Case Study

A large Cable MSO

April 10, 2017

A scalable, performance-oriented
Business Intelligence and
Analysis Solution for a cable MSO.

Decentrix consolidates multiple data sources, many terabytes of data, and billions of transactions into a flexible data warehouse that answers the tough questions. Quickly.

One of the country's largest providers of cable services, and an international communications leader, was inundated with spot data flooding their data warehouse. More than 20 million cable subscribers generating billions of rows of data nightly was creating a very serious data management and access problem over their multiple terabyte database. Their existing data warehouse design could not support the processing of meaningful analysis in a reasonable timeframe.

Solution

Executives could not get the information they needed to make critical business decisions. Decentrix was called in to do what was thought to be a very difficult if not impossible task: augment the existing data warehouse, without a total redesign, and make a nightly OLAP cube rebuild process viable. In a testament to the skill of the consulting team, Decentrix was able to engineer design improvements side by side with the existing data warehouse, and by using the best of breed Microsoft tool sets, achieve a level of performance that was an order of magnitude greater that the previously installed solutions.

Benefits

The in-house project team worked closely with the Decentrix consulting team throughout the project. The deep media technology knowledge contributed by Decentrix was fundamental to the successful conclusion, as were the techniques and tools drawn from the field-proven BIAnalytix™ product line.

- The client achieved a nightly maintenance process of around three (3) hours representing a 500% performance improvement from the previous impractical fifteen (15) hours.
- The architecture deployed by Decentrix was open, allowing unrestricted in-house development by their internal team to leverage this design.
- Key functionality embedded in the BIAnalytix™ Mediabase *for MVPDs™* was able to be deployed for many of the new requirements and provided advanced analysis options beyond the scope of the initial project.
- A number of required custom enhancements were able to be specified and included in the installation project plan. ■

About BIAnalytix™

BIAnalytix transforms the way a media business is governed by providing rich analytics that drive strategic insights. These advanced business metrics provide the framework for media executives to optimize their enterprise and extract maximum value from complex media processes within the fast-changing media marketplace.

- Advanced Media Analytics
- Data Driven Decision Making
- Comprehensive Business Views
- Intuitive Visualizations
- Actionable Business KPI's
- Consistent Information Governance
- Mobile Analytics
- 24/7 Access to Accurate Data
- Comprehensive Security Model
- Scalable & Responsive Architecture

About Decentrix

Decentrix Inc., founded in 2001, is a global technology and service company that develops, consults and licenses software solutions and enterprise wide analytics for Media, Entertainment, Advertising, and Telecommunications companies.

De(centrix)) ®

1200 17th St #770, Denver, CO 80202
(303) 899-4000

www.decentrix.com
www.BIAnalytix.com
info@decentrix.com