Significance of Data Migration and Data Quality in Technology Transformation

ORGANIZATION

XTIVIA's client is a global car rental company operating more than 15,900 corporate and franchise locations across 145 countries on six continents. Over the past five years, the corporation has provided 5,000,000 vehicles to millions of customers. With locations in major airports worldwide, the company employs approximately 37,000 people and generates billions of dollars in annual revenue.

CHALLENGE

Our client operated their Customer Relationship Management (CRM) on outdated, legacy on-premise systems, leading to a higher Total Cost of Ownership (TCO) and severely limiting their ability to standardize business processes across their global operations, which encompass roughly 20,000 users. As part of their digital transformation initiative, they decided to transition their CRM to a cloud-based system. This move aimed to streamline the implementation of process improvements and enhance operational efficiency.

Besides the operational challenges, the corporation faced several complications stemming from legacy systems and fragmented data:

- Lack of documentation and the absence of company Subject Matter Experts (SMEs) for the existing legacy applications.
- Poor data quality, including a significant percentage of duplicate records.
- Multiple parallel projects require meticulous coordination with numerous vendors and project stakeholders.

To address the client's data quality and migration needs, XTIVIA focused on two primary objectives:

- Ensure a seamless business transition during the transformation journey from legacy on-premise systems to future-ready cloud-based solutions.
- Collaborate closely with the business to identify and implement innovative data migration strategies, optimizing benefits by balancing complexity, timeliness, and cost.

TECHNICAL SOLUTION

From the outset of the partnership, XTIVIA and its client identified key challenges and planned strategic solutions, including:

- **Leveraging Master Data Management (MDM)** and the Informatica **Data Quality tool** to address issues of data duplication and inconsistency, improving data quality before migration to the new systems.
- **Ensuring parallel operations** of both legacy and new systems with zero downtime for legacy applications until the new system reaches a steady state.
- **Executing data migration** from legacy on-premise systems to cloud-based SaaS systems within the agreed timelines.

- **Managing the migration of a vast data volume** to Salesforce, involving over 100 million B2C customer records and 1.5 million B2B customers/accounts, while accounting for Salesforce's daily record volume limitations.

Early in the process, XTIVIA identified significant data quality issues and implemented transformative cleansing routines using Master Data Management (MDM) and Data Quality tools. This approach rationalized the data and achieved a single, concise view with pristine information. The Data Migration process was managed and delivered using an efficient Data Factory model with shared resources. The migration's success was further ensured through the implementation of a robust Audit and Reconciliation strategy to verify data consistency and accuracy across all business applications. Additionally, XTIVIA leveraged the Microsoft Azure Cloud platform to provide the client with an ETL environment, offering several key benefits:

- Effective planning, strategy, and delivery of a data migration solution from legacy systems to support the seamless implementation of new cloud-based systems.
- Ensuring business alignment during the migration process, with parallel operation of both legacy and new systems during the transition period.
- Leveraging a scalable ETL environment in the cloud, allowing for dynamic hardware capacity adjustments to meet data migration objectives efficiently.

BUSINESS RESULT

XTIVIA leveraged its comprehensive planning and Enterprise Information Management (EIM) strategies to deliver complex data migration solutions. These efforts involved managing massive data volumes and coordinating with multiple parallel programs. XTIVIA implemented innovative solutions to migrate data and ensure synchronization across legacy systems, new systems, and external vendor applications. By partnering with XTIVIA, the client successfully migrated their data and deployed cloud-based services, achieving the following benefits:

- A 360-degree view of customer data (both B2B and B2C customers).
- Reduction in the number of managed systems, resulting in a significant decrease in Total Cost of Ownership (TCO).
- Smooth transition from legacy on-premise systems to a cloud-based CRM system.

XTIVIA's experienced experts provided the following:

- A comprehensive view of information to enable a robust and repeatable data migration solution
- Detailed analysis of source data structures and early identification of data quality issues.
- Additional data cleansing routines as required by Salesforce and MDM target systems.
- Close coordination with the business and system SMEs during the mapping of source data structure with Salesforce and MDM objects.
- Established cross-referencing of data between Salesforce and MDM.
- Audit and reconciliation reports, including the provisioning of data sample sets at target systems, to ensure the accuracy of verified migrated data.
- Used IBM Optim Data Archival tool to assist with data archival of decommissioned applications (ePowercenter, CRCS, etc.).

BY THE NUMBERS

- 169M Source Customer Records
- 20,000,000 Loyalty Customers
- 1,800 Systems
- 5 International Brands

KEYWORDS

Master Data Management (MDM), Informatica Data Quality, cloud-based systems, legacy systems, Total Cost of Ownership (TCO), Salesforce, ETL environment, Audit and Reconciliation strategy, scalable ETL, Enterprise Information Management (EIM), data migration, data cleansing, external vendor applications, Microsoft Azure Cloud, IBM Optim, Data Archival

SOFTWARE

Informatica PowerCenter (IDQ 10.2) Microsoft Azure SQL Server IBM Optim Data Archival Orchestra EBX5 5.4.1

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