

Certified data: for FASTWEB, quality means efficacy



“With Informatica MDM we will be able to respond faster to changing demand on the market, improve customer service, prevent errors, and offer a better overall customer experience”

Guido Roda, Head of Information Technology, FASTWEB

FASTWEB: the first new generation network

FASTWEB is Italy’s biggest alternative telecommunications operator, a position of leadership it has gained thanks to the quality of its services and their ability to meet the needs of all market segments. The company offers voice and data services and applications for both the residential and business segments of the market, and serves a total of 1.94 million customers. FASTWEB’s success is supported by a strategy oriented toward constant innovation and improvement of the fiber optic infrastructure, which now extends over 35 thousand square kilometers and covers about 50% of the population of Italy, offering ultra-broadband services to 3.6 million homes. The figures allow FASTWEB to respond to evolution of the requirements of households and businesses requiring ever faster connections and more efficient cloud

computing, security and convergent communications services. The company, which joined the Swisscom group in 2007, has earmarked 2 billion euro for investment in innovation and infrastructure over the next four years.

Customers’ behavior changes constantly, tending toward a multi-channel approach; in this increasingly competitive scenario, data, information and their integration to serve business play an increasingly decisive and strategic role for companies such as FASTWEB. Thus the company has implemented a project for identification of an effective tool employing a process of rationalization to optimize the potential of data, the true critical entity underlying the company’s business. Only a Master Data Management tool could guarantee accurate, dependable information and put data management at the center of a single centralized strategy for sales, marketing and customer care.



In brief

- FASTWEB, one of Italy’s biggest telecom companies, has chosen Informatica MDM as its Master Data Management platform to guarantee availability of accurate, reliable information

Business targets

- Obtaining reliable data and accurate information on customers for customized marketing and cross-sell and up-sell proposals
- Preventing errors and use of inconsistent information

Challenges

- Offering a better customer experience
- Obtaining a flexible Master Data Management solution capable of adapting to the market and to the challenges of the future
- Unifying information on subscribers’ contracts with information on services provided in different order management systems and in salesforce.com to create a single, consistent overall view of all residential customers and relations with them, including the number of users per home, preferences and behavior
- all business customers and the positions they hold in their companies
- inventory of service contracts issued

Solution

- Informatica MDM
- Informatica Data Quality and Data Integration

Results

- Consistent, reliable data for more effective initiatives targeting customers
- ROI resulting from ease of integration in the company’s operating environment
- A consistent view of the customer in salesforce.com, resulting in a complete customer relationship permitting Cross-Sell/Up-sell initiatives and creation of customer-focused strategy and programs
- The marketing and sales team benefits from better customer profiling for targeted marketing promotions and cross-sell/up-sell proposals
- The customer service team can provide an appropriate level of service for the specific customer

Summary

- Informatica MDM allowed Fastweb to introduce an MDM strategy and set up a new Enterprise Data Hub with quality data to improve commercial processes
- Partner: HP

Exploiting the potential of information

Master Data Management, customer data as business focus

FASTWEB has introduced a program for identification of a new data storage and management model which aims to provide the teams working with customer data and contracts with reliable, complete information. In order to do this it was essential to define a standard for how information should be recorded and establish our own corporate certification of data quality.

The goal was to permit a rapid, effective response to customers' requests while feeding the Data Warehouse and the company's other tools on the basis of correct, certified information sources that also involve sales, marketing and customer care tools. All providing reliable data, the quality and authoritativeness of which was to reach all levels throughout the company, eliminating the risk of error and making initiatives targeting customers more efficient.

"In order to have certified data, we needed to start by defining the concept and creating a model for company data that could be used by our operating units," says FASTWEB IT Architecture Manager Nicola Angelo Salvemini.

"We therefore invested in definition of a Business Data Model, that is, a model on the basis of which to organize all information on customers in our possession, and set up a hub in which to collect the data - initiatives with an undoubted technical and organizational impact." The Business Data Model is designed to offer an integral example of all the information

produced and used in FASTWEB. Implementation of the Enterprise Data Hub (EDH) involved collecting and filing data on the basis of a model defined through the BDM in a new integrated system within the Business Intelligence architecture. "An initiative designed to permit data management guaranteeing uniqueness, accuracy and consistency over time," adds Salvemini. All to improve the overall quality of information. "We began a constant, proactive process of analysis capable of identifying anomalies and inconsistencies during profiling, to create an effective pool of basic information."

Definition of policies contributed to writing of a Data Governance management system. At this stage a need emerged for identification of Data Stewards dedicated to use of the solution chosen to support the project in order to identify rules on which to base creation of a certified data master and, in general, govern processes and settle particularly controversial issues, overseeing the evolution of the market served by FASTWEB.

Results

Better customer satisfaction and fidelity

FASTWEB is relying on the MDM (Master Data Management) solution to complete this ambitious, complex project. At the end of the first phase in the project, Informatica MDM permitted activation of Master Data Management processes and finalization of a new Customer Data Hub populated by information regulated by the certified data model. After the summer of 2014, Fastweb plans to expand EDH by providing Order Managers to improve the level of customer service, obtaining

correct orders and prompt payments as a result. By the end of 2014 it will complete the extended customer data master, obtaining billing data from billing programs for even more extensive coverage of the new architecture in the corporate area. "FASTWEB is evolving. In this process, systems serving the units that work with customer information must permit use of data filed in the EDH according to the corporate model. Once this level of quality has been implemented, integration with the new data management system will be extended throughout the company."

Staff working in contact with customers are already able to feed the Data Hub where all commercial information is stored correctly. "We are currently seeking to quantify the savings resulting from data certification, taking into account the amount of time we used to spend working with data and information that was incomplete or did not meet corporate standards." Before, all data was managed through cross-checking, manual entry or other procedures which could not be replicated in other operations.

In the future FASTWEB will continue to feed the EDH, completing integration of data residing on all its internal systems, with the addition of management of unstructured data that is not yet handled, such as Big Data, data on the customer experience and use of applications, and information on activities such as video streaming. "This system will allow us to use data to offer customers personalized proposals, as well as to respond to issues and problems identified by our customers proactively and more efficiently," says Salvemini.

Informatica's role

Informatica's MDM or Master Data Management solution allows companies to improve access to business-critical data, consolidate it and ensure that it is reliable, even when located in different parts of the company. FASTWEB recognizes that the platform offers all the functions required to obtain support in Data Master Management and creation and feeding of the new Corporate Data Hub. "When making this choice, we identified Informatica's MDM as offering the most complete tools for Data Stewards," adds Salvemini. "What's more, the platform is integrated with PowerCenter, Informatica's ETL solution. We chose to continue on the same path and confirm the same brand, a market leader, ensuring we are prepared to deal with issues that may arise in the future, starting with management of data from social networks." Being able to intercept customers' behavior on the basis of information from web 2.0 is the challenge the most advanced enterprises are currently preparing to meet.

Informatica MDM is a complete, scalable, high performance solution offering the most complete data access available on the market which can easily be integrated into FASTWEB's operating environment, so we can be sure of the return on our investment. "Unlike other products we looked at, Informatica MDM has the flexibility to permit a high degree of customization," Salvemini says. And its easy configuration will allow companies such as FASTWEB, in which data management is a business-critical aspect, to adapt to the demands of a continually evolving market with the maximum flexibility and obtain long term benefits.



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