

Extreme Database Marketing



GLOBAL FINANCIAL SERVICES company keeps customers engaged by running client behavioral models in 1/2 a minute

A group within GFS, a century old global financial services company, is charged with identifying models of customer behavior by applying variables to customer data sets. They then run campaigns designed to cross-sell or up-sell with touch points that include email, web, and statement inserts.

With 30-40 million active customers having 10,000 variables each, crunching these numbers is no small task. GFS had been using SAS to process everything – from variables to models to data sets to campaign lists – and it had been taking 30 days. A required refresh process, using DB2, which accounts for 95% of their feeds, had been averaging 14 hours. GFS also has stringent SLAs. “If we miss the Monday deadline, we lose millions,” says the Technical Architect at GFS.

Facilitated by Syncsort’s DMExpress, the group went to work developing a confidential new architecture. Once in place, DMExpress was used to build the feeds and replace much of the SAS processing that created the data sets and campaign lists. A campaign that once took 30 days to complete, now takes 5. And with DMExpress building the feeds, the refresh process is also significantly faster; the process that once took 14 hours, now takes 2.

“Using DMExpress and the new architecture, we are now in the position to run customer behavioral models in half a minute.”

— GFS Technical Architect

GFS also recognizes that DMExpress’s easy to use GUI means more flexibility with staff. “Now, when we have turnover, we don’t have to lose a base of valuable knowledge,” commented the GFS architect.

DMExpress is currently being considered for other projects at GFS. And with the success easily measured in greater customer profitability, the architect, who runs “one of thousands of data warehouses” in the company, remains a staunch supporter of Syncsort and DMExpress.

INDUSTRY

- Finance and Insurance

CHALLENGE

- Stringent service level agreements (SLAs)
- SAS required 30 days to process variables and data sets for customer engagement project
- DB2 Refresh averaged 14 hours

SOLUTION

- Create new architecture using Syncsort DMExpress
- Replace much of SAS processing

BUSINESS VALUE

- Greater customer profitability through improved cross-sell and up-sell campaigns
- Campaigns reduced from 30 days to 5 days
- Refresh process reduced from 14 hours to 2 hours
- Improved flexibility with staff

About Syncsort

Syncsort is a global software company that helps the world’s most successful organizations rethink the economics of data. Syncsort provides extreme data performance and rapid time to value through easy to use data integration and data protection solutions. With over 12,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.