Consolidated Data: Apparel Company - Knowing Your Customer, Everywhere They Go

ORGANIZATION

Our client is a renowned retail apparel chain headquartered in Texas, operating over 1,500 stores across the US and Canada. As a leader in the fashion retail industry, the company has strategically acquired several prominent market players as subsidiaries, further expanding its market presence. Backed by a robust supply chain and warehouse network, their team of approximately 22,500 employees provides a high-touch, personalized shopping experience, driving loyalty across all their brands.

CHALLENGE

The desire to maintain upscale quality and integrity was paramount to their strategy. However, the client recognized that rapid brand acquisitions, in the long term, had led to substantial information challenges. These included functional silos, data redundancy, multiple data marts and reporting tools, the absence of a common enterprise data model, integration and delivery issues, data quality problems, and cross-team coordination difficulties. With separate Data Marts for each brand or business unit, maintenance and training costs had grown out of control. Additionally, achieving a consolidated view of business performance was time-consuming due to inconsistent data structures across different Data Marts and persistent data quality issues.

A study was conducted with input from various stakeholders, with the key outcome being the consolidation of all data marts into a single Integrated Data Warehouse (IDW) based on the Teradata platform. Tuxedo Sales and Rentals, a significant business unit, had its own data mart, which needed to be migrated to the Teradata-based Integrated Data Warehouse (IDW).

The integration of Tuxedo Rentals with other business units is complex, as the needs of the data consumers and the types of analysis performed (e.g., Reservations, Delivery, Advertising, Leads, Surveys, Campaigns, Products, Inventory, etc.) differ significantly from those of other brands and business units.

TECHNICAL SOLUTION

Used XTIVIA's Data Integration framework and Best Practices to migrate the Oracle-based Tuxedo Rental Data Mart to Teradata IDW.

- Identified scope and success criteria in collaboration with the customer.
- Consolidated Tuxedo Rental, Tuxedo Retail transactions, and Tuxedo data provided by third parties (Operations and Marketing).

- Migrated DataStage ETL processes to ELT using Eclipse Code Generator tool that creates Teradata SQL scripts.
- Validated the auto-generated SQL scripts and optimized their performance.
- Scheduled the ELTs using the UC4 scheduler.
- Migrated the ROPIS (Reserve Online Pickup in Store) data from the Distribution Order Management system (on Oracle) to Teradata IDW.
- Created multiple Tuxedo Reservation Reports in MicroStrategy using Teradata IDW as the data source.
- Developed dashboards to track reservation status, style availability, and other major fashion accessories.
- Provided an integrated view of daily revenue, clothing units, alteration transactions, tuxedo rentals, tailoring transactions, and laundry services.
- Implemented multiple logical data marts to enable self-service analytics, understand the latest trends, customer behavior, and preferences, and increase accessory sales.
- Converted the Oracle PL/SQL-based Tuxedo Reservation system to Teradata and performed aggregation of Teradata tables and views for consumption by the Hyperion Planning application.
- Implemented a system to report Tuxedo reservations, track campaigns, and convert leads into opportunities.
- Conducted end-to-end testing of the data flow, comparing the current state with the future state.
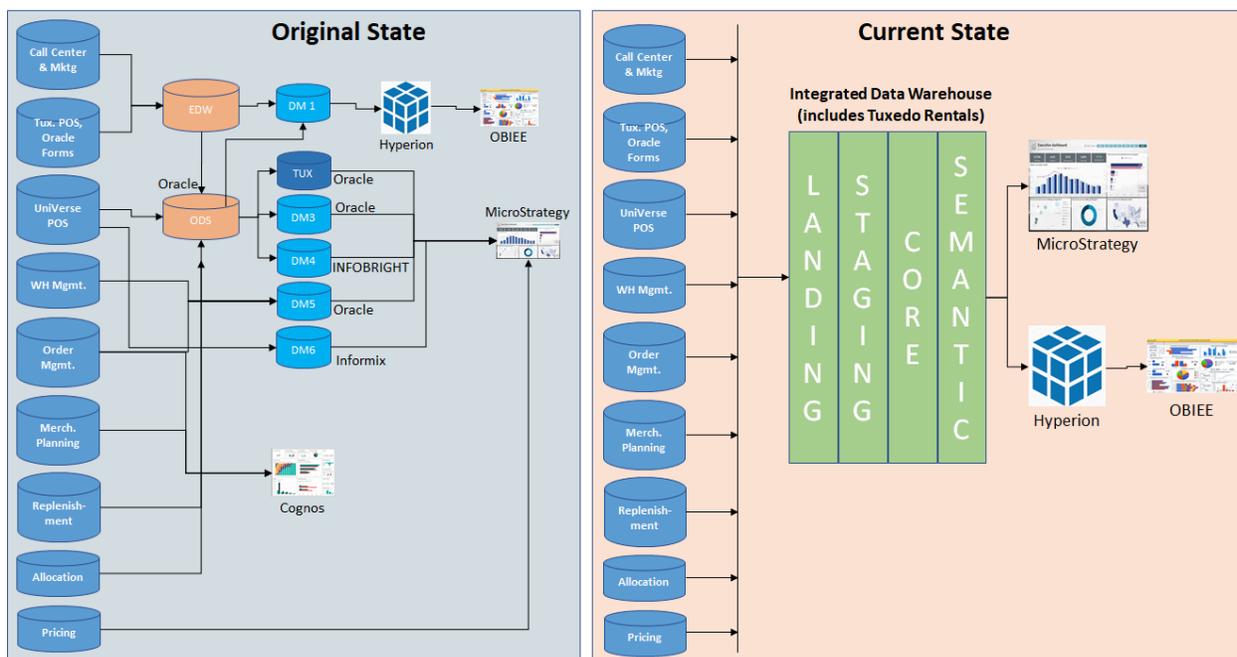
BUSINESS RESULT

- Conformity of Tuxedo Rental data to a standardized "Integrated" structure.
- Enhanced ability to analyze Tuxedo rentals and sales together.
- Improved capability to view and analyze Tuxedo Rental data in comparison to, and in conjunction with, other Brands and Business Units.
- Enhanced ability to quickly identify cross-sell and upsell opportunities.
- Improved capability to identify and convert Tuxedo Rental customers into Tuxedo Retail customers.
- Greater visibility of all leads and opportunities for sales personnel.
- Improved availability of ROPIS (Reserve Online Pickup in Store) order information and related reports to the Store Managers
- Faster response to ROPIS Order Processing
- Improved Tuxedo Rentals, Sales, and customer satisfaction

BY THE NUMBERS

- 1,400+ Stores in North America
- 65+ Million visits to eCommerce site in 2017
- 37+ Million loyalty customers

KEYWORDS

Business Intelligence, Data Warehousing, Data Migration, Data Integration, OLAP

SOFTWARE

Teradata 14.10, Teradata TTU 14.10, Oracle 11g, PL/SQL, Hyperion, SUSE Linux, InfoSphere DataStage, Eclipse, UC4

ABOUT XTIVIA

At XTIVIA, we've provided IT solutions and consulting services for over 30 years. We offer a wide range of services, including technology assessments, IT service and asset management, software development, data analytics, cloud migration, DevSecOps, ERP, and enterprise content management. Our team of experts is dedicated to each discipline, ensuring that our clients receive the best possible service. We've partnered with industry leaders to bring our clients the latest solutions. Through strategic acquisitions, we've acquired talented people who are experts in their industries, passionate about what they do, and committed to providing exceptional service to our clients. Whether you need to improve your IT infrastructure or implement new software solutions, XTIVIA is here to help you achieve your business goals. Contact us today to learn more about our services.XTIVIA has offices in Colorado, New York, New Jersey, Texas, Virginia, and India. www.xtivia.com