

# Single View of Customer and Product Analytical Platform



## The Challenge

A large Energy Utility had been using a Retail Analytics Platform which was unable to deliver the accurate information for compliance reporting, reconciliation and remediation.

Data was held within multiple, independent systems and there was no single view of the master data relating to customers, premises, contracts etc. Major considerations included:

**Licensing:** Appropriate policies for management of new and existing software needed to be developed.

**Infrastructure remediation and enhancement:** introduction of a new database to improve data availability and provide efficiencies in the collation of data.

**Information architecture and management:** Data supplied to users must be of a high quality, readily available, consistent, and managed appropriately internally.

**Data integration and coverage:** Address integration issues, reduce errors and remove direct access to source systems for compliance

## Our Solution

InfoCentric worked with the business and IT to create and subsequently implement a stabilised Retail Analytical Platform.

This enabled the performance of retail analytics, campaign management and customer insight reporting, as well as embedding the insights into business processes.

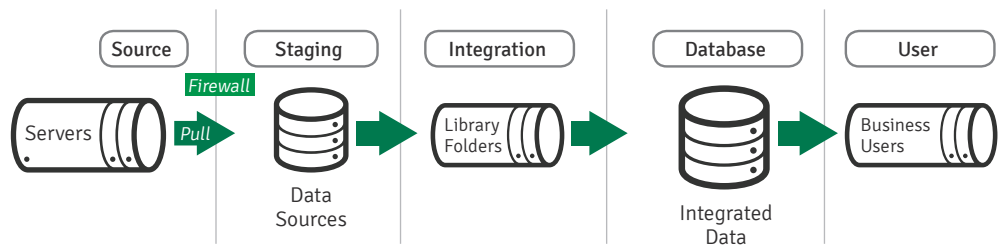
Our solution integrated the multiple data sources to form a dimensional model capable of the business's need for Big Data. Delivered using the Agile methodology InfoCentric developed the business case, designed the architecture, defined the governance requirements, managed the project through to handover and provided extensive mentoring for transition to Business as Usual.

InfoCentric employed best practices and thought leadership in Information Management underpinned by a team with trusted expertise and capabilities in not only technology but also the utilities industry.

## The Benefits

The team provided cost effective retail analytical platform that resulted increased business satisfaction.

**How will InfoCentric help enhance your organization Insight today and tomorrow?**



InfoCentric's High Level Processing Architecture

## Trusted Delivery Partner

*"I'm delighted to have InfoCentric as a Trusted Core Delivery Partner. The business identified the possible loss could be 15 folds more than the cost spend to build the Stabilized retail analytical platform by InfoCentric"*

Senior Manager, Utility, Australia

*"The business tells me that if we switched off the flow of information provided by your team, it would be like switching off their oxygen"*

General Manager, Analytics

## Engage with InfoCentric

Find out how InfoCentric can help you get more insight into your organisation's information today.

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