Enabling Robust Integration Strategies
Achieving a 360-degree Customer View

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Problem Statement

Building a strategy to integrate data from across the business is critical in understanding your current (and prospective) clients to maximize the opportunities.
Integration Strategy

- **Start small = small investment = smaller risk**
  - Describe the deliverable
  - How do you define success?

- **Identify who can sit between business and IT**

- **Empowerment**
  - Technical – Automation, Robustness
  - Business (end users)
B2C Implementation – Iteration 1

Scope:

- Handful of tables
- Daily syncing
- 1 month end to end (planning to deployment)

How do you connect them together?

Products (Sales)
- Banking First Source
- Insurance
- Wealth
- Benefits

Customer View
- End Users

Infrastructure (IT)
- Website
- ATMs
- Branches
- CRM Target
B2C – Iteration 2

Scope:
• ACH files (100s/day) from different vendors
• Daily processing
• 1 month end to end (planning to deployment)
B2B Implementation – Enterprise Rating Agency

- Problem: Could not easily upsell existing services based on user interaction with content produced.
- Or...did not have a complete view of their users which drives their B2B selling strategy
B2B Implementation – Strategy

- Identify needed data sets across the enterprise
- Use CRM as the business location of view
  View means information about users about businesses
- Determine supplemental data need
- Implement and iterate
B2B Iteration 1

Scope:

- Daily Loads
- Millions of clickstream records
- 3 months effort
B2B Iteration 2

Scope:
- Daily Loads
- Millions of clickstream records
- 100k+ Users
- 250k+ pieces of content
- Millions of users
- 1 month effort
Concluding Concepts

- Start small
- Identify the change agent
- Empowerment
Any Questions?
Forget what I said... What does it look like in Enterprise
Who’s Responsible: Business or IT?
Problem Statement

As data becomes a business necessity, organizations will need to rethink how their IT and business teams collaborate on solving their data challenges.

If you cannot manage your data at scale, it’s going to be difficult to have a complete view of your customers.
Business Implications

- Inconsistent IT spend new projects
  - Cost of development was too high
  - Cost of operating was too high
- Unknown expense for auditing data models from a project
Business and IT Struggles

- IT could not keep up with demand from business
  - Data Ingestion
  - Data Model
  - Production deployment and maintenance
- IT was struggling to fulfill its regulatory audit requirements for the company
Technology Overview

- Hundreds of databases
- Thousands of tables
- Tens of Thousands of fields
- Hundreds of Message Queues
- Changing data models
- Processing millions of records/day
- Processing millions of messages on a queue/day (up to 65 Million/day)
- Processing millions of unstructured collections/day
Architecture

Development

Modeling Tool → Bridge Generator

Model Project

Production

Bridge Runtime

File
DB
Queue

File
DB
Queue
Demo - Steps

- Data Model Definition
- Data Service Loading
- Bridge Output
- Connect the output
- Test
- Deploy to production
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