

Success Story

Consultancy to Evaluate BI Suite for Leading UK company in the Betting Business

About the Client: The customer is one of the leading companies in the retail betting space in the UK. Its operations are split into multiple channels such as Online Betting (e-commerce), In-Store Betting (retail locations), Casino (Gambling outlets) and Tele Betting (on the phone). They were planning to establish a Management Information system and a measure of analysis had been performed on user requirements, BI tool sets, resource costs, tool costs and potential development partners. They were looking for an advisory partner who will assist in the evaluation and recommendation of the right suite of BI tools.

Challenges:

- The customer had a number of data sources ranging from legacy applications (based on Universe/ DB2 database) to client server/ web based applications to ERP (JD Edwards)
- Diverse user profiles from E-Commerce Personnel, Analysts, Senior Management to Tele-Betting Personnel
- Diverse hardware platforms like HP 9000 V Class and AS/400 servers, operating systems like HP/UX, OS/400 and database technologies like DB2, Universe. They also had J2EE/ WebLogic environment for certain business areas and had procured licenses for Datastage.
- The proposed Data warehouse was expected to consolidate data from these varied data source 'silos' – the data ran into several Terabytes (TBs) and the applications were not integrated.

Solution:

- We carried out systematic analysis of various technologies available in BI space in three categories – Repository RDBMS systems, ETL Tools and OLAP / Reporting Tools.
- We took the help of published Research by Gartner, Forrester, IDC, DM Review, Giga Group etc. to shortlist the following products:
 - DBMS : IBM, Oracle, Teradata, Microsoft, SAS and Sybase
 - ETL Tools: Informatica, Ascential, Data Junction and Hummingbird
 - OLAP Tools: Cognos, Business Objects, MicroStrategy and ProClarity
- We conducted onsite unstructured interviews with the client's and structured meetings with product vendors wherein the vendors made presentations and demos and answered a questionnaire.
- We then rated each product on the basis of the 140 evaluation parameters divided into following categories:
 - RDBMS:** Scalability and Performance, Data Integration, Security, Manageability, OS/Hardware Compatibility,
 - ETL Tools:** Development and Administration, Data Quality, Data Extraction, Data Transformation, Platform Support, Scalability, MetaData Management
 - OLAP/ Reporting Tools:** Architecture, Openness and Integration, Modelling Capability, GUI Analytical Capability, Audit, Administration, Security, Scalability
 - Generic Parameters:** Vendor Stability, Tools Reputation, Customer Base, Customer Satisfaction, BI Vision, Helpdesk and Support, Documentation, Training Programs, TCO, Customer Affiliation, Intangible Advantages to Customer

Result: On arriving at the scores we ranked these products to propose two suites of products which scored high on majority of the parameters – champion suite and challenger suite and asked the customer to choose.