



RAC Accelerates Time-to-Insight and Drives Increased Revenues and Enhanced Customer Value With Informatica Data Integration Platform

FAST FACTS

CUSTOMER

RAC plc, the leading supplier of motoring solutions in the U.K.

BENEFITS

- Single view of customer
- Improved campaign management
- Enhanced decision making
- Platform for further diversification and growth

INFORMATICA SOLUTION

Informatica PowerCenter

NUTS AND BOLTS

- Data integration: Informatica
- Sources: Siebel, Chordiant Marketing Director and SAS Enterprise Miner plus other RAC systems including Oracle Databases, Third Party flat files and Excel spreadsheets
- Target: Oracle RDBMS 8.1.7
- Platform: IBM P660-6M

“Informatica’s PowerCenter ETL tool has been a technological cornerstone of RAC’s Data Warehouse project; it has provided efficient extraction of disparate data sources, the application of complex business rules in the transformation mappings, and highly performant loading of the transformed data into the target database.”

— Andrew Urbanski, Data Architect, RAC

One of the best known brands in the U.K., RAC has leveraged its position as a leading roadside assistance service to become a diversified provider of a comprehensive range of individual motoring and vehicle solutions including vehicle financing, insurance, automotive glass, and traffic and travel information.

The Challenge

RAC has been a remarkable success story in the U.K., building not just a strong brand name, but also a diverse portfolio of routes to market and a large and loyal customer base. However, like many diversified and fast-growing companies, RAC lacked a group-wide understanding of the value of individual customer relationships. Customer databases, market channel and business processes too often existed as disconnected silos. Legacy systems and process abounded, and had little relationship to current business realities and needs—for example, the main membership database was nine years old, resided on an aging mainframe system, and there was no data feedback loop.

As RAC continued to grow and add to its range of motoring solutions, the problem became more acute. As is so often the case, information users were not empowered and were highly dependent on IT to process their information requests. The resulting IT run ad hoc queries could take up to six hours to execute, and also resulted in a flurry of internal cross charges to business users.

Determined to place the customer at the centre of its business processes, RAC launched a programme for business change, dubbed Customer Centric Management (CCM). Integral to this new business model was a Customer Data Warehouse (CDW) which would have to centralise data from disparate operating units, provide a single view of the customer across the organisation, and empower business users with right-time information.

The Solution

RAC chose Informatica PowerCenter as the data integration cornerstone of its CDW, extracting and transforming data from numerous disparate sources and integrating it into the Oracle-based data warehouse. According to Andrew Urbanski, RAC data architect, "The selection of PowerCenter as RAC's ETL tool of choice followed a rigorous proof of concept trial with strict success criteria, all of which were achieved. Alternative solutions were unable to meet all of these criteria."

PowerCenter currently consolidates information from 14 different data sources, including individual membership and renewals, breakdown operations, travel sales, legal expenses insurance, motor and home insurance, vehicle inspection, fleet sales, driving lesson, auto windscreen, and customer contact data. "Major" data in the warehouse is updated on a daily basis and staged in 17 data marts within the overall CDW. As data is transformed by PowerCenter, audit keys are placed on each record and metadata is stored in tables accessible by end users.

Having its customer-related data centralised by PowerCenter in one place has vastly improved RAC's management information capability. For example, mainframe reports could take as long as 3 days to write and 6 hours to run, by IT. With the source data now in the CDW, the same reports are written and run in just minutes, this time by business users. Even more important, RAC personnel are now able to engage in customer segmentation and modelling activities using comprehensive and up-to-date data. This in turn has led to a better understanding of RAC's customer base, including the lifetime value of each customer, their cross-purchase potential, and renewal rate.

As one analyst stated, "The database is magic! "As the CDW environment's implementation proceeded in a staged fashion, PowerCenter also eased and sped the migration of individual membership data from RAC's legacy mainframe and into a new Siebel Customer Front Office system, a process that required considerable remapping of data into the warehouse. Additionally, PowerCenter enabled the long-desired closed loop of renewal data back into the membership database within the Siebel system-thus providing greater visibility into the effectiveness of renewal campaigns.

The Results

Single, comprehensive customer view

By leveraging PowerCenter-integrated data, RAC not only has gained a better understanding of each customer's lifetime value, but has also enhanced its ability to provide increased value to customers across its multiple market access and delivery channels. The unified customer view delivered by PowerCenter helps drive coordination between product management teams, stimulates crosspurchase of products and services, and enables sustainable competitive advantage.

Improved campaign management

Access to comprehensive and detailed data has enhanced the planning and execution of accurately targeted cross-sell and renewal campaigns, leading to increased revenues and decreased costs. For example, a CDW-driven annual travel insurance renewal campaign recently raised the renewal rate to 26%, up from the 5% prior to the CDW.

Enhanced decision making

Key management reports are now generated directly from the integrated data in the CDW and RAC ad hoc reporting capability has been dramatically enhanced-with answers being returned to business users in seconds or minutes as opposed to hours or even days. Not only has time-to-insight been greatly accelerated, but the amount and types of data that can be readily analysed has significantly increased, leading to more accurate and meaningful insights. By the same token, changing end user information needs can be quickly and cost-effectively accommodated due to PowerCenter's GUI driven codeless development.

Platform for further diversification and growth

By helping drive opportunities for increased revenue and by providing a flexible, high performance platform for responding to business change, PowerCenter supports RAC's continued growth and diversification. New lines of business, with their unique systems and information needs, can be quickly and seamlessly integrated, and the scalable data integration performance required to support multiplying information types, increasing data volumes, and escalating end user demands has been repeatedly demonstrated.

INFORMATICA[®]
The Data Integration Company™

Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informatica.com

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First Published: 2005

6929 (01/28/2009)