



Leveraging the Power of Teradata through Microsoft BI for Lloyds Banking Group

Understanding customers and customer value is vital for any business. Customer transactions can generate significant amounts of potentially valuable information for a business. Making that information accessible and actionable is vital to ensure that customer facing activity is informed by accurate and timely insights into customer preferences and behaviour.

Background

Lloyds TSB is one of the largest retail banks in the UK. It serves more than 16 million personal customers. The business generates a wealth of transactional data on customer behavior and their take-up of services and products. The Customer Value Management Team help managers across the retail business units use this information to target services and maximise the value for the customer and the Bank. The team wanted to increase the accessibility and ease of use of the information. This would help the CVM team to work more efficiently. It would also make business users less reliant on the CVM team, freeing the team to concentrate on more complex analysis.

Issues

The transactional data is held in a Teradata database; this technology has a special architecture enabling it to hold complex data and to perform at scale. Building applications from a Teradata source required a sound understanding of the technology. The application would have new users; it was important to match their needs with the possibilities of the technology. The design of the data structures would be critical, they had to support a wide range of reporting and analysis needs but they also had to be readily understood by users in order to be accessible.

Thorogood Input

Thorogood helped CVM to design and develop a solution using the Microsoft BI platform to leverage the processing power of Teradata. Our consultants:

- Analysed the business data to understand the complex data relationships and analysis requirements.
- Developed a multi-dimensional model.
- Designed the relational schema. This needed to be consistent with Teradata in order to facilitate the production of Aggregate Join Indexes for a ROLAP design.
- Prototyped the model in SQL 2005 AS 2005, so that the users of the system could understand their options more clearly.
- Designed the transformation from current relational mart into the new star schema within Teradata.
- Provided training and technology skills transfer.

Outcomes

The successful solution combined the benefits of Microsoft BI and Teradata technologies to provide an accessible self service reporting and analysis environment to the business end user community. It also demonstrated how Microsoft BI could be used to leverage and enhance the investments made in the group database warehouse.

Thorogood was able to bring many years of relevant experience to the task, having helped Lloyds TSB with many projects over the last fifteen years, and having worked continuously with the Microsoft BI platform since its inception.

To find out more, contact Evelyn Heyes in the UK:

Thorogood Associates Limited
Building E, Ealing Film Studios, Ealing Green, London W5 5EP
T +44 (0) 20 8231 0800 **F** +44 (0) 20 8840 2420
Contact_UK@thorogood.com **www.thorogood.com**

Or Trevor Jones in the US:

Thorogood Associates Inc.
100 Overlook Center, 2nd Floor, Princeton, New Jersey 08540
T +1 (609) 375-2360 **F** +1 (609) 375-2001
Contact_US@thorogood.com **www.thorogood.com**