

Redwood Business Solutions

Making complex processes easy to manage.

At a Glance

Industry

- Market and customer data analysis (Retail, Consumer, Manufacturing)

Environment

- VMware, Oracle XE, SAS, Linux, SQLnet

Key Challenges

- Process management and execution: Exponential increase in processing needs to support growing client base
- Employee productivity: No standard set of automation components required separate solutions to be developed for every client
- Reducing costs: Lack of repeatable client automation was causing rapidly rising expenses

The Solution

- Centralized application, data, and infrastructure process automation with Cronacle

Key Benefits

- Rapid, repeatable, consistent deployment of high value solutions for new clients
- Comprehensive client-facing capabilities accessed through a single point of control
- Accelerated development of new client propositions
- Elimination of resource constraints
- A scalable, highly available solution that reduces TCO
- Cronacle supports rapid growth without increasing resources

dunnhumby
essential customer genius

dunnhumby Uses Cronacle to Improve Sales, Profit and Brand Value for its Clients

dunnhumby is the global leader at helping companies understand the wants, needs and desires of their customers. Insights from over 350 million people in 24 countries enable dunnhumby's clients to put the customer at the heart of the way their people, processes and systems work. Once companies put the customer first in business decisions, they become their customers' first choice—increasing brand value as they buy one more product, one more time



Employing more than 1,300 people in 30 offices in Europe, Asia and the Americas, dunnhumby serves a prestigious list of companies including Tesco, Casino, Kroger, Procter & Gamble, Shell, Coca-Cola and Mars. Since initial roll out, their original Cronacle implementation has grown from three UK-based Cronacle repositories to 90 functional Cronacle repositories that deliver automation for clients based in 18 countries. dunnhumby uses Cronacle as the automation layer for business processes in three main areas:

- Application automation: Cronacle is embedded into dunnhumby-developed applications to create automated, asynchronous processes with minimal user interaction.

- Data solution automation: Cronacle enables dunnhumby to link a standard set of automated data management processes together to maximize client data value.
- Infrastructure maintenance: Monitoring and regular backups

"Sometimes you know something is really working because nobody notices it. Cronacle has become one of those things...a critical enabling technology that everyone just expects to work, and it just does."

**Neil Lewis, Group Automation Manager
dunnhumby**

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The dunnhumby Value Model: Sustainable Loyalty

All of dunnhumby's work is focused around putting the customer first – enabling their clients to know and treat their own customers better than anyone else. The dunnhumby process centers on three types of data: customer data, sales data, and traditional market research data. Employing a specialized framework written in-house, the company uses these 'data insights' to learn about customers and their behavior, and then builds customer-driven action plans for improving their clients' business decisions. By aligning all aspects of a client's operation to the needs and aspirations of the customer, dunnhumby improves their clients' organization and helps them enhance their sales offers – product range, availability, pricing and promotions – to enrich the customer experience. By helping its clients better understand, interact with and respond to their customers, dunnhumby empowers them to improve customer engagement and retention.

According to dunnhumby, embedding this customer insight into the organization is the best way to build sustainable loyalty and to enable companies to make every decision a little better and a little faster – resulting in improved sales, profit, and ultimately, brand value.

Building Cost Effective Business Practices With Cronacle

From a business perspective, automation is critical to dunnhumby. In the past, each dunnhumby client's automation solution was custom-developed by individual client teams for extract, transform and load (ETL) processing into dunnhumby's data warehouse. This inefficient and costly method made it difficult for staff to develop or learn new solutions while managing other clients. To expand the company's global footprint, dunnhumby needed a standardized model that could be rapidly deployed for each new client venture. The goal was to enable any client

team to move between client areas and still deliver excellence by hitting the ground running with a standard set of capabilities accessed through a single delivery mechanism. They chose Cronacle to help them achieve their goal.

With Cronacle, dunnhumby delivers relevant data and insights to clients in the most efficient way possible. It is a scalable, highly available solution that reduces their total cost of ownership (TCO). Knowing that their previous scheduling challenges would ultimately impact their business and their clients, dunnhumby's success with Cronacle has been critical to the company's growth and expansion while continuing its high levels of service.

"Providing the high availability and automatic generation of automation objects we required for new clients, we could equate Cronacle to an intuitive and ubiquitous factory with extremely high output," says Neil Lewis, group automation manager for dunnhumby. "Minor adjustments to that factory can be made without any human intervention and without disrupting processing."

Creating a Ubiquitous Automation Solution With Cronacle

dunnhumby's in-house application serves as a platform for global data analysis. By integrating SAS data warehouse applications with Cronacle on VMware, the company has met all of its requirements for dynamic real-time scheduling and advanced event and application-driven processing, delivering a truly ubiquitous automation solution. The solution is highly scalable and has been designed to enable new clients to be brought on board quickly and efficiently. As a result, dunnhumby can easily support rapid growth in their client base, and assure those clients that their data will provide the valuable customer intelligence they need as soon as they are in production.

In dunnhumby's production environments, Cronacle executes millions of jobs, processing terabytes of data for clients. Continuing to expand its global footprint, dunnhumby is confident that Cronacle will fully and confidently manage its future processing needs.

Exploiting Cronacle's capability to trigger processing using real-time events, an object generator obtains a list of process interdependencies defined by the type, frequency and arrival of data. This in turn creates a dependency list that Cronacle interprets and uses to automatically build and execute its own custom job chains, triggers, and scripts without human intervention. This has resulted in a huge reduction of the man hours dunnhumby spent building the inbound datasets unique to each client.

"It is difficult to put numbers on to what Cronacle does for dunnhumby," Neil says. "Suffice to say that we couldn't really imagine doing what we do without it. Sometimes you know something is really working because nobody notices it. Cronacle has become one of those things for dunnhumby: a critical enabling technology that everyone just expects to work and, with the standard solutions and architecture we have created, it just does."