

Boire Filler Group



Case Study Library

Marketing Database

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Company profile

The Client is a Canadian subsidiary of a global enterprise with core businesses in health care, crop science and innovative materials. In 2007, the Company had approximately 1,000 employees across Canada and sales of over \$986 million CDN. Worldwide, the Company had global sales of over 32 billion Euro and spent the equivalent of over 2.5 billion Euro in R&D.

Business challenge/situation

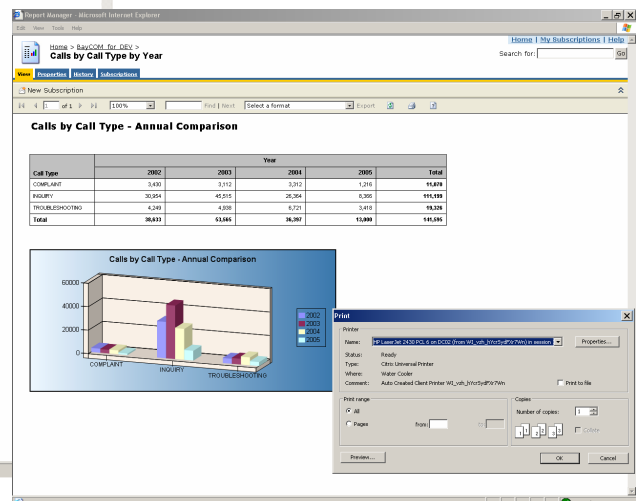
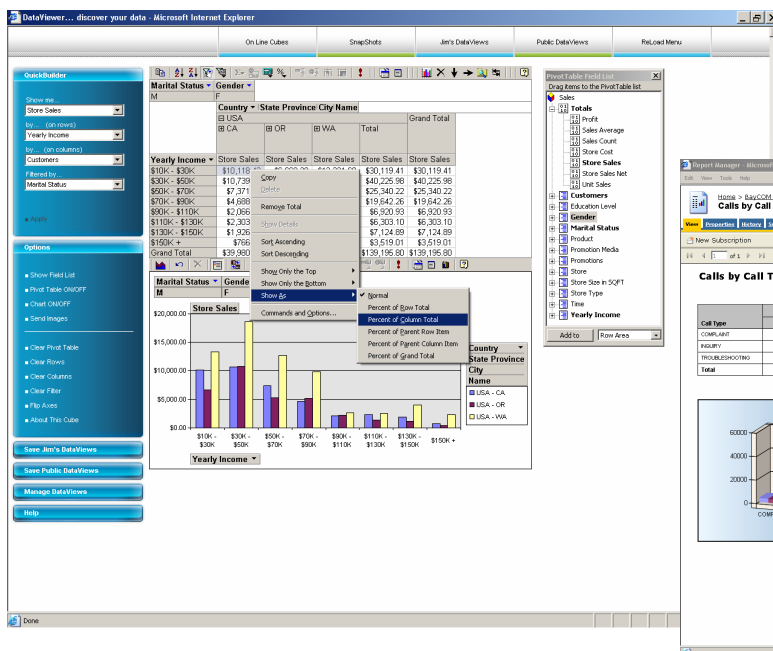
The Client's Diagnostic Health Care division maintains an operational database containing end-user purchase and warranty information. The marketing department had limited access to the data and this created a number of challenges:

- A significant reliance on the IT department to access data for product and customer analyses. Requests for information by the marketing department were put in the queue with other IT priorities.
- Difficulties building knowledge about their customers and the creation of targeted lists for marketing campaigns.

Solution

To understand end-user requirements and the existing data environment, BFG conducted a "Business and User Needs Analysis". This process focused on the existing data environment and business requirements. Information from the analysis was then used to develop a blueprint and implementation plan for the development of a Marketing data mart.

BFG developed a Marketing data mart, including client-facing applications/user interfaces that provide interactive, web-based access to multidimensional data, standardized reports and customer list selection capabilities.



Key Benefits

The data mart serves as the foundation for future analytical projects and Marketing initiatives (campaign/contact management, etc):

- A better understanding of the Customer
- Faster and more efficient monitoring and reporting
- Improved response to changing market conditions