

## REPORTING AND DATA SEGMENTING SOLUTIONS FOR A LEADING GLOBAL EMAIL MARKETING PROVIDER



### CHALLENGE

With massive growth of clientele, the existing Reporting solution was reaching its limits. The series of daily reports was under a risk of running for over 24 hours in the short term future. The client required assistance in moving part of their functionality onto a new Massive Parallel Processing platform to address their growing performance needs.

An additional project that the Intetics team was asked to work on was the implementation of a Data Segmenting solution. The challenge was to provide real-time ability for E-mail marketers to segregate their target audiences by a number of statistical and behavioral data gathered by the platform or to divide the population by a number of custom attributes, which were mainly stored at the marketers' end.

A third project was launched in response to the amount of requests for ad hoc services, such as building custom reports or implementing custom configuration of the new SaaS features, which started to exceed the resource limit of the client's staff. Having built a strong relationship with the client based on the two prior projects, provided a sufficient

background and trust to engage in the role of the client's partner interfacing with end users directly and providing services to them on the client's behalf.

### SOLUTION

#### Reporting Project

The creation of a utility to move data between different platforms, in order to execute ETL (extract-transform-load) SQL code to pull source data into the target Reporting spoke, using a predefined schedule.

- Creating the Reporting spoke data model and the ETL code itself to incrementally pull source data in from the staging layer
- Re-writing reports to make them MPP platform compatible and to make sure that all performance gains that can be achieved by using the MPP platform are implemented.
- Technologies used: MS SQL Server, T-SQL, .Net Platform 4.0.

#### Data Segmenting Project

The Data segmenting solution was required to provide an easy

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way for a marketer to define the target audience for a campaign, to segment the audience using some criteria and to save the audience so that it could be reused. While working on the project, the Intetics team:

- Created a layer on top of built in-house SQL generator to facilitate the drag-and-drop interface for behavioral and custom attributes and a number of logical operators.
- Made the existing SQL generator compatible with the MPP platform.
- Added a number of performance improvements into the existing SQL generator.
- Implemented the ETL layer to move data from source platform into the Data Segmenting spoke on the MPP platform.
- Advanced the utility to move data between platforms to support new activities required by the Data Segmenting application.
- Technologies used: MS SQL Server, T-SQL, .Net Platform 4.0.

## Custom Services

Apart from technical challenges, the services engagement also required building a process to interface with end clients

directly. The final process consisted of establishing the process for scoping sessions to harvest client's requirements, reporting mechanisms to provide status updates to the client and its end users, walk-through sessions of demo deliverables, and creating a functional billing process. The technical side of the services engagements involved:

- The creation of custom reports and extracts using standard MS SSRS and MS SSIS frameworks.
- Creating customized MPP compatible ETL code to load custom attributes into Data Segment data mart.

## RESULTS

- The data segmenting application has been widely successful among the client's end users base. More than 100 end clients bought the yearly subscription. A vast majority of the end clients further requested customized implementations, which were facilitated by the Intetics team.
- The Reporting product was moved out of beta and is now being sold to end users. The solution empowers end users to create their own reports using a set of standard and pre-defined attributes and

measures. Intetics development team also supports the client is customizing different Reporting instances for different end users.

- Intetics team was able to rise up to the challenges presented by the client in addressing its pressing business and performance needs. The team continues to work with the Client in a number of development and services areas, and operates not only under a vendor-client relationship but under a strong partnership bond.



## QUICK FACTS

- ✓ *Facilitates the deployment of 100 million emails for one of the largest clients daily*
- ✓ *Highly integrated with a vast majority of CRM systems*
- ✓ *Provides great flexibility in terms of customer data usage*
- ✓ *~ \$150 million annual revenue*