



Quality-Focused Process Re-engineering in European TELCO

“[Informatica Data Quality] is an open product that is easy to understand and to use. It is also flexible, it can be used across different types of data sets and in different operating environments.”

—Data Quality Manager, eircom ltd

FOCUS

Data quality in customer data warehouse and telephone directory system

INDUSTRY

Telecommunications

eircom ltd is the market leader in fixed-line telecommunications in Ireland. In recent decades the company has evolved from a Government Department to a “semi-state” company, a plc and finally to a private limited company. The nature of this evolution led to the existence of many legacy operations, billing and logistics systems. As the company moved forward these legacy business processes were rendered inefficient and cost-ineffective due to low-quality, non-standardized data. Low-quality data also meant business transformation programs suffered and the cost and scope of further process and system integration was adversely affected.

The Challenge

eircom faced a number of key business issues including underperformance of its key customer relationship management (CRM) systems and the high cost of maintaining data quality in its telephone directory system.

eircom created its first Customer Data Warehouse with approximately five million customer records in 1999. However the company quickly found that major CRM and Business Intelligence applications built on top of the corporate data warehouse were underperforming due to the low quality data. In addition, the cost and scope of further process and system integration was being impacted by the existence of low-quality data.



The Solution

In 2002 eircom deployed Informatica Data Quality (formerly Similarity Systems' ATHANOR) for data quality profiling and standardization. The software is used for both one-off and ongoing data cleansing of name and address data from multiple systems including billing, customer services centers, and echannels. At the same time, the powerful profiling functionality of Informatica Data Quality is used to report on day-to-day data quality issues in the source systems. This supports root cause analysis of business issues and strategic planning of "next steps" in CRM architecture at eircom.

eircom is also using Informatica Data Quality to speed up and improve the process of maintaining its telephone directory systems and publications. Due to a legacy of civil-service origins, eircom has historically relied on manual data re-entry and eyeball review of directory entries in its effort to eliminate errors. Informatica Data Quality was deployed to automatically standardize the directory "simple single line" entries that account for more than 80 percent of all entries. This has freed resources to focus on the exceptional items and more complex directory entry requirements, and has realized a substantial savings for the organization that alone justifies its investment in Informatica Data Quality.

According to eircom data quality manager Daragh O'Brien, Informatica Data Quality is performing well and has met eircom's high expectations. One key priority set by the company was to improve data management and data quality processes as an enabler of process efficiency, cost reduction, and revenue growth. Informatica Data Quality is enabling eircom to meet these goals.

The Results

The software has enabled the company to dramatically reduce headcount in its telephone directory unit representing substantial cost savings. Informatica Data Quality supports eircom's continuous improvement strategy for data management. The software provides reports for key performance indicator (KPI) tracking in individual business areas, as well as the capability to cleanse and standardize data from multiple systems.

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