



Gen-I "Telecom Place" Ground Floor

ABOUT D/W & BI

A Data Warehouse (D/W) is a repository of information that helps a business answer two questions: 'What does the world look like today?' and 'What did the world look like yesterday, last week, last month or last year?'

Well known industry authority, Ralph Kimball, states a D/W is "A copy of transaction data specifically structured for query and analysis".

Business Intelligence (BI) is specifically concerned with the query and analysis of important business information held within the corporate data warehouse.



"Companies that go about it the right way discover software packages that help them pickax their way through mountains of data. If they successfully implement data warehouses, they may uncover unexpected buying patterns to aid decision making, cut costs and improve customer service." - Tom Wailgum (IT Journalist)

DBS was commissioned in late 2010 by Gen-i NZ and Super Liquor Holdings (SLH) to provide specialist Data Warehousing & Business Intelligence (D/W & BI) consulting services for their legacy D/W migration project.

Drawing on their IT capital planning expertise within the D/W&BI industry, DBS was able to provide Gen-i with a high-level current state analysis & recommendations report that was used to draw up the business plan and engage the various solution delivery vendors.

As D/W & BI ventures are known to be complex non-traditional IT projects, DBS was then engaged for the entire life-cycle of the project, acting as the central customer IT advocate. DBS was also charged with providing independent facilitation services for all internal and external stake-holders at the various project meetings, guiding the client and vendor subject matter experts through unique D/W project issues. Additionally DBS was entrusted to empower the various SME's and vendors, by facilitating information flow to ensure the project was able to be delivered on time and budget. The project was successfully delivered in late 2011 and resulted in a number of benefits to SLH.

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His level of professionalism, his intelligence and his ability to articulate what it is he is trying to achieve or get from the client has been outstanding, so I just sit there and listen to him actually as I can learn a lot. He has done an exemplary job and his performance has been high

A.R. Enterprise Solution Specialist
Gen-i, commenting on DBS Principal Consultant.

Brilliant...SLH, DBS and Gen-i just seem to work like one team...it has been one of the best projects that I have worked on and I am very happy to have been a part of it.

M.H. Project Manager
Gen-i

ABOUT GEN-I

Gen-i is a member of the Telecom New Zealand Group, acquired in 2004 when Telecom Advanced Solutions, Gen-i and Computerland were brought together under the Gen-i name.

Gen-i brings together IT and telecommunications services, providing converged ICT solutions for more than 3,300 public and private sector organizations across New Zealand and Australia.

FEEDBACK

"They have done a fantastic job of pulling together what is a disparate beast to give the client a solid platform from which to progress...have been really positive, supportive and helpful wherever necessary."

Client marketing analytics partner, commenting on DBS

"[He] has a very unique style that makes him very personable to everyone he deals with, and this may have been the reason why everyone worked so well together."

M.H. —Project Manager, Gen-I

"That man has been such a big help ... He always replies to emails, even if they do not affect him directly, and is always there with good technical advice. He is a pleasure to work with, and makes me feel very confident ..."

M.Y.—SDM, Gen-I, commenting on DBS Senior Consultant B.A.

"DBS are very professional, highly technically competent and a lot of strong business focus." - SLH

"DBS - Excellent grip of information, great support, great follow-up, great follow through in terms of what we needed." - SLH

Reporting Infrastructure Control

As the legacy D/W was historically managed by their parent company, Lion Nathan, the client did not have a traditional IT business unit. The chosen non-traditional D/W infrastructure approach was to implement a cloud solution, to be fully managed by Gen-i. This allowed the client to continue to "outsource" most of their IT concerns surrounding the D/W, effectively keeping their D/W IT operations workload out of the SLH head office, which is primarily marketing focussed. IT management at Lion reported that SLH are now effectively "masters of their own destiny" as they have gained control over their reporting infrastructure without having to create an internal IT team.

Operational Improvements.

As part of the project DBS designed a number of new operational reports to give greater visibility to the flow of transactional information coming from the retail store POS systems. The new reports have given immediate visibility on both missing data and statistical exceptions. This has greatly improved the ability of the Gen-i support operations team to identify and trouble shoot data issues. This workload was previously performed by both Lion and SLH, resulting in a large reduction to the FTE hours required to resolve data quality issues.

Access to Information and Control.

Until recently rebate reporting was performed by a number of third parties resulting in varying levels of data quality. This was necessary due to the limited access to data that the legacy solution permitted. The new D/W system permits reporting in a wide variety of ways and methods, from pre-canned to self-service, enabling the client to bring historical out-sourced reporting in-house. This has resulted in a greater level of control over the rebate reporting, which is a high priority for SLH as rebates provide a significant portion of the income stream for both the franchisee's and the SLH head office. In the words of the client, "Control of our own data/information will have spin-offs with data integrity, better reporting and decision making."

Data Integrity and Accuracy.

Historically the client was aware of missing transactional data within the legacy system but unable to expose the detail of the "gaps". The client was forced to resort to manual work-arounds to provide more realistic reporting. As part of the migration build phase the project team designed and implemented a number of data quality "fixes" and "automated routines" in addition to the original legacy components. The routines and fixes have greatly contributed to the overall accuracy of the D/W. Management now have greater confidence as to the quality and accuracy of board and sales reports. Increased reliability of information assists the client with improved business decisions and better franchisee management.