



## HOSTED CUSTOMER INTELLIGENCE SOLUTION AUTOMATED WITH REDWOOD RUNMYJOBS®

Experian Integrated Marketing (EIM), part of the Experian Group, designs, builds and operates high performance customer intelligence and analysis solutions. EIM helps blue chip clients — in industries such as broadcasting, financial services and telecommunications — predict and influence the behavior of customers through analysis of data collected from a wide range of sources. EIM's 200 employees build and host clients' data-marts from the company's two data centers in Luton and Bristol, UK.

### THE DEVIL IS IN THE DATA



EIM's data-marts are critical in helping their customers grow and compete. They want fast, accurate and tailored information. Increasing customer demand highlighted the need for EIM to improve the efficiency of their hosting operation and deliver more flexibility in the management of client workload.

Their existing solution for background processing was dependent on basic operating system scheduling tools. It had no capacity for complex dependency resolutions. It could neither use events to manage workload, nor dynamically respond to last minute changes. EIM's number one technical requirement was an event-driven solution that could handle

complex scheduling requirements and exploit their in-house Oracle® skills.

In addition to the operational issues, the business had to adhere to 99.9% availability service levels while striving to curb management costs and maintain existing headcount. To address the combined operational and business requirements, EIM needed a high-performance, scalable process automation solution that could be used in place of the Linux Cron utility. It would have to be able to integrate with the various tools that EIM uses to develop its solutions: Ab Initio, Sybase and their in-house developed 'Elements' software.



## | CONSOLIDATED CONTROL AND GREATER PROCESS EFFICIENCY



EIM implemented an initial environment with 25 servers under RunMyJobs. This number grew with every new customer installation. The result satisfied each of EIM's requirements, including the business need for improved efficiency and reduction in management overheads. At the same time, EIM appreciated Redwood's focus on building a strong working relationship that met EIM's specific needs from the very start to the present day.

RunMyJobs manages the workload for EIM's hosted customer intelligence solution, processing an initial

daily throughput of some 1,200 tasks, which is expected to rise considerably. The unpredictable nature of the workload makes the most of RunMyJobs dynamic process automation. EIM is now able to generate ad hoc processes, applying customer specific parameters to existing ones.

Exception notifications integrate easily with Nimbus, their business process management software, and RunMyJobs automatically sends SMS messages of any failed jobs to on-call staff. So now, during day to day operations, the process automation looks after itself.

“ The scope for growth, the flexibility for using events to trigger workload, and the ability to deploy new solutions quickly, all add to the benefits our business has gained from moving to RunMyJobs.

— Mike Potts, Director of Technical Services, EIM

## LESS IS MORE

- ▲ **Efficient:** EIM has increased their overall operational efficiency with RunMyJobs and reduced the time for solution development. The solution has reduced the number of processes from 700 to about 40. It also eliminated manual intervention and administrative overheads.
- ▲ **Flexible:** Customers now receive a reliable, flexible, high quality data service. EIM tailors solutions quickly and proactively, and responds in real-time to customer demands.
- ▲ **Visible:** A single point of control handles automation and allows a clear view of what is happening at any stage of EIM's processing from both an IT and business process perspective. Automatic SMS notification allows EIM to provide their customers with a higher level of support.

