

The LIME logo is rendered in a large, bold, black, sans-serif font.

Informatica Transforms LIME in an Agile Telecommunications Business Across the Caribbean

The Caribbean's leading telecommunications company standardizes on the Informatica Platform to improve responsiveness and cut costs in a growing, highly competitive, and fluid market.

FAST FACTS

BUSINESS INITIATIVES

- Increase operational efficiency
- Grow revenues
- Introduce a unified view of three million customers

TECHNOLOGY STRATEGY

Implemented the Informatica Platform to create a high-availability, scalable, and high-performance data integration infrastructure. By standardizing on this open, unified platform, LIME is uniquely positioned to create a flexible data warehouse geared to supporting accurate, timely, and trusted business intelligence.

“Informatica has provided a much clearer insight into the behavior of LIME’s three million customers, their purchasing patterns, and emerging market trends. The simplicity of connecting to various data sources and delivering quality information on time, in addition with the roll out of the future data warehouse and business intelligence platform, will help LIME’s executives make faster, more accurate business decisions in support of our growth strategy.”

— Linbert Dixon, Regional Business Intelligence Manager, LIME

Consider the LIME Dilemma

It is no idle boast. LIME promises its three million customers the best service and the best communication solutions across the Caribbean, but there was work to be done to achieve that promise. In particular, the company’s data integration infrastructure was undermining fast, effective decision making. Customer, sales, provisioning, product, traffic call detail records (CDRs), billing, and restoration data continued to reside in multiple different silos. Data outages were a regular occurrence, and on many occasions, excessive disk I/O and CPUs operating at 100 percent utilization, interfered with how quickly business intelligence was available for making decisions.

BENEFITS

- Helped LIME's executives make faster, more accurate business decisions in support of growth strategy
- Introduced a holistic view of three million customers and operations
- Improved responsiveness in a growing, highly competitive, and fluid market
- Cut costs by eliminating redundant systems and automating other systems
- Increased performance by lowering data integration time from five minutes to three minutes
- Adhered to SLAs with the lines of business for data availability and performance

NUTS AND BOLTS

- Solutions: Data Warehousing, Data Integration
- Products: Informatica PowerCenter® Advanced Edition with High Availability Option™ and Enterprise Grid Option™
- Supporting Technologies: Oracle 10g RAC, Red Hat Linux GFS, HP DL580 G5 series nodes
- Sources: Oracle Rdb, Oracle, MySQL, SQL Server, SAP, SaaS, and flat files
- Target: Data warehouse, heterogeneous systems

By standardizing on the Informatica® Platform, the Caribbean's leading telecommunications company is now able to quickly and cost-effectively integrate data across the various functional lines. The roll out of the company's next-generation data warehouse and business intelligence strategy will help LIME's executives make faster, more accurate business decisions in support of its growth strategy in the near future. It will also help to introduce a holistic view of three million customers and operations, and improved responsiveness in a growing, highly competitive, and fluid market.

The Caribbean's Leading Communications Company

LIME—that's L for Landline, I for Internet, M for Mobile, and E for Entertainment—is the Caribbean's leading communications company, with 3,500 employees. A subsidiary of Cable & Wireless plc, LIME provides three million customers with a wide range of communications solutions across 13 geographical markets in the Caribbean, namely—Antigua & Barbuda, Barbados, British Virgin Islands, Jamaica, Dominica, St. Lucia, St. Vincent, Cayman Islands, Grenada, Anguilla, Montserrat, St. Kitts & Nevis, and Turks & Caicos.

Despite the Caribbean market being relatively small by global standards, telecommunications has become one of the region's major growth industries. The growth is being fuelled by declining tariffs in the mobile and long-distance sector and by increased deployment of broadband networks. Because mobile penetration rates are still relatively low, the mobile market is expected to continue to enjoy solid subscriber and revenue growth rates. LIME faces strong competition across the market, and to stay ahead, it is introducing bundled packages of converged services to meet customer demand for seamless, value-added communications. The company is also seeking to reduce costs by eliminating infrastructure and service duplications and by adopting automated service provisioning and customer self-service.

These business initiatives all require LIME to integrate data from multiple sources across the region, but that's a formidable task when the data is in massive volumes and complex formats, and also from diverse sources.

Breadth of Technology Solutions Made Informatica the Number One Choice

LIME has long been an advocate of data warehousing to help turn business data into business intelligence—to ultimately increase efficiency and grow revenues. It was the failure of an initial data warehousing solution based on SAS and Oracle Warehouse Builder (OWB) that spurred LIME to consider Informatica. "The breadth of Informatica technology solutions, their experience in the telecommunications market, and the unified, open software architecture were the reasons why Informatica was our number one choice," says Linbert Dixon, business intelligence manager, LIME.

An initial Informatica implementation was a runaway success in 2006, populating the company's data warehouse with consistent, accurate, and current data from multiple sources to use in analytical and operational applications throughout the business. However, continued business growth and spiraling data volumes soon impacted performance and data availability, as Dixon explains. "That initial deployment whetted our appetite for Informatica, but very soon, we were experiencing memory problems, CPU usage and disk I/O were extremely high, and we were exposed to a single point of failure."

Despite these shortcomings, LIME still needed to harness data from several subject areas to support decision making, but only if the data integration environment offered the appropriate performance and availability. According to Dixon, “By upgrading to the latest release of the Informatica Platform we were able to take advantage of the high availability and grid environment functionality. This has transformed our ‘always on’ computing strategy, our data integration scalability, and performance.”

Informatica Platform Guards Against Outages, Ensures Uptime, and Reduces Risks of Downtime

In 2008, a Dixon-lead team installed the new release of the Informatica Platform and LIME’s success was recognized by senior Informatica representatives at the Deep Dive seminar held in 2009 in Las Vegas. The highly available platform is supported by Oracle 10g RAC and Red Hat Linux GFS.

LIME is currently rolling out this new release to address its reporting and analytic requirements. The high-availability functionality configures multiple backup services across the entire platform, while data integration processing can automatically be rerouted to minimize service interruptions if a hardware, network, or software outage occurs. In addition, automatic recover and restart procedures allow LIME to continue processing data from the last checkpoint instead of restarting and repeating the entire batch job. As a result, Informatica helps LIME guard against service outages, ensure data uptime, and reduce the costs and risks associated with downtime. Simultaneously, grid features—such as the distributed processing of a single session across multiple server nodes on a grid and adaptive load balancing—contribute to the optimal use of existing assets and improved responsiveness to changing business demands.

“Informatica has transformed our data integration performance and availability,” says Dixon. “Jobs that used to take five minutes to run are now complete in three minutes; and other jobs that used to take one minute now only take 19 seconds. Moreover, daily failures have been replaced by barely any downtime. This plays a vital role in helping our team commit to the performance and availability service level agreements we have with the lines of business. Overall, the environment is stable, quick to set up, and easy to maintain.”

With data availability and performance taken care of, LIME can concentrate on integrating data, regardless of source or format, into the next-generation data warehouse. Currently, Informatica supports 400 core users, nine terabytes of data, and integrates an average 619 million rows of data every month (equivalent to 44 million rows every day). This data includes business intelligence on prepaid/postpaid traffic CDRs, billing, product, collections, service level, provisioning and restoration, among other subjects. “Informatica has provided a much clearer insight into the behavior of LIME’s three million customers, their purchasing patterns, and emerging market trends,” Dixon says. “The simplicity of connecting to various data sources and delivering quality information on time, in addition with the roll out of the future data warehouse and business intelligence platform, will help LIME’s executives make faster, more accurate business decisions in support of our growth strategy.”

ICC Reduces Project Delivery Times and Costs

This pioneering Caribbean data integration strategy doesn't end there. LIME is now considering the adoption of an Integration Competency Center (ICC) to lead and support enterprise integration projects and promote enterprise integration as a formal discipline. "LIME is still largely subdivided into functional areas such as Marketing, Sales, and Finance, each with separate operating silos," notes Dixon. "An ICC will bring together a centrally coordinated group of integration expertise, sharing people, technology, best practices, and processes. By streamlining data integration via an ICC, LIME will be better positioned to reduce project delivery times and costs and improve return on investment."

One of LIME's messages is, 'It's time for LIME'. Based on the success of this data integration strategy, it's time for LIME to become an adaptive enterprise.

Learn More

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 3,900 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.



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