



RI360 Implementation Case Study Wireless Communications Affiliate A Sea of Comma-Delimited Files

The Problem. A Wireless Communications Affiliate on the East Coast received a large and varied set of comma-delimited files on a daily and monthly basis. These files represented customer, service, and revenue data for about a quarter million wireless subscribers. Although a proprietary system was provided by the national carrier to view this information, it was difficult to use and didn't provide the ability to easily view, trend, or drill-down into the data.

The RI360 Solution. After reviewing the needs of the customer with regard to both the structure of the data and the need to trend current and historical aspects of the data, collectors were built for each of the customer, service, and revenue comma-delimited files. These collector jobs were scheduled to run daily and scan a designated directory to pick up any new files sent by the national carrier. A business case was also made to 'roll-up' this data, both on a monthly and month-to-date basis. Finally, after several months of working with and reviewing this set of data, it became apparent to the customer that comparing snapshots of data over time and creating 'Delta' collectors (e.g. added and deleted customers) would provide visibility into growth, sales, and promotion trending. From what started as a handful of small collectors turned into a stable of 35 collectors, many of which are focused on specific data scenarios that lie within the base set of collectors.

Benefit. Many benefits have been derived from this implementation over time. The large comma-delimited files were now represented as relational data stores, easily accessible by both the RI360 client application and any other reporting tools. Valuable trending and industry-recognized metrics were automatically provided including customer churn, average revenue per customer and promotions profiles. In a matter of seconds, any employee has access to the information, delivered in any browser, without any client installation or IT involvement.

Cost / Timeline. Because the overall solution was delivered incrementally over a couple of years, it is difficult to outline the total costs here. However, for the most part, a comma-delimited (CSV) or flat file as a basis for one collector would start at ~\$3,000 (3 days of development effort). Assuming an initial implementation of a few collectors (e.g. 5), the development effort would be ~\$15,000 and take approximately two weeks, from the date of RI360 installation to production implementation. This is above the initial RI360 license (see the RI360 Price Sheet, available from RI360 Sales), Oracle STD1 DB license, and Server costs.

