

Case Study

Enterprise Data Management Application



Business Challenge

A Fortune 50 company struggled to accurately manage several distinct marketing programs with annual sales volumes in excess of \$50 million. Combined, these marketing programs linked 35,000 customer accounts with 1000 field sales staff and generated 20,000 enrollment changes each year.

Updating these programs, customers and sales was very resource intensive and poorly coordinated. No accurate enrollment and sales history existed. Enrollment changes to individual marketing programs were performed manually using several independent spreadsheets.

Customer enrollment in these programs involved complex business rules and little agreement existed on the definition of these rules. These rules needed to be reconciled, documented and managed in a user-friendly system that allowed staff to administer the rules efficiently and allow customer self-enrollment.

Advanced Solution

Using Microsoft .NET / SQL Server technologies, Organon worked with the client to develop a scalable and comprehensive solution that addressed these shortcomings, improved accuracy and substantially reduced the cost of managing enrollments. Organon conducted detailed strategy meetings to uncover the original intent of the complex business rules and to reach agreements upon their definitions.

This application, called the Enrollment Reporting Management Application or ERMA, includes many features such as automatic customer enrollments and program compliance reporting.

ERMA manages complex rules ensuring customers meet all requirements for a program or allows staff to override these rules when appropriate. Accuracy, scalability, and accountability have all been improved dramatically. All modifications are logged into an audit process and are managed and reviewed in an accurate and timely manner.

Results

Our client has dramatically improved the accuracy of its enrollment data and observed an increase in customer satisfaction since ERMA was deployed. The user-friendly interface has helped increase customer enrollments and prompted staff to update enrollment changes more frequently. The number of changes reached 65,000 per year and the number of enrollment errors has decreased accordingly. All told, Organon used its business and technical knowledge to dramatically improve their client's profitability.



Technologies:

- MS SQL Server 2005
 - Database Engine
 - Integration Services
- IBM DB2 8.0
- .NET 2.0
- Oracle 10g

Results:

- 35,000+ customer accounts managed each year
- 200,000 + enrollment changes managed automatically
- Supports programs responsible for \$50+ million p.a. in sales

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