Business Case: National Data Warehouse

Scenario	Unison Systems architected, planned, modeled, designed, built and deployed a high volume, high transaction national data warehouse (DW) for a fortune 100 telecommunications client.
Triggering event	Unison's telecommunications client had several enterprise systems containing billing and customer data for all their subscribers nationwide. No single repository existed in which to query data and build reports and data feeds with a holistic view of the subscriber base.
Actors	As the System Integrator, Unison Systems project staff included 50 team members consisting of Data Architects, Data Modelers, Business Analysts, ETL Engineers, SQL Developers, DBAs, Server Admins, Program Managers, Project Managers, etc.
Stakeholders	The stakeholders within the telecommunications client were numerous and included nationwide personnel who needed to build reports and configure data feeds for corporate, division and regional uses for OSS and BSS systems, daily operations, and recurring financial, marketing, call center, technical operations and engineering metrics and websites. Executive leadership utilized the analytics extracted from this warehouse to make vital business decisions and provide insight into key performance indicators.
Summary	• Unison Systems procured the business and system requirements and developed the appropriate documentation for the technical teams to begin their design work. • The technical teams designed the data warehouse such that the raw data from multiple billing vendors landed into a series of market flat files that were processed into market master files. • The complete set of master files consisted of 25 billion records per night that were refreshed daily into an RDBMS for data reporting and mining. • The RDBMS load used a dual database schema to ensure 100% availability to the nationwide user community. • The data warehouse ETL engine (Extract, Transform and Load) was designed with a cost effective open source technology. • Approximately 750 users nationwide currently use the data warehouse.
Benefits	• Increased visibility into customer and billing data. • Heightened efficiency in querying disparate data sets in one location. • Expense reductions and operational efficiencies resultant from enhanced business intelligence.