DataAgility

vodafone

High-Performance Data Platform for Vodafone Hutchison Australia

Unlocking Business Insights for a Successful Merger

Challenges

Merger of two phone companies

Need for a series of consolidated data warehouses to create a single customer view

Migration to a new platform

Maintain several data warehouses for regulatory reasons and for access by law enforcement agencies

Results

Consolidated customer data warehouse providing critical timely business information on over 7.2 million customers

Relevant historical data management to ensure regulatory compliance

Background

The merger of Vodafone and 3Mobile created a new telecommunications company, Vodafone Hutchison Australia (VHA). However, the success of this merger depended on more than just combining assets; it required a shift in how the company viewed its customers. They needed to create a single, unified customer view. A goal that became the driving force behind “Project Forklift.”

This project name derived from the heavy lifting entailed with migrating data to a new Teradata platform. The single customer view solution was further complicated by regulatory requirements and the need to maintain separate data warehouses for law enforcement access. Adding more layers to an already complex technical and architectural challenge.

To address this challenge, VHA turned to a trusted partner Data Agility.

Data Agility’s expertise in data architecture, integration, and migration, combined with the strength of their relationship with Teradata, made them the ideal partner to navigate the complexities of “Project Forklift” and build the data foundation for the newly merged VHA.

Challenge and Solutions

Following a broader corporate directive to consolidate all operations onto a single line, VHA chose to retain the existing data warehouses of one of the merging brands, migrating data and data feeds from the other brand into this established infrastructure. This decision further solidified the need for expert guidance, and Data Agility stepped up to provide crucial expertise in several key areas.

Our team focused on extracting data from the outgoing Oracle data warehouses and expertly reworking the IBM InfoSphere DataStage ETL scripts to seamlessly repoint from Oracle to the new Teradata environment.

The migration of the DataStage jobs was a complex undertaking, requiring a custom-built program that manipulated the jobs in an XML format. While this innovative approach generally proved effective, the inherent differences between the two platforms presented unique challenges.

Oracle, a general-purpose database system, and Teradata, a highly specialised data warehousing platform, operate with distinct underlying architectures. This meant that while a direct translation of commands might eventually achieve the desired outcome on both systems, optimal performance required fundamentally different approaches.

This inherent difference highlighted the significant technical hurdles that Project Forklift faced. A prime example involved populating the 'date' dimension. On Oracle, a stored procedure, looping through and inserting hundreds of thousands of rows one at a time, would complete in approximately five minutes. A literal translation of this process to Teradata resulted in a drastically increased runtime of two hours.

Data Agility's deep understanding of both platforms became invaluable at this stage. Our team, leveraging our deep Teradata expertise, re-engineered the script from the ground up, implementing a single, powerful insert statement—a technique far more native to Teradata's architecture. This optimised approach dramatically reduced the runtime to under a minute, exceeding the customer's performance requirements.

Data Agility's involvement extended throughout the critical phases of Project Forklift, from initial implementation through rigorous testing and into user acceptance. Our collaborative approach and commitment to excellence ensured a smooth transition. Ultimately, the project was delivered to complete customer satisfaction and precisely on the agreed-upon target date.

Results

- The business operates a consolidated customer data warehouse providing critical timely business information on over 7.2 million customers enabling VHA to compete effectively in a highly competitive market.
- The new system effectively manages relevant historical data, ensuring ongoing regulatory compliance and providing a robust foundation for future business decisions.

Data Agility's expertise in data integration and migration was critical to Project Forklift's success, ensuring seamless data flow across VHA's diverse systems. Our team's technical capability enabled the delivery of an outstanding solution, which was publicly recognised by VHA management.

DataAgility

Data Agility are specialists in Data Analytics and Information Management. We support our clients to improve performance and resolve business issues through the effective application of their data.

Robert D'Astolto
Head of Data Analytics
M: 0438 565 886 T: 03 8646 3333
robert_dastolto@dataagility.com
Level 10, 420 Collins Street
Melbourne, Victoria 3000