

Egg Case Study

PROVIDING THE FUEL THAT'S DRIVING EGG'S BUSINESS GROWTH

The Challenge

Created by Prudential, the UK-based financial services company, Egg is a revolutionary e-commerce company that, since its launch in 1998, has already attracted nearly two million customers. Now listed on the London Stock Exchange, it is evidence that banking, investing, insurance and shopping can not only be offered online, but conducted successfully and securely. With over 2,000 staff in offices in London, Dudley and Derby and a 365-day, 24-hour operation, customers can access and manage their Egg accounts via the Internet, over the phone, or through a digital TV. When it launched, a conscious decision was made at Egg to outsource its data warehouse. With little information available on how the new e-bank would be perceived by the public, it was a logical move to ensure that the best possible service could be provided for its customers, however large the customer base grew. After four years, however, with customer numbers stable and business growth predictable, it was decided to create an Oracle database and transfer all customer data in-house.

The Solution

The creation of the Oracle database was the point where the Business Intelligence skills of Amadeus proved to be invaluable. While Egg was more than capable of setting up its own database, the sheer size of the data transfer was huge. In order to maintain the integrity of the data and guarantee no loss of service to its customers, 115 million transactions had to be checked to ensure that the data on the new database was, indeed, the exact data transferred from the old database.

The Results

With a list of data checks provided by Egg, the solution developed by Amadeus was fast, accurate and trouble free. In two weeks, a series of check software was written, together with a validation procedure and reporting facility. With this in hand, the data check itself took only a week to conduct. This is not the end of the story, however. Having proved its Business Intelligence skills, Amadeus is now working with Egg to run monthly data checks, create monthly reports and develop a campaign management tool that will allow the company to not just hold its own data, but use it intelligently.

ABOUT AMADEUS – The SAS Specialists Amadeus Software Limited, formed in 1989, provides Business Intelligence Solutions. We are a SAS9 Preferred Implementation Partner for delivery of SAS projects across all industries. We have earned our outstanding reputation by providing first-class solutions, unrivalled technical support and clear, practical training. We achieve this by remaining at the forefront of Business Intelligence technology and providing solutions that meet customer objectives. Our Project Management is structured to provide pragmatic quality assurance ensuring successful delivery.

