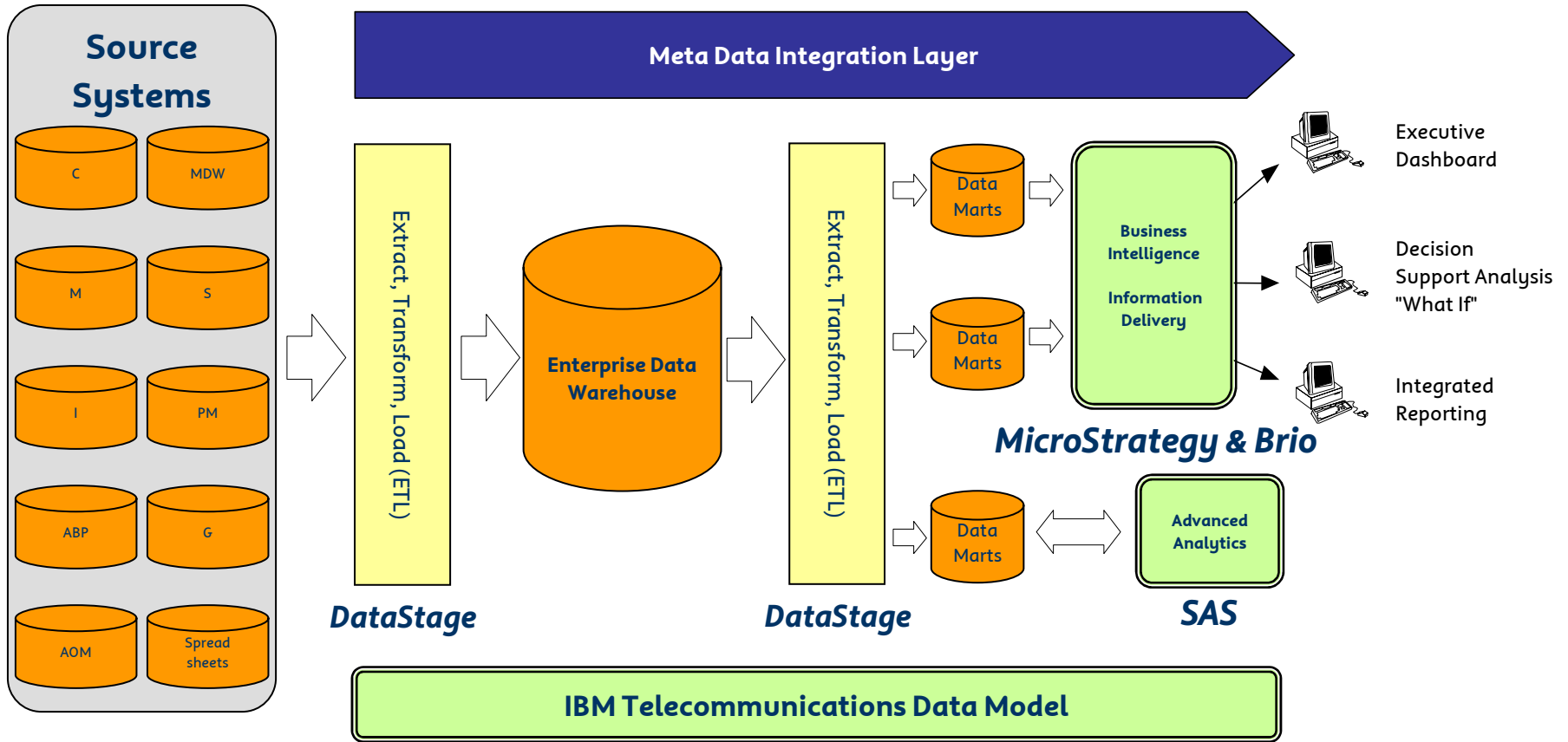
Information & Analysis Capability



The Solution

- A new **data warehouse** with the capability of servicing the entire enterprise
- Using of an **industry specific data model**
- Extending the use of **best-of-breed integration** tools
- **Deliver information** to the business using a web-based reporting tool

Making it reality



Telco Data Warehouse Model

- IBM Telecommunications Data Warehouse Model.
- Pre-build data model supporting:
 - Staging
 - Enterprise 3NF data model
 - Summary tables
 - Business Solution Templates (data marts)
- Several existing variants for other industries – Banking DWM used in Australian financial institutions
- Delivered 80% of the EDW and 30% of the data marts

Getting the value

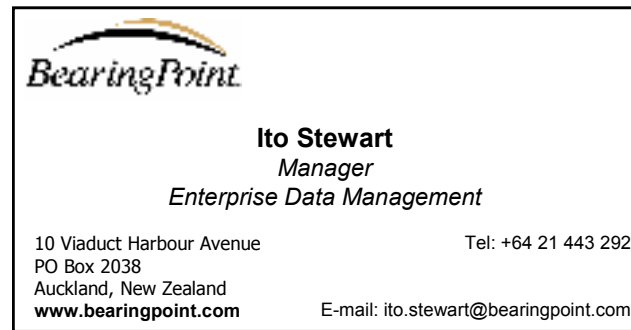
- It's **not about the technology** – although when it gets tough it's very easy to make it so.
- Aggressively **manage the scope** – start small and implement fast (30 to 90 day increments).
- It's not just reporting - focus on the **business outcomes!**
- Establish the **business benefits** and link them to outcomes.
- **Address data quality** upfront.

What works (and what doesn't)

- Understand the **business outcomes**.
- Establish strong **business sponsorship** and ownership.
- Agree a set of **guiding principles**.
- Manage **business expectations** upfront – discuss data quality and agree scope at the onset.
- Focus on developing **end user capability** – not product training.

Conclusion

- Many companies experience the same information integration challenges.
- Seek out sound advice.
- Take a structured approach.
- Focus on the business outcomes.
- Address data quality from the start.





IBM FORUM 06

Results through Innovation



Thank You

what makes you *
special?