

Extreme Database Marketing



WACHOVIA improves marketing response rates by 30% by speeding data warehouse processing

Wachovia, an interstate bank holding company, built an enterprise-wide data warehouse that contains a wealth of historic information about clients, their households, their account activity and their relationship with the banks.

To maximize its investment in its data warehouse, Wachovia needed to process the greatest amount of data in the least amount of time. This was a big challenge because the warehouse contains vast amounts of historical data.

According to John Collins, Wachovia's manager of data warehouse architecture, Wachovia's warehouse processing "is often tens, hundreds, thousands of times larger than in our transaction-processing mainframe environment. In transaction processing we're thinking about the current balance or the last transaction. In our DB2 warehouse environment, on the other hand, the biggest dimension is historical."

"We found that SyncSort could outperform our original process by many times."

— John Collins, Manager of Data Warehouse Architecture, Wachovia

Pre-processing is a very resource-intensive task and takes a great amount of time. Wachovia found that SyncSort could outperform their original process by many times, helping to reduce three weeks of processing to five days.

"When we started building this warehouse," Collins recalled, "the monthly loads of 50-70 gigabytes of historical data were taking us two to three weeks to process. We've brought that down to five days, or even four in some situations." While reduction came from many sources including improved application and workflow design, Collins thinks using SyncSort has been a major factor. "SyncSort has been one of the best tools we've found to cut down warehousing processing time. SyncSort just plugs right into our current environment," said Collins.



WACHOVIA

INDUSTRY

- Finance and Insurance

CHALLENGE

- Speed up the processing of data in the company's DB2 data warehouse to improve their marketing efforts

SOLUTION

- Improve application and workflow design
- Introduce SyncSort into data warehouse processes

BUSINESS VALUE

- Achieved a 30% marketing response rate
- Reduced monthly loads of 50-70 gigabytes by 76%
- Cut down three weeks of processing to five days
- Easily integrated SyncSort into the DB2 load process

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.