



APPHION CONSULTING



Home Shopping Europe AG

Program optimisation and targeted customer contact through Business Intelligence

The Customer

Home Shopping Europe AG (formerly H.O.T.), the market leader in Teleshopping in Germany

The Challenge

Relevant, integrated comparison of planned/actual turnover in sales, in order to be able to co-ordinate the program quickly with customer behaviour.

The Solution

Integrated Data Warehouse Solution, which links the turnover data from the CRM System (Siebel) and the Logistics data from the ERP system SAP

Syskopplans Contribution

Conception, implementation and introduction of Data Warehouse solution on the basis of Oracle Data Warehouse Technology

The Customer

Since its establishment 6 years ago Home Shopping Europe AG (formerly Home Order Television AG, abbreviated to H.O.T.) has become a market leader in teleshopping in Germany. In the fiscal year 2000 the company made a net turnover of DM 476 million and a profit of DM 45 million. Together with its national companies in Great Britain, Belgium, France and Italy the companies in this group reach the whole English, French, Dutch, Italian and German speaking countries in Europe.

The Challenge

The centre of interest is the individual sales shows. Their profitability determines the success of the company. To be able to react quickly to customer behaviour or to be able to coordinate the program optimally to correspond with prognostic customer behaviour, it is necessary to be able to measure the success of the individual shows and articles, as soon as on the following day, and compare them with the target figures.



While operative business takes place using Siebel and SAP R/3, a customized solution is implemented to manage special demands involved in planning shows and programs. An evaluation of the success of the individual shows is not possible with these systems alone, since the data is not integrated. The introduction of Data Warehouse makes this possible.

In addition, customers should be made aware of shows and articles in Direct Marketing campaigns. To maximise the number of responses here, specific targeted selections are necessary, which require comprehensive information on customer behaviour. A success monitor should complete the picture. Data Warehouse is needed for this too.

The Solution

Together with the Home Shopping Europe Group, H.O.T. Networks AG, syskoplan developed and implemented the Data Warehouse Palladio in about six months and implemented it for the German national company Home Shopping Europe. In the meantime, it was roll-out time for Palladio in Italy and the UK. The rollout for Belgium was planned for 2002.

Palladio contains data on over several million orders and customers, on sales shows and on over 100,000 articles and makes this current information available to departments involved in Show Planning, Purchasing and Marketing. The data can be combined and evaluated according to diverse criteria (articles, regions, time, age groups). To increase planning security for program planners, statistics are generated per article on the basis of past figures on cancellations and returns, e.g. to forecast, already on the day following transmission, the final amount before cancellations or returns actually happen.

To carry out customer selection for Marketing campaigns a customer contact history is available. Combined with a history of order data the target group for a specific marketing drive can be defined very clearly and success can be measured in the number of sales made.

syskoplan's Contribution

In the framework of the common project syskoplan conceived and implemented Palladio in its present form.

Together with the technical departments the data model and the definition of figures was revised. In the area of Direct Marketing syskoplan offered consultancy and support particularly in relation to selection and success monitoring.

PowerMart by Informatica was used to make the data extraction and loading process from the many different data sources more efficient and maintenance friendly from a technical viewpoint. Apart from the classical architecture with ORACLE database and the ORACLE Discoverer as a Front-End, modern multidimensional OLAP technology in the form of MICROSOFT Analysis Server 2000 is now used in connection with Front-End ProClarity. Apart from gaining an intuitive user interface with this, much was also gained at a query performance level.

The Jobcontrol-System UC4 by SBB was used in automating extraction and transformation and data loading. A Job fine control system was implemented based on VB-Script and ORACLE to enable use of the individual steps.